



EL-EFF Regions

WP 3: Regional Action Plan "List of measures" (at least 15 measures):

Project Partner: ESV

No	Measure	Direct target group	Implemented by	Funding body	Estimated costs	Description of the measure	Targeted / expected impact
1	Awareness campaign on stand-by	Households	ESV	Regional government	200,000 €	Campaign on stand-by: internet tool, media cooperation, brochure, direct mailing, competition	1 % of the households participate, 200 kWh/a per household saved
2	Financial support for low electricity household appliances	Households	Retailers, regional government	Regional government	50 € per appliance	People who buy A++, A+ appliances (mainly refrigerators & freezers, washing machines, dish washers) get financial support	20 % of the electricity consumption of new appliances in 30% of the households (~ 50 kWh/a in 163,000 households = 8,150 MWh)
3	Obligatory electricity efficiency criteria in public procurement	Public authorities	Public authorities	Regional government	no additional costs	Only the most electricity efficient appliances and office equipment are allowed to be purchased by municipalities, regional & local administration	20 % of the electricity consumption of new appliances

4	Benchmarks for electricity & connected to public financing of buildings	Public authorities	Public authorities	Regional government	50-70 € per public building	In case of new construction and major renovation of public buildings, together with the energy efficiency performance indicator, an electricity efficiency indicator has to be calculated and a certain maximum value has to be achieved in order to get public funding	20 % of the average electricity consumption of new and renovated public buildings
5	Obligatory annual reduction targets & monitoring	Public authorities	Public authorities	Regional government	100 € per public building	Annual targets for reducing electricity consumption in public buildings and obligatory electricity accounting to monitor progress	1 % reduction of the electricity consumption of public buildings per year (~ 5-10 GWh)
6	Electricity tariff structure values low electricity consumption	Electricity production & supply companies	Electricity production & supply companies		no additional costs	Electricity price per kWh depends on the total consumption and is lower for customers with low consumption; this is also communicated in "informative & understandable" electricity bills	1 % of the total electricity consumption (~ 836 GWh)
7	Obligatory R&D for electricity efficiency	Electricity production & supply companies	Electricity production & supply companies			1 % of the total budget of the electricity production & supply companies dedicated to R&D activities for more electricity efficiency	1 % of the electricity consumption of the electricity sector (~ 20 GWh)

8	Energy efficiency criteria for electricity production	Electricity production & supply companies	Regional (& national government)		5 % of the investment costs for new plants	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	5 % of the electricity consumption of the electricity sector (for new plants)
9	Electricity sector concepts for different sectors	Industry, tertiary & public sector	ESV	Regional government	5,000 € per concept	Electricity sector concepts for the main business sectors are developed which are based on energy audits in representative companies of each sector and including electricity efficiency measures and best practice case studies	1 % of the electricity consumption in industry (~ 77 GWh)
10	Training seminar for energy officers	Industry, tertiary & public sector	ESV	Regional government	50,000 € (in the first year, then decreasing)	Training seminars for people responsible for "electricity" in industry, tertiary & public sector are developed and regularly carried out	5 % of the electricity consumption of the companies attending the seminars (~ 50 companies & public bodies per year)

11	Energy efficiency standards for energy technologies in buildings	Industry, tertiary & public sector	Regional government, ESV	Regional government	100,000 €	Development of electricity efficiency standards for energy technologies in public & company buildings ("Haustechnik") and link to public funding.	3 % of the electricity consumption in public & company buildings (new and renovated buildings)
12	Electricity efficiency competition	Households, companies, public authorities	ESV	Regional government	100,000 €	Annual competition for best practice in electricity efficiency in the categories "households", "companies", "public" including promotion folder, media cooperation and award ceremony	100 participants, 0.5 % electricity saving of the total consumption
13	Electricity efficiency advice sessions	Households, companies, public authorities	ESV	Regional government	200,000 €	Including electricity efficiency in every energy advice session which is carried out for different target groups by ESV. Advisers have to mention electricity efficiency also in cases where the main topic is different (e.g. heating only)	Electricity efficiency is a topic in about 10,000 advice sessions per year; 0.5 % electricity saving of the total consumption
14	Pilot projects	Households, companies, public authorities	ESV	Regional government	200,000 €	Pilot projects are implemented, monitored and promoted (1 per sectors as for example: electricity efficient model household / model municipality / model company)	20 % less electricity consumption in the pilot cases; 0.5 % reduction of total electricity consumption
15	Electricity efficiency for schools	Schools	ESV	Regional government	200,000 €	Mix of awareness raising activities for schools including training material for teachers, support for "school projects", school competition, funding for electricity efficiency measures in school buildings	1 % of the electricity consumption in schools

