

## EL-EFF REGION

### WP 3: Stakeholder survey

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## Preliminary Note

Before the elaboration of the regional action plan in the period from September to November 2007 15 telephone interviews with regional stakeholders were carried out. Representatives of the relevant stakeholder groups were selected in order to get a detailed view of interests, attitudes and experiences. The stakeholders were chosen from the household and agricultural sector in Saxony.

They are key actors in the field of electric energy efficiency. Additionally representatives of federal ministries and energy managers of public buildings were asked. High-level representatives of energy consumer organisations (household and agriculture) and suppliers were chosen. The duration of the interviews varied from 30 to 45 minutes.

## Selected stakeholders

Institution	Prenome	Surname	Stakeholder group/function
Verbraucherzentrale Sachsen	Roland	Pause	Energy adviser
Handelsverband Sachsen e.V., Fachgem. Technik	Gunter	Engelmann-Merkel	Representative of retailers
SATURN	Monika	Menndorf	Retailer
Envia Mitteldeutsche Energie AG	Haiko	Fritzsich	Supplier
Envia Mitteldeutsche Energie AG	Norman	Lein	Supplier
ENSO Energie Sachsen Ost GmbH	Birgit	Dr. Wetzell	Supplier
Stadtwerke Leipzig GmbH	Karsten	Wagner	Supplier
Stadtwerke Leipzig GmbH	Winfried	Bremer	Supplier
DREWAG Stadtwerke Dresden GmbH	Frank	Tredetzky	Supplier
Stadtwerke Chemnitz AG	Dr. J. J. J. J. J.	Koppe	Supplier
Stadtwerke Schneeberg	Gunar	Friedrich	Supplier
Staatsministerium für Wirtschaft und Arbeit	Hartmut	Gorski	Federal government
Staatsbetrieb Sächsisches Immobilien- und Baumanagement	Niels	Schwarzer	Federal government
Sächsischer Landesbauernverband e.V.	Ilse	Mohr	Energy adviser
Sächsischer Landesbauernverband e.V.	Manfred	Uhlemann	Representative of farmers
Verband der privaten Landwirte im Nebenberuf (VNL)	Matthias	Schreier	Representative of farmers
Verband der privaten Landwirte und Grundeigentümer	Dieter	Tanneberger	Representative of farmers
Landesverband Gartenbau Sachsen e.V.	Eberhard	Haag	Representative of farmers
G€A	Ulf	Mueller	Representative of farmers
Sächsische Landesanstalt für Landwirtschaft	Thomas	Heidenreich	Federal government/research

The following 4 foci for the questions were chosen:

- Consumption prognosis
- Activities of actors
- Potential cooperation, key actors
- Media

## Questions

### **Stakeholder Interview guideline**

#### **1. Forecast of consumption (total, households, agriculture)**

Do you know forecasts? Do you work on forecasts? What is your forecast?

#### **2. Future consumption – possible counter measures**

Which counter measures are known? How do you evaluate these measures?

#### **3. Evaluation of energy saving measures by national government**

How do you evaluate energy saving measures (cost-benefit analysis)?

#### **4. Evaluation of energy saving measures by federal government**

How do you evaluate energy saving measures (cost-benefit analysis)?

Which measures would you suggest? What kind of expectations do you have about the federal parliament and the new founded energy agency?

#### **5. Stakeholder's own measures on energy efficiency**

Which actions were and will be taken (aims, starting points, timetables)?

#### **6. Evaluation of stakeholder's own measures on energy efficiency**

Did you evaluate your actions (results, dissemination)?

#### **7. Joint activities on energy efficiency**

Do you plan joint activities (possible and impossible partners, experiences)?

#### **8. Suggestions (info-campaign, benchmarks, best-practice, laws, further education, grants)**

What kind of suggestions do you have for the named actions?

#### **9. Cooperation**

Which partners for cooperation would you suggest (relevance, experience)?

