

Annual Report 2007/2008

Stimulating the economy



We are klima:aktiv.

klima:aktiv stands for change

klima:aktiv is a climate protection initiative launched by the Austrian Ministry of the Environment and embedded in the Austrian federal climate strategy. The primary objective of klima:aktiv is to introduce and promote climate friendly technologies and services. Doing so, klima:aktiv changes both Austria's economy and its everyday life! The Austrian Energy Agency has been responsible for klima:aktiv's operative implementation since its launch in 2004 and coordinates all programmes in the four thematic clusters Building, Energy Efficiency, Mobility and Renewable Energy. The activities of klima:aktiv concentrate on providing information, consulting and further training, on developing standards and promoting quality management and on bringing together the key players from the business and public sectors.

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Climate protection creates jobs

Minister Berlakovich on klima:aktiv

Since 2004, klima:aktiv plays a key role in implementing the Austrian climate strategy. klima:aktiv promotes and accelerates the transition to environmental technology. We cannot work without certain guidelines on minimum standards, but they need to be embraced by the general public. klima:aktiv paves the way for new and climate friendly technologies,

Delegations from the Netherlands and Germany have already expressed their interest in the klima:aktiv concept. What makes klima:aktiv so special is that it is the only programme in the EU that concentrates all voluntary efforts for climate protection under one umbrella brand.



>> klima:aktiv is a unique phenomenon in the EU, it promotes and accelerates the necessary transition to climate friendly technology. Austria has already reached its climate protection objectives in the areas of agriculture and waste, and is heading towards the right direction in heating, but we still have a long way to go with regards to traffic. <<

The upcoming United Nations Framework Convention in Copenhagen must be a success because otherwise there will be no binding international agreement on climate protection. Austria will definitely contribute its share and consistently pursue its climate strategy, of which klima:aktiv is an integral part.

because marketing, PR and counselling help to raise awareness and thus bring about changes in consumer behaviour and a readjustment of the training curricula for professionals.

In times of economic and financial crisis, klima:aktiv is also an important job generator: Thermal renovation for instance will create 7,000 new and secure jobs in Austria. The same may be said about renewable energies. Implementing Austria's goal of increasing the share of renewable energy to 34 % of the total consumption by 2020 will generate another 75,000 new jobs in the near and medium-term future. Companies which adopt ecological criteria in times of economic hardship will reap their rewards when things get better. In this respect, the crisis is also an opportunity to implement fundamental changes.

klima:aktiv is now attracting international attention: The International Energy Agency in Paris has chosen klima:aktiv as a good example in its country report.

Austrian climate protection strategy

To reduce greenhouse gas emissions to 13 % below the 1990 levels by 2012 – that is the ambitious objective of the Austrian federal climate strategy. Thus Austria will meet the Kyoto targets. Originally adopted in 2002, the Austrian federal climate strategy was expanded to include further (large-scale) measures to reduce carbon dioxide emissions and to enhance the effectiveness of the existing measures, e.g. introducing an energy passport for buildings. Measurable results may already be observed: In 2007, greenhouse gas emissions have gone down 3.9 % or 3.5 million tonnes carbon dioxide compared to 2006.

What is klima:aktiv

A brief overview on the initiative

In Austria, a lot of different stakeholders have launched activities to combat climate change: Federal provinces, communities, business interest groups. **klima:aktiv** serves as a federal platform to share resources, to produce a common strategy and to build a matrix for co-operation.

Context of klima:aktiv

klima:aktiv is embedded in the Austrian federal climate strategy, consisting of a bundle of measures of regulation, taxes, and subsidies. **klima:aktiv** has gathered all voluntary and supportive measures under one umbrella. In the four thematic clusters Building, Energy Efficiency, Renewable Energy, and Mobility, specific programmes are carried out by various programme managers of different institutions. These programmes follow a comprehensive and systematic approach in supporting the market introduction of climate-friendly technologies, services and activities.

klima:aktiv follows the idea of market transformation. Market transformation is a targeted effort to change the market. This approach's main characteristic is an active and comprehensive inclusion of all relevant market players and stakeholders. The main advantages of a market transformation approach are comparably low costs and high sustainable effects. In this case, market transformation aims to raise the share of energy efficient products and services.

