



CONCERTED ACTION
ENERGY SERVICES
DIRECTIVE



Energy Efficiency Award

- dena's international best practice competition -

Wulf Bittner

Federal Energy Efficiency Center (BfEE), Germany

Energy Efficiency Campaign

- an initiative by German Energy Agency (dena)
- supported by Federal Ministry of Economics and Technology
- nationwide information and motivation campaign
- target groups: private consumers, business & public institutions
- aim: to inform target groups concerning efficient electricity use
- slogan: „energy efficiency pays off“
- instruments: different information campaigns, advisory services, presentation of good practice examples
- Energy Efficiency Award is important part of this campaign

⇒ www.initiative-energieeffizienz.de

The Award



Energy Efficiency Award

- aims:
 - to reward excellence in increasing energy efficiency in industry and production
 - to motivate more companies to get involved with energy efficiency
- annual competition since 2007
- international focus
- jury: top-ranking experts from business, science and politics
- winners are showcased at the dena Congress

The Award



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Requirements

- open to any international business from industry and production, small and medium enterprises are particularly welcome
- criteria: economic, sustainable, exemplary (energy saved, cost effectiveness, level of innovation, transferability to other businesses, environmental effects, climate protection)
- energy efficiency project has to be successfully implemented

The Award



Benefits

- for participants of the contest:
 - prize money EUR 15.000 (first), 10.000 (second), 5.000 (third)
 - benefit from dena's intensive public relations work
 - rewarded as an energy efficiency pioneer
 - may become a benchmark for energy efficiency in industry and production
 - help for own marketing
 - help for own motivation to continue energy efficiency process

- for the campaign / the ministry / the market / energy efficiency targets:
 - showing investment in energy efficiency is / can be (very) profitable
 - concrete examples are given
 - motivation for other companies
 - making energy efficiency „sexy“
 - supporting the development of energy service market

And the winners are ...



Winners 2012

- **1. Harting KGaA**
consequent energy management system since 10 years and continuous energy efficiency process result in energy savings every year
- **2. Familia-Handelsmarkt Kiel**
new shopping center with 50% less energy consumption than other modern new buildings in the retail sector
- **3. Endress+Hauser Conducta GmbH+Co KG**
enlargement of the headquarter with new buildings of different kind (office blocks, production facilities, laboratories, visitor center); wide set of energy efficiency measures to optimize the entire location

All winners 2007 - 2012:

www.stromeffizienz.de/en/industrie-gewerbe/energy-efficiency-award/award-winners-2012.html

Thank you for your attention



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