#### **10. Key actors energy efficiency**

Which are the key actors in energy efficiency (nationwide, credibility, evaluation of activities and ideas)?

#### **11. Public relation**

Which media do you suggest for future actions (own experiences, approach to clients)?

## **Interview results**

### ***Consumption Forecast***

No one of the stakeholders works out own specific consumption prognoses for both relevant sectors. On the other hand all of them look at general prognoses. For households a decrease of the consumption per person is expected. The increase in the equipment with electric devices of the households is more than equalled by the rise in efficiency. For the agricultural sector a constant consumption is assumed (higher equipment equals better efficiency).

### ***Activities for energy saving***

The design of efficient devices and the supply of good energy advice are seen as the most promising ways to save energy. The contact to manufacturers needs to be developed – the adequate approach to the users has to be established.

### ***Evaluation of activities of the national administration***

For the household sector national campaigns by the national energy agency (dena) are regarded effectful. The European labelling process is helpful supported by publications of best practice ([www.sparger-aete.de](http://www.sparger-aete.de) and [www.ecotopten.de](http://www.ecotopten.de)).

### ***Evaluation of activities of federal administration***

A grant programme for energy saving in the agricultural sector (and for state own buildings) was launched by the federal government. The programme is more useful for the big farms. Future programs should be as successful as the renewable energy law in Germany.

Depending on own interests and market survey the following fields for federal activities were suggested:

- Training programmes
- Grant program for energy saving technologies
- Information campaigns
- Legal actions (no cooling systems for households)
- Display of lifetime electricity costs
- Best practice documentations

Nearly all of the stakeholders stressed the importance of a competent and independent energy advice. The newly established federal energy agency SAENA will play an important role.

### ***Energy saving activities of stakeholders***

By most of the stakeholders public relation work is done to promote rational use of energy. Some of them provide online tools to enable consumption checks. Finally supplier offer measuring equipment for energy checks.

These actions are motivated either by economic or by ecologic reasons.

The actors want to be silhouetted against the competitors. That restrains a cooperation with different suppliers.

### ***Evaluation of energy saving activities of stakeholders***

Normally the projects of the stakeholders are not evaluated. Just public actions of the administration are examined concerning the results. The administration often publishes results of their activities. The other stakeholders use results for internal purposes. The results are sometimes used anonymised for internal experience exchange, web pages or brochures.

### ***Joint activities for improvement of energy efficiency***

All the stakeholders are willing to cooperate. Some of the suppliers are not interested to work either with competitors or with ecologists.

There is little interest in any change of tariff structure.

Suggestions of joint activities will be checked seriously.

### ***Former cooperations***

For energy efficiency projects half of the stakeholders cooperated with external partners.

### ***Potential cooperation partners***

Stakeholders of the agricultural sector know each other and coordinate their activities. Some stakeholders work with partners in different federal states. The representatives of the farmers cooperate with research institutions.

### ***Further key actors***

Beside the above mentioned persons or institutions manufacturers, political persons, members of administration and consultants are named as potential partners for future energy efficiency actions.

### ***Media***

For publications (pilot projects, best practice) and campaigns brochures, newsletters for clients, the web, technical and regional newspapers are used. Energy advice centres play an important role in this framework.

Major activities should be based on radio and TV-campaigns. The world-wide-web is recommended for the approach to younger people and technical magazines for the agricultural sector.

## **Summary**

A **constant consumption** of electric energy is expected: **More efficient devices** but a **wider equipment**.

To achieve a lower consumption the following paths shall be used:

- Cooperation with manufacturers
- optimised energy advice
- campaigns to improve user behaviour

These activities shall be **supported** by the regional government.

A **cooperation** of the stakeholders for future activities is possible, but a unique selling or at least **outstanding proposition** of the stakeholders is wished.

Media activities were based on **newspapers and brochures**. Future major activities shall use **radio, TV and the world wide web**.