Project Partner: ARENE

No	Measure	Direct target group	Implemented by	Funding body	Estimated costs	Description of the measure	Targeted / expected impact
1	Energy Charter with wholesalers	Wholesalers	ARENE / ADEME	Region & ADEME	5 000	Set up an Energy Charter on white and brown products	Signature by the end of 2010
2	Regional dissemination campaign	General public	ADEME / ARENE / SIPPAREC	Region, ADEME SIPPAREC	18 000	Organization of local events with the support of local press and of municipalities	3 local fairs /year
3	Training sessions for social residences	Social housing workers	ARENE	ARENE	20 000	Organization of training sessions targeted to workers in the social residences	3 training sessions per year; decrease of the electricity consumption by 5%
4	Audit tools	Owners	ADEME / Regional council	Regional council	200 000	Development of specific simplified audit tools for households	1000 audits per year
5	AG21 and electricity efficiency	Municipalities	ARENE / Regional council	Regional council	30 000	To raise the energy dimension in the AG21 initiatives : Information and accompaniment on electricity efficiency in AG21 carried out by cities	10 municipalities accompanied

6	Sustainable areas	Promoters, builders	ARENE	ARENE	5 000	Information and accompaniment on electricity efficiency	Information of all promoters
7	Working groups on innovative financial instruments	Banks, financial companies	ARENE	ARENE	8 000	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	5 workshops with 10 different companies
8	Information campaigns	households	ARENE / SIPPAREC	ARENE / SIPPAREC	40 000	Information campaigns targeted to households through the municipalities and energy syndicates on specific uses and on electric heating	3 millions of inhabitants
9	Consumers schools	Consumers associations, social workers	ARENE ADEME SIPPAREC	ARENE ADEME SIPPAREC	30 000	Training of consumers associations and setting up of consumers schools	1 000 consumers trained per year
10	Best practice for public sector	Municipalities , departments, region	ARENE	ARENE	30 000	Site visits, working breakfasts and electronic newsletter targeted to elected people	40 people for the site visit, 2 working breakfasts, 2 issues for the electronic newsletter

11	Awareness in high schools	High schools	Regional council, ARENE	Regional council	80 000	Implementation of energy diagnosis focused on electricity in high schools (managed by the Regional council) and energy Week	5% of the high schools electricity consumption per year
12	Audits for SME-SMI	SME-SMI	Chambers of Commerce, local energy agencies	CCI, ARENE		Working in close cooperation between ARENE, local energy agency of Saint-Quentin and Chamber of commerce of Versailles for the elaboration of the audit and dissemination of information	20 audits per year
13	Short movies	General public, municipalities	ARENE	ARENE	60 000	Short movies (about 2mn) on web site on best practice examples of electric efficiency	2008 : 2 video clips dealing with efficient lighting in building and with public lighting 2009 : 2 video clips on multimedia and on cooking
14	Public lighting and White certificates	Municipalities	ARENE / ADEME	Electricity producers		Selection of energy efficient action in the field of the public lighting, accompaniment of local actors	

15	Low consumption bulbs for social housing	Social promoters	ADEME / ARENE	ADEME, promoters	1 000 000	Procurement purchase of an important quantity of LCB and elaboration of the plan of dissemination	Purchase and dissemination of 500 000 bulbs
16	Substitution of electric heating : development of district heating	Municipalities & general public	ARENE / ADEME / VIASEVA	ADEME / VIA SEVA	50 000	Promotion of district heating in order to substitute to electric heating by the means of information tools targeted to municipalities and general public	Organization of site visits, elaboration of brochures
17	Awareness campaign on electric heating and air conditioning	Retailers	ARENE / ADEME	Regional unions of retailers, ADEME	50 000	Working groups with regional trade unions in the fields of by example bakeries, clothes shops, ...	Press campaign, audits, procurement
18	Regional network of stakeholders	Stakeholders	ARENE	ARENE	10 000	Creation of a network that could impulse the political decision in the region focused on the issue	Gathering of 15 stakeholders in this field and organization of 2 meetings per year