The advantage of combining all these various strands under one umbrella brand mainly results from the fact that the instruments used (training, consulting, quality management, networking and awareness campaigns) might differ in content and importance in different market segments but not so much in form. Thus, the individual thematic programmes profit from each other – not only can they learn from their own mistakes but also from others. Vice-versa,

success stories will quickly work a circuit and all other programmes can profit.

klima:aktiv's core levers

- Training of **klima:aktiv** professionals
klima:aktiv provides the qualifications needed in the thematic programmes and coordinates training and education in the various fields. Competence partners and **klima:aktiv** professionals profit from trainings and market standards: plumbers, owners of biomass plants, planners, chimney sweepers, architects, master builders, planners, energy consultants, fuel saving instructors, and mobility managers.
- Setting standards and safeguarding quality
Young and booming markets often cannot provide for quality. Therefore, **klima:aktiv** focuses on safeguarding quality by introducing quality standards for products and services and by establishing quality management systems, e.g. for biomass



Left to right: Reverend Anton Faber, Environment Minister Niki Berlakovich and Austria's bike champion Christiane Soeder

Photo: BMLFUW

district heating systems or for buildings. It thus empowers consumers to check the quality of the services rendered. **klima:aktiv** also provides checklists, handbooks and quality tools for professionals and offers support and advice to planners.

- Providing information and raising awareness
klima:aktiv provides online information platforms to empower consumers, companies and professionals. **klima:aktiv** participates in about 1,500 events every year, which is only possible because it has such a broad network at its disposal. Already in June 2008, 26 % of the Austrians recognized the brand and associated it with a variety of positive attributes: economic, positive, modern, dynamic, and ecological. This is a very good feedback especially since **klima:aktiv** does not spend much money on advertising.
- Providing advice and support
klima:aktiv mainly focuses on offering consulting to companies interested in making their production

processes energy efficient, or renovating their facilities, or introducing mobility management, or changing over to energy efficient appliances and IT systems. **klima:aktiv** provides for the empowerment of the existing consultants by equipping them with new tools, by benchmarking energy efficiency and by offering further training on specific issues to consultants.

- Activating and networking partners
Successful climate protection depends on the commitment of existing initiatives and networks as well as on that of the business and the public sector. **klima:aktiv** aims at bringing these players together and at creating a powerful network for climate protection. **klima:aktiv** believes that climate protection pays off for everybody. Partner businesses may multiply the impact of activities by bringing in their knowledge, experience and customer relationship. In return, the businesses profit from the input, innovative ideas and good image of **klima:aktiv**.

Using energy efficiently

Raising awareness and consulting

Energy consumption rises by 2 % on average each year. Saving energy is therefore a must not only for 3.2 million Austrian households, responsible for more than 40 % of the country's energy requirements, but also for Austria's businesses. Today we are already consuming 30 % more energy than in 1990 (year of the Kyoto Protocol), which seriously puts at risk Austria's climate and energy policy.

Therefore, **klima:aktiv** sees saving energy as its primary objective, and provides information, advice and support on energy efficiency to private consumers and companies in three programmes:

- Topprodukte.at, an independent internet platform, helps consumers to find energy-efficient, high-quality products from the following main categories: lighting, office equipment, household equipment, heating, communication tools, mobility, and entertainment.
- So far, 225 energy consultants have been trained to use the "energieeffiziente betriebe" ProTools. These allow them to assess the efficiency potentials of production facilities, to recommend measures to improve efficiency (especially for electric

drives, pneumatics or process heat). Companies may also become **klima:aktiv** project partners by working out a target agreement with their energy consultant, obliging them to implement economic measures to improve their energy efficiency. As **klima:aktiv** project partners, they may not only use the **klima:aktiv** project partner logo, but also participate in the "klima:aktiver Betrieb" award. In its birth year 2008, the award was given to 16 renowned Austrian companies, which have saved a total amount of 66 million kilowatt hours (or 16,000 tonnes of carbon dioxide emissions) with their efficiency measures. The programme as a whole has so far saved 244 million kilowatt hours or 81,000 tonnes of carbon dioxide emissions.

For a first overview on their saving potential, companies may consult the **klima:aktiv** benchmark tool online at energymanagement.at.

Saving 60 % in office energy bills

You may save a considerable amount of money not only in buying energy-efficient equipment, but also in handling it the right way. Energy saving settings

Saving energy

klima:aktiv provides a number of services to save energy:

- online databases of energy-efficient products
- energy saving tips and ideas and an energy saving calculator
- consulting services for companies
- independent consultants
- "StromsparmeisterInnen" – specially trained retailers who will help you choose energy efficient appliances

on your PC, switchable multiple socket outlets, and simple rules on energy usage may save up to 60 % in office energy bills. For this reason, the Bundesbeschaffung GmbH (BBG) has introduced the energy efficiency criteria of **klima:aktiv** programme "energieeffiziente geräte" into their calls for tender on IT equipment and lighting.

