

# Good Practice Factsheet

## Core Theme 6

### Information campaign on energy management systems for SMEs in Austria

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| Core Theme and topic  | Theme: Informing and advising final consumers<br>Topic: How to customise knowledge transfer - effective communication with Small and Medium Enterprises (SMEs) on energy efficiency   |
| Name of work programme/ project   | Energy Management Light - guideline for SMEs  |
| <b>Project scope and description</b>  |   |
| Short description of the programme & what it hopes to achieve                                       | <p>The aims of the project were to:</p> <ul style="list-style-type: none"> <li>• spread knowledge on the certification of energy management systems (EN16001 or ISO 50001) among SMEs and</li> <li>• modify concerns over practicability of energy management systems (EMS) for SMEs and to</li> <li>• provide a simple and easy entrance for interested SMEs to the energy efficiency topic.</li> </ul> <p>It is a first attempt to spread information on and motivate SMEs for EMS and this was done via a guidebook. Energy efficiency and especially energy management systems (EMS) are not a priority topic for SMEs, although considerable energy cost savings might be achieved. The barriers are often the low share of energy cost compared to overall costs and missing knowledge, combined with limited time to gather information of SMEs business leaders/decision makers. Another important barrier is that EMS are often considered to be “only for big companies”.</p> |
| What is the scope of the project? e.g.<br>- National/regional/<br>local<br>- Building<br>type/owner | The guidebook can be used on national level. Local circumstances are not taken into account. It applies mainly to medium sized enterprises, not so much very small SMEs, because effort for even a light EMS is quite high for small SEMs.  |
| Who are the key people involved?<br>e.g.: - Installers<br>- Local<br>Authorities                    | The Austrian Ministry of Economy, Family and Youth, the Austrian Energy Institute for Business, University of applied science Pinkafeld, Austrian Chamber of Commerce and the Federation of Austrian Industries, SMEs already running an EMS.   |
| Who was the target audience?  | Medium enterprises interested in EMS, and beginners that were moderate informed medium enterprises.   |
| How was this work programme/ project financed?  | National budget   |
| What was the cost of the work programme/project ?   | 72.000,- Euro   |
| <b>Project Outcomes &amp; Communication</b>   |   |

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| What were the key achievements?   |   |
| What were the outcomes and expected benefits?                           | Guidebook, distribution of guidebook via Austrian Ministry of Economy, Family and Youth, the Austrian Energy Institute for Business, Austrian Chamber of Commerce and the Federation of Austrian Industries   |
| What were the key lessons learned?                                      | Guidebook is recently finished, so there are no lessons learned so far.   |
| Is there anything you would do differently in future?                   |   |
| What makes this a good practice example?                                | Easy to read, visually intuitive and actionable information, concrete examples on how EMS work and deliver savings in form of case studies describing the experience of Austrian SMEs with the implementation of EMS  |
| Web links to further information  | <a href="http://www.bmwfj.gv.at/EnergieUndBergbau/Energieversorgung/Documents/Energiemanagement_Leitfaden.pdf">http://www.bmwfj.gv.at/EnergieUndBergbau/Energieversorgung/Documents/Energiemanagement_Leitfaden.pdf</a> and <a href="http://www.energieinstitut.net/portal/page/portal/EIW_HOME/PROJEKTE">http://www.energieinstitut.net/portal/page/portal/EIW_HOME/PROJEKTE</a>   |
| Contact details of named person for further information                 | <p>Heidelinde Adensam<br/><u>Ministry of Economy, Familie and Youth</u></p> <p>1011 Vienna, Stubenring 1<br/>Phone: +43 (0)1 711 00 - 3054<br/><a href="mailto:heidelinde.adensam@bmwfj.gv.at">mailto: heidelinde.adensam@bmwfj.gv.at</a><br/><a href="http://www.bmwfj.gv.at">www.bmwfj.gv.at</a></p> <p>and</p> <p>Sonja Starnberger<br/><u>Energy Institute for Business</u></p> <p>1060 Vienna, Webgasse 29/3<br/>Phone: +43 (0)1 343 3430 - 50<br/><a href="mailto:s.starnberger@energieinstitut.net">mailto: s.starnberger@energieinstitut.net</a><br/><a href="http://www.energieinstitut.net">www.energieinstitut.net</a></p> |
| Please indicate if this case study can be made available to the public? | Yes (see link above) but only available in German   |