Project Partner: BAPE

No	Measure	Direct target group	Implemented by	Funding body	Estimated costs	Description of the measure	Targeted / expected impact
1	Information campaign	Households	BAPE	Regional government but not decided	No estimation	Campaign on electricity saving measures in households by internet tool, media cooperation, brochure, direct mailing	1% electricity saved per household
2	Best practices case studies		BAPE	Not decided	No estimation	Dissemination of Best practices case studies in households	
3	Training		BAPE	Not decided	500 € /training	Trainings addressed to end-users	
4	Series of articles in local newspapers		BAPE	Not decided	250 €/article	Articles promoting electricity saving measures in households	
5	Promotion of labelling		BAPE	Not decided	No estimation	Promotion by internet, brochures, stands	

6	Public procurement (advice)	Public Sector	Public bodies	Not decided	No estimation	Changes in Law and regulations by inclusion of electricity efficiency into public procurement	At least 1% electricity saved in selected public buildings
7	Info Campaigns		BAPE	Not decided	No estimation	Campaign on electricity saving measures in public sector by internet tool, media cooperation, brochure, direct mailing	
8	Best practice case studies		BAPE	Not decided	No estimation	Dissemination of Best practices case studies in public sector	
9	Financial incentives, supporting schemes		National and Regional government	National and Regional government	No estimation	Schemes allowing for modernization of the most electricity consuming equipment in public buildings	
10	Responsible persons in administration		Local and regional administration	Regional government	No estimation	Persons responsible for electricity management at local level to be pointed	
11	Training/education of facility managers		BAPE		No estimation	Trainings addressed to public sector	
12	Guidelines for energy managers in schools		BAPE		No estimation	Development of guideline addressed to teachers and pupils – printed and available in e-form at website	
13	Energy audits		BAPE		No estimation	Energy audits	

14	Info campaigns	Industry and Business sector	BAPE	industry	No estimation	Campaign on electricity saving measures in industry by internet tool, media cooperation, brochure, direct mailing	At least 1% electricity saved in selected production companies
15	Training		BAPE	industry	No estimation	Trainings addressed to industry	
16	Best practices case studies		BAPE	industry	No estimation	Dissemination of Best practices case studies in industry	
17	Local energy saving concepts	Cross-sectoral activities	BAPE	<i>Regional government</i>	No estimation	Local energy saving concept including electricity issues to be developed	Raised awareness of energy issues in the region
18	Promotion of green electricity		BAPE	<i>Regional government</i>	No estimation	Campaign on green electricity by internet tool, media cooperation, brochure, direct mailing	

Project Partner: Energy Centre Ceske Budejovice

No	Measure	Direct target group	Implemented by	Funding body	Estimated costs	Description of the measure	Targeted / expected impact
1	Promotion of the Decree n. 148/2007 of the Act n. 458	Public sector	Regional authority	Regional authority	5 000 EUR	Campaign targeting the public buildings, promotion and recommendation of the Decree implementation, Decree defines the evaluation of the electricity consumption – lighting, air-condition etc. It applies only for public sector so far.	Implementation of the Decree in the public buildings
2	Solar heat instead of electric heat	Family houses	Municipalities, towns	Municipalities, towns and/or State government	24 000 EUR	Incentive of towns to install the solar thermal system in the family houses to replace the electric water and space heating, 10 installations selected by a lot will be rewarded in the form of 20-30% subsidy	Reduction of electricity use for the space heating and water heating
3	Solar league	Municipalities, towns	Municipalities, towns	Municipalities, towns and/or State government	1 800 eur	Engagement of towns and villages into the Solar League, to install the most solar thermal system PV possible	Reduction of electricity use for the space heating and water heating, participation of 20 municipalities
4	New Decree	all	State government	State government	3 200 EUR	Campaign for approval of new Decree that to prefer the space heating and water heating from other sources than electricity	Reduction of electricity use for the space heating and water heating

5	Stand-by switched off	Households	ECCB	ECCB, grants	1 500 EUR	Articles in newspapers, press release, interviews in radios	Raise of public awareness on this topic
6	Efficient light for schools	Schools in South Bohemia	ECCB and other NGOs	ECCB and other NGOs, grants	10 000 EUR	Measuring of the school light systems and advice about modernization of the systems	30 % of the school light systems measured, modernization of the light system in schools
7	School competition	schools	ECCB	ECCB, grants	16 000 EUR	Competition for schools to measure their electricity consumption and to implement the electricity measures to reduce it, duration 1 year,	More efficient electricity use in 10 % of South Bohemian schools
8	Best practise example	Municipalities, schools	ECCB	ECCB	1 800 EUR	Best practise leaflet and information about replacement of old electric heating with renewable heating	Raise of awareness, impuls to implementation of similar action
9	EL-EFF broadcasting	Wide public	ECCB, Regional Broadcaster	ECCB	1 200 EUR	Programme about the electricity efficiency measures	Raise of public awareness
10	EL-EFF seminars	households	ECCB	ECCB, grants	12 000 EUR	Seminars about el. efficiency measures and their implementation	Raise of awareness, impuls to implementation
11	EL-EFF seminars	Farmers	ECCB	ECCB, grants	12 000 EUR	Seminars about el. efficiency measures and their implementation	Raise of awareness, impuls to implementation
12	EL-EFF seminars	municipalities	ECCB	ECCB, grants	12 000 EUR	Seminars about el. efficiency measures and their implementation	Raise of awareness, impuls to implementation