„StromsparmeisterInnen“

The initiative "StromsparmeisterInnen" prompted Austrian tradespeople to start to offer advice on energy efficiency to their customers. In cooperation with the Austrian Chamber of Commerce, **klima:aktiv** trained more than 800 tradespeople ("StromsparmeisterInnen") to become experts on energy consumption and energy efficiency, thus enabling them to advise their customers on the purchase of new energy-efficient equipment.

- Climate Protection Award
On 4 November 2008, Austria saw its first Climate Protection Award organised by the Austrian Energy Agency and **klima:aktiv**. Out of 543 submissions, a jury of experts and the ORF audience chose 4 winners, all of them landmark projects which call



for imitation. The award attracted a lot of interest: It was reported on in 13 different ORF broadcasts, which resulted in a total amount of 13 million customer contacts. The 16 nominated projects were presented in the daily programme "Konkret" over 4 weeks, reaching a daily audience of 500,000, the live coverage of the award was viewed by 530,000, and a special report reached another 400,000 viewers.

Baking with green electricity

Der Mann has delivered bread and bakeries to its customers for 150 years. By improving its pneumatic



system outside production hours, Der Mann managed to reduce its energy bills and save 18,000 kilowatt hours per year, thus combining modern climate protection with traditional craftsmanship.

Cool investments

Seidel Elektronik is reducing costs, namely those for about 40,000 kilowatt hours a year. Its secret is its investment in a new water heat

exchanger which now connects the two separate cooling circuits. The expenditures amortised within nine months.



Winning back energy

Donau Chemie AG produces high-quality electrolysis products from salt. Over the last years, it changed



its production methods to environmentally friendly technology: By recycling its exhaust fumes it saves 5,582,400 kWh per year.

Energy guzzlers exposed

Austria Glas Recycling GmbH, a company which collects and recycles old glass containers, has successfully detected and removed energy guzzlers from its work stations with the help of **klima:aktiv**

"energieeffiziente geräte". Thus the company was able to reduce its energy bill by 10 %.



New standards for building

Cooperating with the industry

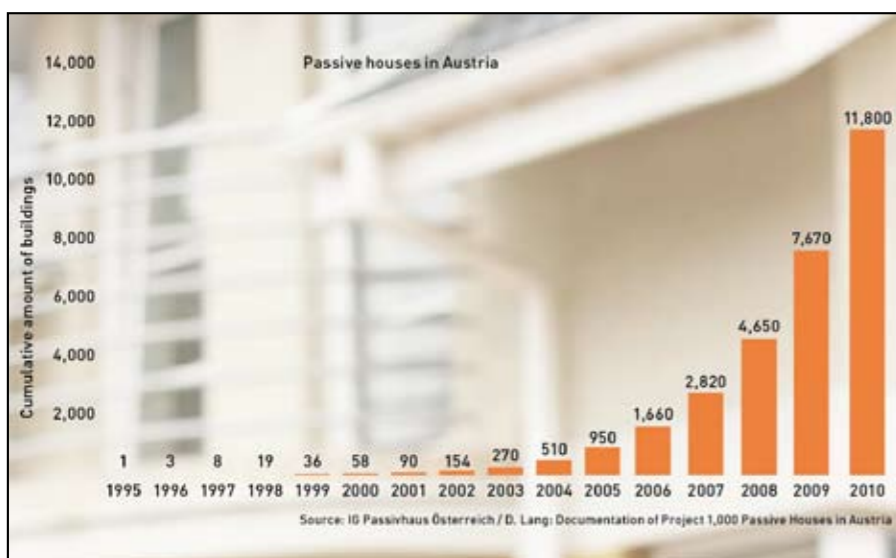
One of the main areas of operation of the Austrian climate strategy is the gradual "renovation of Austria": The country's two million buildings show an especially high potential for the reduction of energy consumption and greenhouse gas emissions.

The last years have shown that we can make the idea of low energy houses and even houses that produce their own energy come true. klima:aktiv was decisive

in stimulating this development by helping to establish nationwide quality standards on energy-efficient buildings, which now serve as a check list for planners and lead contractors to assess their projects' energy efficiency, quality of planning and execution, building material and construction, and housing quality.

