

## Target group: Households

|    | Name   | Type      | Implemented by (stakeholders)  | Description  |
|----|--|-----------|--|--|
| 1  | Information & awareness campaign                     | Info      | Regional energy agency, Regional Government, municipalities, utilities | Campaign on electricity saving measures in households by internet tool, media cooperation, brochure, direct mailing, local newspaper; training seminars & events   |
| 2  | Awareness campaign on stand-by                       | Info      | Regional energy agency, Regional Government                            | Campaign: media cooperation: articles in newspapers, press release, interviews in radio, TV; internet tool, brochure, direct mailing, competition  |
| 3  | Campaign for energy advisers                         | Info      | Regional energy agency, municipal energy advisers                      | Supporting energy advisers and utilizing their local platform for information activities   |
| 4  | Series of local events                               | Info      | Energy agency, utilities   | Organization of local events with the support of local press and of municipalities   |
| 5  | Audit tools & benchmarks                             | Info      | Energy agency, Regional Government                                     | Development of specific simplified audit tools for households; generation of benchmarks by lottery (incentives to make people enter consumption data)  |
| 6  | Best practice case studies                           | Info      | Regional energy agency, energy advisers                                | Highlighting good examples in the household sector that can be integrated in an information campaign.  |
| 7  | Promote Labeling                                     | Info      | Regional energy agency, retailers                                      | Promote labeling in co-operation with distributors of electric appliance or other products that can have energy labels (houses etc.), promotion by internet, brochures, exhibitions                      |
| 8  | Circulation water pumps campaign                     | Info      | Regional Government, Energy Agency                                     | Promotion of the use of electric-efficient circulation pumps. Boost of the E+PUMPS concept   |
| 9  | Indoor Lighting improvement in Domestic sector       | Info      | Regional Government, Energy Agency                                     | Implement measures to improve energy efficiency in indoor lighting on existing buildings in domestic sector  |
| 10 | Financial support for efficient household appliances | Financial | Regional energy agency, Regional Government, wholesalers and retailers | Subsidy for purchase of A++, A+ appliances (mainly refrigerators & freezers, washing machines, dish washers, pumps and lamps); promotion of the replacement of old appliances (e.g. grants to consumers) |

## Target group: Public sector (public authorities, municipalities, schools)

|    | Name  | Type             | Implemented by (stakeholders)                             | Description   |
|----|---|------------------|---|---|
| 11 | Targets & benchmarks for electricity & connected to public financing of buildings | Legal, financial | Public authorities  | Annual targets for reducing electricity consumption in public buildings and obligatory electricity accounting to monitor progress; maximum electricity efficiency indicator obligatory for public funding   |
| 12 | Info campaigns  | Info             | Regional energy agency                                    | Campaign on electricity saving measures in public sector using internet tool, brochures, direct mailings  |
| 13 | AG21 and electricity efficiency   | Info             | Energy agency, Regional Government                        | To raise the energy dimension in the AG21 initiatives: information and inclusion of activities on electricity efficiency in AG21 projects   |
| 14 | Best practice for public sector   | Info             | Regional energy agency                                    | Site visits, working breakfasts, short movies on web site and electronic newsletter targeted to elected representatives; best practice leaflet with information on electricity efficiency measures  |
| 15 | Electricity efficiency for schools - competition                                  | Info             | Regional energy agency; Regional Government               | Mix of awareness raising activities for schools including training material for teachers (panels, posters), financial support for "school projects", funding for electricity efficiency measures in school buildings; energy diagnosis focused on electricity; energy weeks in high schools; competitions |
| 16 | Efficient lighting for schools  | Info             | Regional energy agency; NGOs                              | Measuring of the school lighting systems and advice about modernization   |
| 17 | Substitution of electric heating  | Info, financial  | Municipalities, towns, general public                     | Information tools targeted to municipalities and general public; incentives to install solar thermal systems to replace electric water and space heating: 10 installations chosen will be rewarded with a 20-30% subsidy; solar league  |
| 18 | Public procurement  | Info             | Public procurement organisation, public authorities       | Electricity efficiency criteria included in public procurement to increase the demand for electricity efficient equipment, buildings and services   |
| 19 | Training sessions for electricity management                                      | Training         | Regional energy agency, Local and regional administration | training sessions targeted to employees in social residences, facility managers, schools, municipalities and persons responsible for electricity management   |
| 20 | "Consumer schools"  | Training         | Regional energy agency, administration, utilities         | Training of consumer associations, setting up of "consumer schools"   |
| 21 | Financial incentives, supporting schemes  | Financial        | National & Regional Government                            | Schemes supporting the substitution of the most electricity consuming equipment in public buildings   |
| 22 | Public Lighting improvement   | Financial        | Regional Government, Energy Agency                        | Energy audits and studies; funding and subsidies to replace old public lighting installations (incl. inefficient traffic lights); procurement purchase  |