13	EL-EFF seminars	schools	ECCB	ECCB, grants	12 000 EUR	Seminars about el. efficiency measures and their implementation	Raise of awareness, impuls to implementation
14	EL-EFF seminars	Companies	ECCB	ECCB, grants	12 000 EUR	Seminars about el. efficiency measures and their implementation	Raise of awareness, impuls to implementation
15	Heat from cooling systems campaign	Companies, ice stadiums, milk producers, supermarkets	ECCB	ECCB	5 000 EUR	Campaign about the possibility of using the heat produced within the cooling process	Reduction of electricity use for the heating and water heating

Partner: Gobierno de Navarra

No	Measure	Direct target group	Implemented by	Funding body	Estimated costs	Description of the measure	Targeted / expected impact
1	Awareness campaign on energy saving	Children and young people	G Navarra	G Navarra		Campaign with panels, tool lights, stands at schools and high schools	Children and young people in Navarra
2	Awareness campaign on energy saving	Children and young people	Teachers	G Navarra		Activities in school events (cultural week, school parties, etc.), like games, competitions etc.	Children and young people in Navarra
3	Awareness campaign on energy saving	Youth	G Navarra	G Navarra		Making of t-shirts with eye catching logo (- 10%, etc), stickers, etc	Children and young people in Navarra
4	Awareness campaign on energy saving	All population	G Navarra	G Navarra		Media (radio and tv advertising)	All population
5	Awareness campaign on stand-by	Households	G Navarra	G Navarra		Stand by" campaigns	All population
6	Awareness campaign on energy saving	All population	G Navarra	G Navarra		Promotion of the replacement of old appliances by new ones which consume less energy thanks to grants of 80 € to consumers.	All population
7	Awareness campaign on energy efficiency and saving	Sellers, retailers	G Navarra	G Navarra		Organizing campaigns focused on retailers and big distributors (distributing leaflets, calendars, training seasons, etc.)	Retailers, distributors

8	Replacement of outside lighting installations	Administration	G Navarra	G Navarra		Replacement of the existing outside lighting installations	Local and regional Authorities
9	Improvement of thermic installation of buildings	Construction sector	G Navarra	G Navarra		Improvement of the energy efficiency of thermic installations of the existing buildings,	Architects, constructors, Administration
10	Replacement of inside lighting installations	Administration	G Navarra	G Navarra		Improvement of the existing inside lighting	Local and regional Authorities
11	Energy improvement in cogeneration	Administration and companies of the sector	G Navarra	G Navarra		in the sector of the energy transformation, through the energy improvement in cogeneration (replacement of old installations , financial support etc.)	Administration, companies
12	Preparation of energy balances	Administration	G Navarra	G Navarra		Preparation of Energy balances that allow to have a clear picture of the situation	Administration, companies
13	Audits of public buildings	Administration	G Navarra	G. Navarra		Review of previous audits made in 1995 till 2000 in public buildings to identify measures and investments	Administration, Companies