Energy-efficient housing

Energy-efficient homes have increased much in demand. Thus the housing sector, which is responsible for more than a third of all carbon dioxide emissions in Austria, is an excellent model on how to combine climate protection, improvement of living quality and promotion of the domestic industry. The klima:aktiv building standards enjoy growing popularity: 31 prefabricated house manufacturers and 32 lead contractors offer klima:aktiv approved housing. Moreover, klima:aktiv cooperates with about 100 partners from the building industry and facility management sectors.



Building and refurbishment

klima:aktiv offers:

- the klima:aktiv building standard: criteria, materials, certification
- a free initial assessment to identify potential energy savings in service and residential buildings
- funding models (such as contracting)
- online information platforms on building and refurbishment
- a database where you can find best practice examples
- partner companies for a smooth implementation
- trained experts

Energy-saving buildings

Until 2008, the klima:aktiv building standard only applied to new homes, but it has now been extended to include renovation and non-home buildings. Of the 282,000 non-home buildings, it is hotels and buildings of a similar character that pose the most interesting area of activity to the klima:aktiv building standard. The tourism industry does not only have much potential for energy saving and is likely to be interested in renovation but it is also less prone to conflicts of interest between investors and tenants as they often exist with office buildings, as most businesses in tourism are run by their owners.

Professional renovation consultant

klima:aktiv offers information and counselling on thermal modernisation of private non-home buildings. It also trains renovation consultants and places special emphasis on the different demands of this diverse target group. These renovation consultants closely work together with key players such as the large supermarket chains Rewe and Spar, or the ÖBB (Austrian Railways) and also act as innovation managers.

Track record on the building sector:

- The network of professional renovation consultants for non-home buildings could be increased to 75.
- 700 skim checks on buildings have been entered into the benchmark database.
- The best practise database (www.klimaaktiv-gebaut.at) shows klima:aktiv approved buildings in Austria.
- The klima:aktiv building criteria are being integrated into the subsidising programmes of the provinces (current degree of concordance: 48 %).
- The voluntary target agreements with the housing industry are within target range. The annual renovation rate of buildings erected by non-profit building contractors between 1945 and 1980 even amounts to 4.1 % – which clearly surpasses the original klima:aktiv target of 3 %!
- State-owned buildings also show much potential for energy improvement. The klima:aktiv programme "bundesgebäudecontracting" currently has twelve contracting pools at its disposal, which may save up to 16,500 tonnes of carbon dioxide emissions – that is 3.4 million Euro per annum!

Modern housing

The staff housing facilities of the Christian Doppler clinic in Salzburg were built in the 1960s, and did not meet modern demands on



Photo: gswb

energy efficiency. Equipped with a solar system and a customised insulation, it is now Salzburg's most modern staff accommodation, and its energy bills have shrunk considerably.

New living quality

Modern and energy efficient – these two adjectives did not match the apartment building in Admonterstraße, Krems, until two years ago,

when the 1968 building has been renovated and given a solar system, thermal insulation and insulated windows.



Photo: Franziska Trebut

EnergyBase

Project EnergyBase houses two universities of applied sciences and many offices. The building not only meets the criteria for passive houses, but due to its solar system,



Photo: WWFF/Petra Blauensteiner

ground water heat pump, thermic solar collectors, controlled ventilation with heat recovery as well as solar-powered air conditioning, it has been awarded the Austrian Solarpreis 2008.

Renovation pays off

The public utility housing society VOGEWOSI has shown in a pilot project that low energy building standards can be implemented in

old buildings. It renovated 91 apartments to reduce their energy consumption by 90 %. Alternative energy sources and insulation save 181,000 litres of oil per year.



Photo: VOGEWOSI

Opening up new markets

Renewable energy is booming

Together with a more efficient and economical consumption of energy, renewable energy is one of the central issues of the Austrian climate strategy. Its ambitious objectives, especially the Austria-specific EU climate package goal of increasing the share of renewable energy to 34 % of the total consumption can only come true if we manage to boost the entire mix of renewable energy from solar energy over biomass and biogas to ambient heat on the market. Therefore we adopt a three-fold strategy: Firstly we must reduce our overall energy consumption, secondly, we must make the use of renewable energies as efficient as possible, and thirdly, we must activate hitherto unused reserves. In the medium term, Austria's heating and cooling demands shall be covered to a large extent with renewable energy.