**Target group: Business sector (industry, service sector, commercial, companies, ...)**

|    | <b>Name</b>  | <b>Type</b> | <b>Implemented by (stakeholders)</b>                           | <b>Description</b>   |
|----|--|-------------|--|--|
| 23 | Information and awareness campaigns                    | Info        | Regional energy agency, utilities, (municipal) energy adviser  | Campaigns on electricity saving measures and electricity efficiency:<br>- for industry (internet tool, media cooperation, brochure, direct mailing)<br>- for retailers and big distributors (leaflets, calendars, training sessions)<br>In cooperation with electricity producers & suppliers & energy advisors. |
| 24 | Support and information campaign for offices           | Info        | Branch org., regional energy agency, municipal energy adviser  | Support and information measures dedicated to companies, real estate owners and landlords.   |
| 25 | Energy improvement in cogeneration                     | Info        | Regional energy agency   | Replacement of old installations, financial support etc.   |
| 26 | Sector strategies                                      | Info        | Regional energy agency   | Sector strategies for the main business sectors based on energy audits in representative companies of each sector, including electricity efficiency measures and best practice case studies  |
| 27 | Energy charter with wholesalers                        | Info        | Regional energy agency   | Set up an energy charter on white and brown products   |
| 28 | Energy audits & best practice case studies             | Info        | Regional energy agency, private companies, Chamber of Commerce | Audits in SMEs and industries to gain information about the main saving potentials and dissemination of best practice case studies   |
| 29 | Awareness campaign on electric heating                 | info        | Regional energy agency, trade unions                           | Working groups with regional trade unions in the fields of e.g. bakeries, clothes shops  |
| 30 | Heat from cooling systems                              | Info        | Regional energy agency   | Campaign about using the heat produced within the cooling process  |
| 31 | Indoor lighting improvement in tertiary sector         | Info        | Regional Government, Energy Agency                             | Measures to improve the energy efficiency of indoor lighting in existing buildings of the tertiary sector  |
| 32 | Air conditioning improvement                           | Info        | Regional Government, energy agency                             | Improve control systems and adequate temperature levels in shopping centers and other larger buildings   |
| 33 | Active use of procurement requirements                 | Info        | Industry branch organizations and network                      | Procurement requirements to stimulate the development of electricity efficient products, for example by real estate companies  |
| 34 | Smart metering   | Info        | Real estate branch org., utilities                             | Placing a "smart box" in apartments showing the real time electricity use  |
| 35 | Training for industry including energy mapping         | Training    | Regional energy agency, consultants,                           | Trainings addressed to industry; energy mapping/auditing and education for the industry (maintenance staff-lower level and administrators-higher level)  |
| 36 | Funding of electricity efficient equipment in industry | Financial   | Regional Government, energy agency                             | Funding and subsidies for new equipments with higher efficiency in industries  |