Project Partner: ESCAN

No	Measure	Direct target group	Implemented by	Funding body	Estimated costs	Description of the measure	Targeted / expected impact
1	Indoor Lighting improvement in Domestic	<i>Buildings domestic Sector</i>	Regional Governemnt, Energy Agency	Regional Government	300.000 €	Implement measures to improve energy efficiency in indoor lighting on existing buildings in domestic sector	Substitute 100.000 lamps in domestic sector. In each specific action, reduce at least 25% energy consumption.
2	Indoor Lighting improvement in Tertiary	<i>Buildings Tertiary Sector</i>	Regional Governemnt, Energy Agency	Regional Government	750.000 €	Implement measures to improve energy efficiency in indoor lighting on existing buildings in tertiary sector	Substitute 30% lamps in tertiary sector, sensors and control systems
3	Air Conditioning improvement	<i>Tertiary and Building Sectors</i>	Regional Government, Energy Agency	Regional Government	100.000 €	Improve control systems and adequate setpoints of temperatures in shopping centers and buildings	Improve at least 20% the energy consumption in the Installations approached
4	Energy Certification campaign	<i>Households and Tertiary Sectors</i>	Regional Government	Regional Government	50.000 €	Campaign to promote the energy certification in buildings: brochures, mailing, internet tool	100 key actors learn and participate (promoters, architects, engineers, building managers, building owners, etc.)
5	Training courses for energy certification in Buildings	Household and Tertiary Sectors	Regional Government	Regional Government	300.000 €	Training courses on buildings energy demand and certification for professionals capacity building	To train 300 professionals on buildings energy demand and certification

6	General Awareness campaign	Households	Regional Government	Regional Government	50.000 €	Boost the campaign “Madrid Vive Ahorrando Energía”. Aware on stand-by systems, temperature control, appliances labeling, ...	100.000 householders aware with the campaign
7	Circulation water pumps campaign	Households and Tertiary	Regional Government, Energy Agency, ESCAN	Regional Government	50.000 €	Promotion of the use of electric-efficient circulation pumps. Boost of the E+PUMPS concept	10.000 Users aware on the use of electric-efficient circulators.
8	Awareness campaigns to children	Children	Regional Government, Energy Agency, ESCAN	Regional Government, European Funds	500.000 €	Awareness to children through publications, internet tools, stands, games, etc. on electric energy saving	50 Schools in the Region participate in the activity
9	Energy Audits and Studies to Public installations	Public Institutions	Regional Government, Energy Agency	Regional Government	50.000 €	Energy audits and studies on public installations (not public lighting)	10 Audits or studies to public institution facilities
10	Public Lighting improvement	Public Institutions and others	Regional Government, Energy Agency	Regional Government	1.000.000 €	Funding and subsidies to replace old public lighting installations, or replacement traffic lights to Leds.	25.000 Luminaries/lamps improved due to replacement or sensors and control system variations. Overall efficiency improved by 40%.

11	Energy Audits and Studies to Public Lighting	Public Institutions and others	Regional Government, Energy Agency	Regional Government	100.000 €	Energy audits and studies dedicated to energy saving in Public Lighting	50.000 Luminaries/lamps and their sensors/control audited
12	Training to Energy Managers	Public Institutions and Industries	Energy Agency, ESCAN	European Funds, Regional Government	300.000 €	Training to energy managers in public buildings and industries. Specific European Master Course	Issue First Pilot Master Course with at least participation of 20 relevant organizations
13	Energy Audits to Industries	Industry	ESCAN and other private companies	Regional Government and Audited company	250.000 €	Audits in Industries to gain information on where are the main saving potentials, and provide information where to invest for energy saving	25 representative industries Audited in the Region. Measures found reduce by 20% Electric Consumption.
14	Equipment Substitution in Industry (Renoval Plan)	Industry	Regional Government, Energy Agency	Regional Government and Industry	10.000.000 €	To provide funding and subsidies to new equipments with higher efficiency in Industries	500 Equipments substituted. Average energy saving of 40%.
15	Emblematic Projects campaign	Household, Industry and Tertiary	Regional Government, Energy Agency	Regional Government	10.000 €	Campaign to promote emblematic projects developed in the Region of Madrid. Publication with relevant projects.	Aware 10.000 End Users on potential efficient projects
16	Renoval Plan for Appliances	Households		Regional Government	2.000.000 €	Replace old fridges, freezers, washing machines and dishwashers	200.000 Appliances substituted per year