One of the key factors of increasing the usage of renewable energies is the opening up of new markets. Here **klima:aktiv** has been able to make some impressive progress:

Trend towards solar energy

klima:aktiv programme "solarwärme", which was launched in September 2004, has surpassed by far

its goals of stimulating the stagnant solar market and covering a total collector area of 200,000 sqm by 2008. With an annual installed collectors of more than 300,000 sqm, the total area covered by new solar collectors has more than doubled since the programme was started. This was rendered possible by adopting specific strategies to overcome the obstacles against solar energy in market segments with low market penetration (e.g. the tourism sector or apartment complexes) and by an information campaign. The most extensive source of information on solar energy in Austria, www.solarwaerme.at, has had 1.2 million accesses since the beginning of the programme, 120,000 leaflets have been distributed, 250 technical end user conferences have reached 20,000 attendants, the information hotline has answered 7,800 calls and 1,200 people have participated in the technical "solarwärme" trainings.

Energy from the woods

klima:aktiv programme "energieholz" is promoting the use of wood for energy purposes. Since its launch in 2005, the energy wood consumption has risen by 2 million solid cubic metres. In addition to this rise in demand caused by the new combined heat and power

Renewable Energy

klima:aktiv offers:

- information hotlines on solar energy and wood heating
- websites with information on different technologies and available subsidies
- consulting, planning audits
- quality assurance standards and manuals
- planners and installers for solar panels, heat pumps, biomass plants, and quality management experts for wood heating plants

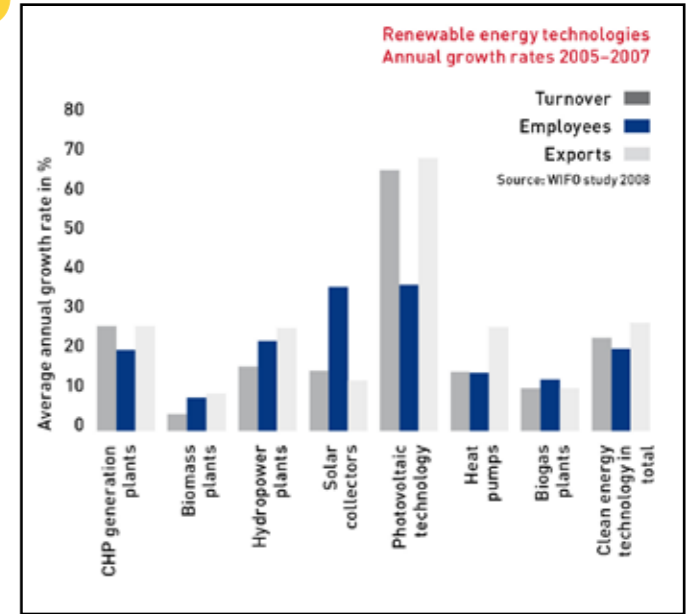
generation plants (CHP), the other energy wood segments – traditional firewood, wood briquettes, pellets and wood chips and bark – have shown dynamic growth.

Trend reversal with pellets

After the market collapsed in 2007 due to a short-term intensive increase in pellet prices, **klima:aktiv** programme "holzwärme" has managed to reverse this negative trend: All market segments and programme target groups (single family homes, multi-storey apartment buildings, commercial buildings) have shown an increase in newly installed biomass boilers in annual comparison. The amount of pellet heatings has even almost tripled!

More efficient heating systems

klima:aktiv programme "qm heizwerke" has established an efficient quality management system for biomass plants. It also has trained 40 quality controllers and set up a plant monitoring, which has helped to increase their efficiency by 10 %. "qm heizwerke" is now increasingly attracting international attention.



Heat pumps are on the rise

Heat pumps have experienced a steadily growing market over the last years. 18,690 heat pumps were installed in Austria in 2008 (23.4 % more than in 2007), two thirds of which are used for heating.

Over the last two years, hundreds of plumbers, vocational school teachers and energy consultants have participated in trainings and further trainings on renewable energy, where **klima:aktiv** was able to complement the trainings subsidised by federal, provincial or municipal authorities.

It's time to renovate

klima:aktiv programme "holzwärme"s information campaign "time to change – renovate and change your boiler" on fuel prices



Photo: Michael Cerveny

and heating systems attracted more than 2,000 people in 39 events, which featured raffle prizes such as vouchers for pellet heatings and a balloon trip.