**Target group: Other (Agriculture, electricity production & supply companies, banks/financial institutions, youth/children)**

|    | <b>Name</b>   | <b>Type</b>     | <b>Implemented by (stakeholders)</b>        | <b>Description</b>   |
|----|---|-----------------|---|--|
| 37 | Awareness campaigns for <u>children</u>   | Info            | Regional Government, Energy Agency          | Awareness raising campaigns focused on children: t-shirts with eye catching logo (- 10%, etc), stickers, publications, internet tools, stands, games, etc.   |
| 38 | Branch energy strategies for <u>farms</u>   | Info            | Regional energy agency                      | Case studies and benchmarks, technologies with saving potential, meeting of stakeholders, brochure; Internet tool on consumption check   |
| 39 | <u>Best practice at farms</u>   | Info            | Regional energy agency                      | Best practice brochure and internet presentation   |
| 40 | EL-EFF seminars for <u>farmers</u>  | Training        | Regional energy agency                      | Seminars about electricity efficiency measures and their implementation for farmers  |
| 41 | Working groups on innovative <u>financial instruments</u>   | Info, financial | Regional energy agency                      | Workshops with financial organizations: the aim is to set up a series of workshops for brainstorming sessions in order to carry out a proposal for the regional government                             |
| 42 | Electricity tariff structure supporting low electricity consumption                               | Financial       | Electricity production & supply companies   | Electricity price per kWh depending on the total consumption and being lower for customers with low consumption; "informative & understandable" electricity bills                                      |
| 43 | Obligatory R&D for electricity efficiency of <u>electricity production &amp; supply companies</u> | Legal           | Electricity production & supply companies   | 1 % of the total budget of the electricity production & supply companies dedicated to R&D activities for more electricity efficiency   |
| 44 | Energy efficiency criteria for <u>electricity production</u>                                      | Legal           | Regional (& national government) government | Depending on the technology and the size of the electricity production plant, obligatory electricity efficiency criteria are introduced. In a next step, such criteria are applied to existing plants. |

## Target group: Cross sectoral measures

|    | Name   | Type     | Implemented by<br>(stakeholders)                               | Description   |
|----|--|----------|--|---|
| 45 | Electricity efficiency competition                               | Info     | Regional energy agency,<br>Regional government                 | Annual competition for best practice in electricity efficiency in the categories "households", "companies", "public" including promotion folder, media cooperation and award ceremony   |
| 46 | Electricity efficiency advice sessions                           | Info     | Regional energy agency   | Including electricity efficiency in every energy advice session for different target groups (households, companies, municipalities), advisers obligation of mentioning electricity efficiency also in cases where the main topic is different (e.g. heating only) |
| 47 | Pilot projects   | Info     | Regional energy agency   | Pilot projects are implemented, monitored and promoted (1 per sector as for example: electricity efficient model household / model municipality / model company)  |
| 48 | Regional network of stakeholders                                 | Info     | Regional energy agency   | Creation of a network that could impulse the political decision in the region focused on the issue  |
| 49 | Local energy saving strategies                                   | Info     | Regional energy agency   | Local energy saving strategies including electricity issues to be developed   |
| 50 | EL-EFF broadcasting  | Info     | Regional energy agency,<br>regional broadcaster                | Programme about electricity efficiency measures   |
| 51 | Statistics for electricity use in buildings                      | Info     | Real estate and building owners                                | Collection and presentation of more recent statistics for the electricity use in buildings. To be done in cooperation between electricity suppliers (having the data) and public bodies.  |
| 52 | Cooperation and exchange of experience                           | Info     | Regional administration in cooperation with other stakeholders | Regional administration as a coordinator/ initiator and an important platform for experience exchange on different levels (example the ongoing program for energy efficient buildings).   |
| 53 | Training for energy managers                                     | Training | Regional energy agency   | Training to energy managers in public buildings and industries. Specific European Master Course   |
| 54 | Energy efficiency standards for energy technologies in buildings | Legal    | Regional government, Regional energy agency                    | Development of electricity efficiency standards for energy technologies in public & company buildings linked to public funding.   |