

Incentives and information for the public

Schleswig-Holstein (DE)

GENERAL ASPECTS

The "Land" (region) of Schleswig-Holstein, with its capital, Kiel, is in the extreme north of Germany, close to the Danish border. This region is part of the North European plain and opens onto the North sea on the west and the Baltic on the east. It covers 15,700 km² and has 2,600,000 inhabitants.

Energiestiftung Schleswig-Holstein is a foundation based in Kiel which works in connection with the fight against climate change. Its work complements that of the Umweltbundesamt - the federal environment agency, and regional and local authority energy agencies. Created in 1993 with a capital of 100 million DM, it is half financed by Schleswig-Holstein regional public authorities and half by the energy industry.



CONTEXT

Energiestiftung Schleswig-Holstein

EnergieStiftung Schleswig-Holstein fields of activity are mainly in research, development and the diffusion of information and data relative to:

- measures against climate change
- rational use of energy
- reduction of CO₂ emissions.

The foundation devotes a major part of its budget to supporting pilot projects concerning biomass, solar heating, passive housing and energy saving. In 2000, these investments represented 47% of the total budget of 3,165 million Euros. Consultants account for 23% of this budget, financing research grants and University chairs 10%, and 6% is devoted to research and development, scientific events, working in a Baltic sea cooperative and public communication.

Standby energy consumption in Germany

A study performed for the federal environment agency, shows the importance of energy consumption in standby mode in Germany. In 1995, energy consumption by appliances on stand-by, per year, was:

- 20.5 billion kWh, of which nearly 70% are due to "brown products" (television ,HiFi, computers).
- 4% of Germany's overall energy consumption
- 1.5% of Germany's CO₂ emissions
- 14.4 million tonnes of CO₂
- 63.91 Euros per household.

This observation has re-opened the debate on standby mode consumption in Germany and the GEA was introduced in 1998 to indicate low-energy appliances. On a European scale, Germany used its

All the media circulated the campaign message:

- Written press

In the written press, the campaign message "Aus. Wirklich aus? " (Out. Really out?) is humorously illustrated either by an almost empty roll of toilet paper or by a couple in each other's arms on a public bench, with the woman holding the hand of a third man, probably her new fiancé. These adverts and others linked to current news, were published once a week in 24 daily papers and magazines in the Region's towns.

- Cinema

A publicity spot "Liebe im Stand-By-Betrieb" (love in standby mode) was shown in cinemas in 45 towns in the Regions (1,553 times in 6 months).

- Radio

Two radio commercials were broadcast by three Regional radio stations.

According to the marketing agency estimates, each inhabitant of Schleswig-Holstein will have been hit 17 times on average during the 6 months of the media campaign.

Database of products and shops on the Internet



A website created for the project (www.wirklich-aus.de) contains a great deal of information about energy consumption in standby mode as well as a description of the campaign and all the means of communication it uses. The site also provides the public with a database of low-consumption appliances classified by product types. This database was based on the list of products and criteria used by the Gemeinschaft Energielabel Deutschland - GED (Energy label community in Germany) available on the site www.energielabel.de and harmonized at European level. Finally, the coordinates of partner traders are listed and a search engine for finding the nearest stockist. Of the 700 shops involved in Schleswig-Holstein, more than half took part in the "Kleiner Stand-by-Verbrauch" campaign and were involved in informing and raising public awareness.

EVALUATION AND PROSPECTS

Financial aspects

The Energiestiftung invested about 1,500,000 DM (approx. 766,937, - Euros) in the complete "Kleiner Stand-By-Verbrauch" operation. Evaluation surveys cost around 100,000 DM (approx. 51,129,- Euros), paid by the "Deutsche Bundesstiftung Umwelt" (federal environment foundation in Germany).

Change in behaviour

The survey institute, renamed EMNID, has performed two consumer surveys in Schleswig-Holstein to measure the evolution of behaviour with respect to energy consumption (one before the media operation, the second in summer 2001, after the operation). To estimate the effect of the operation itself on any change in behaviour, EMNID also performed two identical surveys at the same time in Lower Saxony, a Region not concerned by this operation.

According to the results, the "Kleiner Stand-by-Verbrauch" operation improved perception of the problem of standby consumption in Schleswig-Holstein residents and a change in their behaviour with respect to energy consumption:

- Consumers buy multi-socket units with a switch more often, which is also reflected in traders' figures for orders from producers.
- They switch off their domestic appliances more often.
- They are more interested in information comparing the energy performances of appliances before buying them.
- Their willingness to pay a higher price for low-consumption appliances has also gone up.

Energy saving

The Energiestiftung has tried to calculate total energy savings (in kWh). For this purpose it assumed the average life of domestic appliance to be five years and the operation's effect on purchasing behaviour to be two years. On this basis, there is an energy saving of about 30 million kWh. If you take into account the Energiestiftung's "cost" investment to save one kWh it is between two and three cents (Eurocent).

Prospects: expansion to other types of energy consumption and other regions

Following the "Kleiner Stand-by-Verbrauch" campaign, which ended in June 2001, in autumn 2001 Energiestiftung Schleswig-Holstein instigated another operation within a context of "Standby" consumption: promoting the use of low-consumption light bulbs.

An extension of the "Kleiner Stand-by-Verbrauch" programme is being discussed nationally in association with the "Deutsche Bundesstiftung Umwelt" (German federal foundation for the environment) and the German energy agency (Deutsche Energieagentur dena) which was founded recently. It will depend on the results obtained in Schleswig-Holstein, which should be satisfactory, considering the success recorded by this operation with traders.

FOR FURTHER INFORMATION

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