Power plants save emissions

klima:aktiv programme "qm heizwerke" has launched 123 new power plant projects and 102 upgrade schemes. These measures save an annual 58,000 tonnes of carbon

dioxide emissions in both planning and operating the plants. The plants' decision for biomass and against fossil fuels even saves 130,000 tonnes of emissions!



Photo: SWH

Heat pump benefits

arsenal research carried out a 12-months study on the efficiency of heat pumps. The result: All six investigated facilities show a higher life expectancy than oil heatings,



Photo: arsenal research

thus saving 895 tonnes of carbon dioxide emissions. A model for the efficient use of heat pumps is a single family home in Oberaich equipped with a brine/water heat pump which produces 50 % less carbon dioxide than an oil heating.

Sun Day

On the European Sun Day in May 2008, numerous balloons carried good wishes for a solar future to

the sky. Meanwhile on the ground 4,000 information events on solar energy took place all over Europe. Austria alone had 286 municipalities, businesses, schools and information centres participating.



Photo: solarwärme

klima:aktiv mobil

400 partners save 200,000 t of CO₂/y

klima:aktiv mobil focuses on the promotion of environmentally friendly and health beneficial mobility: It promotes environmentally compatible mobility management and pushes alternative drives and renewable energy on the traffic sector. One of its primary objectives is to support target groups in developing and implementing climate protection measures on this sector.

klima:aktiv mobil target groups are

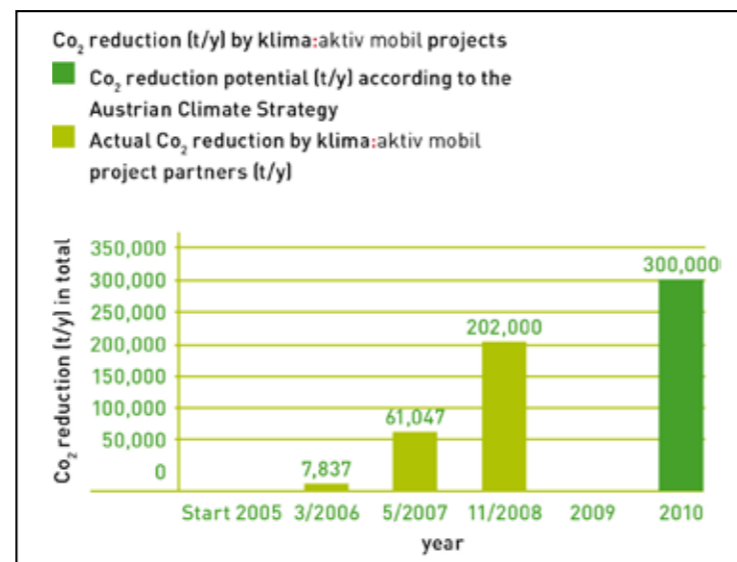
- Businesses and public administration
- Cities, municipalities, regions and provinces
- Leisure and tourism industries
- Lead contractors and real estate developers
- Schools and adolescents

After just three years, our success record is quite remarkable: Thanks to klima:aktiv mobil – projects with over 400 partners, Austria was able to reduce its carbon dioxide emissions by 200,000 tonnes per year. In order to obtain our ambitious goal of cutting down emissions by 300,000 tonnes per year by 2010 (see chart), klima:aktiv mobil promotes the following active partnerships:

- klima:aktiv mobil's most extensive network, mobility management for businesses, currently

comprises 200 partners, which include renowned businesses such as Frikus, Herzer, Post AG, DHL, Austrian Federal Railways, Rail Cargo Austria, Postbus, Blaguss, Waldland, Salzburg AG, Albus, Verkehrsverbund Ostregion and Bundesforste.

- klima:aktiv mobil supports over 100 cities, municipalities and regions to develop and implement climate-friendly mobility management.



klima:aktiv mobil

klima:aktiv mobil help to develop intelligent mobility management concepts, supports switching to alternative propulsion systems and fuels for vehicle fleets, and promotes fuel-saving driving, cycling and other transport measures.

klima:aktiv mobil offers

- consulting
- funding
- motivation
- awards and certificates

- klima:aktiv mobil has carried out mobility management workshops in 55 schools in the school year of 2007/08, resulting in a reduction of 190,000 motorised rides to school.

- klima:aktiv mobil has launched an additional "youth module", which discusses mobility with adolescents outside school in workshops and special trainings.