Project Partner: KanEnergi

No	Measure	Direct target group	Implemented by	Funding body	Estimated costs (€)	Description of the measure	Targeted / expected impact
1	Information campaigns with energy advisers	households	Regional energy agency (REA) + Municipal energy advisers (MEA)	National and/or Regional Government	100 000 €	Supporting energy advisers and utilizing their local platform for information activities. Information campaign on stand-by: internet tool, media cooperation, brochure, direct mailing, competition	2 % of the households participate, 200 kWh/a per household saved
2	Best practice, case studies	households	REA/MEA	National and/or Regional Government	100 000	Highlighting good examples in the household sector that can be integrated in an information campaign.	100 000 households reached
3	Media campaigns	households	Regional administration and REA	National and/or Regional Government	100 000	Series of articles in local newspapers, cooperation with TV, Internet sites etc.	No of articles, TV/radio occurrence. Increased awareness
4	Promote Labeling	households	Swedish energy agency, REA, retailers	National and/or Regional Government	50 000	Promote labeling in co-operation with distributors of electrical appliance or other products that can have energy labels (houses etc.).	Share of "most efficient" products sold should be >50%
5	Public procurements for electricity efficiency	Public sector	WESTMA (public procurement organisation)	National and/or Regional Government	50 000	Public procurement can be used to increase the demand for electricity efficient equipment, buildings and services.	New products with increased energy performance onmarket
6	Support case studies	Public sector, Industry and commercial	Regional administration and REA	National and/or Regional Government	50 000	Support case studies of good examples and spread information about them to other actors .	No of case studies compiled and no of persons/organisations reached

7	Statistics for electricity use in buildings.	Public sector, Industry and commercial	Real estate and building owners	National and/or Regional Government	100 000	Collection and presentation of more recent statistics for the electricity use in buildings. To be done in cooperation between the electricity suppliers (having the data) and public bodies.	Better knowledge and tools for estimation of electricity use
8	Regional administration function as a coordinator/initiator for cooperation and exchange of experience	Public sector, Industry and commercial	Regional administration in cooperation with other stakeholders	National and/or Regional Government	100 000	The region can work as an important platform for experience exchange on different levels (example the ongoing programme for energy efficient buildings).	Improved coordination and cost efficiency of policy and implementation measures
9	Energy mapping and education for the industry	Industry & Commercial	Consultants etc.	National and/or Regional Government	100 000	Energy mapping/auditing and education for the industry (maintenance staff-lower level and administrators-higher level).	10% less energy used in participating organisations
10	Active use of procurement requirements	Industry & Commercial	Industry branch organisations and network	National and/or Regional Government	50 000	Procurement requirements can be used more actively to stimulate the development of electricity efficient products. Real estate companies are mentioned as a group where procurement could be used more actively.	Higher market share (>50%) of energy efficient products
11	Landlords feedback on electricity use	Households and commercial	Real estate branch organisations, utilities	National and/or Regional Government	100 000	Landlords have an important role to increase feedback on electricity use. Experiments are running where a "smart box" has been placed in the apartment showing the real time electricity use.	10% less energy use in participating households

12	Information campaigns	Industry & Commercial	Utilities, REA, MEA	National and/or Regional Government	100 000	Information campaigns can be carried out in cooperation with electricity producers or suppliers as well as the municipal energy advisors.	No of organisations reached
13	Best practice case studies	Industry & Commercial	Branch organisations	National and/or Regional Government	50 000	Best practice case studies can increase the transformation of the market to more efficient use of electricity.	1000 organisation reached
14	Support and information	Industry & Commercial	branch organisations, REA, MEA	National and/or Regional Government	50 000	Measures for efficient offices can be realized through support and information dedicated to companies, the real estate owners and landlords.	10% of organisations given support and information implement energy measures
15	Training with energy advisors	households	REA/MEA	National and/or Regional Government	50 000	Training in collaboration with energy advisers. For interested home owners or dedicated groups.	500 kWh saved by participating household

Project Partner: Gertec/LfUG/SAENA

No	Measure	Direct target group	Implemented by	Funding body	Estimated costs	Description of the measure	Targeted / expected impact
1	Grants for energy saving technologies	<i>households</i>	GERTEC	<i>Regional government</i>	500,000	Campaign on energy saving refrigerators, pumps and lamps	<i>1500 MWh</i>
2	<i>Awareness campaign on energy saving</i>	<i>households</i>	GERTEC	<i>Regional government</i>	50,000	Innovative campaign with brochures and events	<i>1 % of the households participate, 200 kWh/a per household saved</i>
3	Generation of benchmarks by lottery	<i>households</i>	GERTEC	<i>Regional government</i>	40,000	Incentives to make people enter consumption data	Just long term savings
4	Branch energy concept	agriculture	GERTEC	<i>Regional government</i>	75,000	Case studies and deduction of benchmarks, technologies with saving potential, meeting of stakeholders, brochure	10% saving in covered farms
5	Internet tool on consumption check	agriculture	GERTEC	<i>Regional government</i>	50,000	Benchmarks and calculation of details	Just long term savings
6	Best practice	agriculture	GERTEC	<i>Regional government</i>	30,000	Best practice brochure and Internet-Presentation	Just long term savings