Support programme

klima:aktiv mobil's support programme is one of the main columns of klima:aktiv mobil and provides attractive support solutions to those interested in switching their vehicle fleets over to alternative drives or alternative fuels, bicycle traffic or climate-friendly mobility management. A subsidy of 10 million Euro may trigger investments of 100 million Euro, thus securing 1,000 jobs. In 2008, the number of newly produced project ideas has multiplied to 297. During the first two years, the programme has supported 79 projects, with a subsidy volume of 5.3 million and an investment volume of 53 million Euro.



Promoting cycling and fuel saving

A joint study by the Austrian Ministry of the Environment and the Austrian Chamber of Commerce has shown that biking may save up to 18,000 jobs. On the basis of the "Masterplan Cycling" set by the Austrian Ministry of the Environment in 2006, klima:aktiv mobil is launching its bicycle campaign and the bike2business competition, which is placed under the slogan "kick off to work – ride your bike".

Themed „Geben Sie richtig Gas!“, which roughly translates into "step on it, but do it right!", the klima:aktiv mobil fuel saving initiative provided fuel-saving trainings for cars, trucks, buses and for the first time also for tractors. 3,200 people participated in these trainings in 2008, and 115 driving instructors successfully completed their training as fuel-saving instructors.

Switching made easy

In Salzburg, a fuel saving initiative adapted the timetables of local trains and buses to fit the working hours of 2,200 employees, prompting more than two thirds of them to switch to public transport. Thus,



this initiative, which was launched by the Regionalverband Tennengau (an interest grouping of local municipalities) in cooperation with the public bus operator Postbus and ÖBB (Austrian Railways), is able to save 539 tonnes of carbon dioxide emissions per year.

Blaguss coaches go biodiesel

Blaguss has embraced a wide-ranging green programme: The

Austrian coach operator not only switches to biodiesel and to new engines producing less emissions, but has its drivers undergo fuel-saving trainings and even reorganises its schedule to reduce empty mileage.



Model train logistics

Austrian carrier Gebrüder Weiss is redirecting its freight traffic from the road to the tracks between Bludenz and Vienna. This climate-



friendly logistics concept will save 6,700 tonnes of carbon dioxide emissions per year when maintaining stable cargo rates.

Cycling paradise Lower Austria

Lower Austria aims at doubling the 2007 share of bicycle rides in total traffic to 14 % by 2012 – which would save 8,000 tonnes of carbon dioxide emissions per year. Measures taken include awareness

raising campaigns, the RADL RekordTAG (a bicycle action day), subsidising municipal projects and school projects.



klima:aktiv professionals

Framework conditions and further training

One of **klima:aktiv**'s main objectives is to create a network of highly trained professionals on climate protection by active investment in education and further training. Over the last years, we have managed to lay the foundation for an extensive qualification campaign.

The **klima:aktiv** education strategy focuses on actively involving existing educational institutions. Currently 24 partner organisations implement the **klima:aktiv** curricula in both new and existing trainings.



Solar heating: 1,000 training partners were awarded certificates
Left to right: DI (FH) Fritz Stocker, WIFI Salzburg; Dr. Wolfgang Schörghuber, director of the Dept. for Environmental Policy of the Salzburg Chamber of Commerce; Manfred Hagen, of Hagen Haustechnik; Ing. Theodor Seebacher, guild master; DDI Franz Mair, Salzburg regional governmental administration/energy consulting; DI Thomas Müller of AEE INTEC, **klima:aktiv** solarwärme

Cooperations with institutions

One of the 2008 foci was developing an extensive curriculum for Austria's eight further training institutions for the building sector. The training course on "thermal renovation of old buildings" held in cooperation with the building, energy and environment cluster of ecoplus NÖ is especially popular: so far it has been completed by 160 professionals.

Other cooperations such as those with guilds and associations have resulted in manifold developments:

- In cooperation with the Austrian association of prefabricated houses manufacturers, **klima:aktiv** was able to train and qualify a substantial part of the industry in developing **klima:aktiv** approved houses.

Cooperations with businesses

Businesses are interested in **klima:aktiv** courses tailored to their specific needs:

- **klima:aktiv** has organised special employee trainings for its partners. For instance, sREAL has had four trainings for 80 of its real estate agents in order to raise their awareness of energy issues (energy pass, insulation, renewable energies).

Better climate partnerships

Business success factor – climate protection

150 Austrian businesses have embraced both climate protection and the **klima:aktiv** programmes. As **klima:aktiv** partners, they act as multipliers and enrich the projects with their competences, good customer relationships and resources. Climate protection has become a success factor for businesses, and **klima:aktiv** has become an important brand. It stands for environmentally friendly, innovative technologies and services, and the **klima:aktiv** logo serves to distinguish **klima:aktiv** partners from other businesses. What we all have in common is the idea that climate protection pays off for everyone. Our 1,500 partner projects, which range from mobility projects to financial counselling, are living proof of this statement. The commitment to renovation of our partners on the housing sector furthermore shows that it is possible to implement climate protection on the basis of voluntary agreements.

Associations act as multipliers

Our strategic partnerships with the different associations within the Austrian Chamber of Commerce have proven a big success. Especially the Electronic Industry Association, the Hotel Association and the Building Association have shown much commitment for implementing climate protection standards.

Cooperations with the provinces

The Austrian federal provinces launch numerous climate protection activities and are therefore a logical partner for **klima:aktiv**, promoting the regional embedding of the initiative: For instance, the **klima:aktiv** building standards are gradually being adopted into the regional housing subsidy programmes (current state of integration: 48 %).

In addition to the existing solar co-initiatives in six of the nine provinces, **klima:aktiv**'s e5 municipal pro-

gramme has been launched in Burgenland, Styria, Carinthia, Salzburg, Tyrol, and Vorarlberg.

- The regional partners for the programme "wohmodern" have helped to establish close cooperation with the local lead contractors.
- All partners in the provinces (e.g. Wiener Wohnen, Energieinstitut Vorarlberg or LandesEnergieVerein Steiermark to name just a few) are implementing measures to achieve a sustainable reduction of carbon dioxide emissions.

Innovative Green-IT

Fujitsu Siemens, training provider WIFI and **klima:aktiv** have managed to address a new target group with their Green-IT courses: The training courses teach IT professionals to reduce both their company's energy consumption and carbon dioxide emissions. In the long run, the acquired knowledge may enable them to halve their energy consumption! The Green-IT courses are product-independent and objective. They are offered at different WIFI locations all over Austria, and cater for IT professionals from medium-sized and large enterprises.

Building Champion Lower Austria

Thermal renovation has a huge potential for the domestic economy. Lower Austria therefore invests in further training measures for **klima:aktiv** competence partners and trains 150 builders, carpenters, architects, planners, and plumbers in energy-efficient renovation of old buildings. This training course is a cooperation between **klima:aktiv**, the Lower Austrian guilds and the building, energy and environment cluster of ecoplus NÖ, and a model for partnerships between state, regional government and economy.

All in all, **klima:aktiv** has trained 3,000 professionals:

- More than 1,700 plumbers and planners have received further training on solar heating, heat pumps, biomass, and the **klima:aktiv** building strategy. Running in its fourth year, the programme has trained 892 biomass plumbers, 455 certified solar heating plumbers, 306 solar heating practitioners, and 82 certified heat pump plumbers.
- There are more than 800 Energy Saving Champions among Austria's electrical retailers.
- There are 180 Fuel Saving Champions nationwide.
- There are more than 100 renovation consultants for non-home buildings and home buildings in Austria.

www.bildung.klimaaktiv.at offers extensive information and services, including a search function for training courses on climate relevant issues and a list of all **klima:aktiv** approved professionals. All **klima:aktiv** approved professionals and **klima:aktiv** partners may be located on an interactive map at www.maps.klimaaktiv.at.

Service Contacts

Strategic control

Contact persons at the Ministry of the Environment

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www.klimaaktivmobil.at

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imprint

Owned and published by the Austrian Federal Ministry of Agriculture, Forestry, Environment and Water Management, A-1012 Vienna, Stubenring 1.

Strategic coordination: Austrian Ministry of the Environment, Div. Environmental Economics and Energy Policy, Martina Schuster, Bernd Vogl, Enrico Rose. klima:aktiv mobil coordination: Transport, Mobility, Human Settlement and Noise, Robert Thaler, Iris Ehrnleitner, Martin Eder

Produced by: Austrian Energy Agency, Mariahilfer Straße 136, 1150 Vienna

Editor: Andreas Linhart | Project Management: Tina Brunauer, Alpha Affairs GmbH | Translator: Antonina Lakner | Layout: Ka(a)rin Baumgartner | Printed at gugler cross media | Vienna, June 2009 | Coverphoto: corbis