

# Five years „Energy-Coaching“ in Munich and Upper Bavaria

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# What we do in the field of Energy supply and use

## Lobbying

- Bavarian economy supports the „Energiewende“
- Balancing the „triangle of targets“  
Security of supply – Competitive prices – Sound Environment
- Energy efficiency as key to cost effectiveness

## Energy coaching

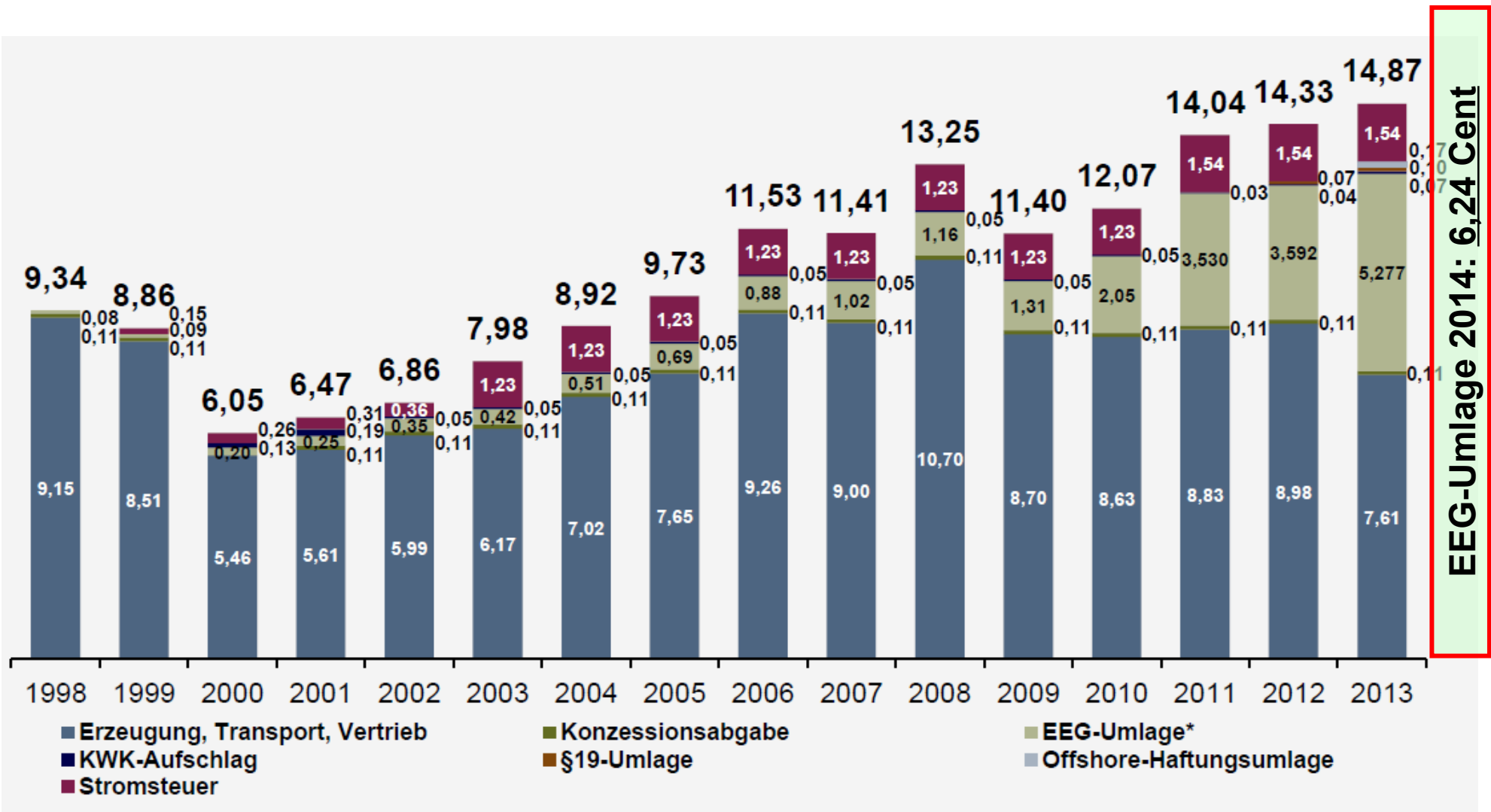
- legal, fiscal framework
- Subsidies and financing
- Energy efficiency, energy management

## Information

- Print (IHK-newspaper/magazine)
- Electronic media (Newsletter, Internet)
- Events, working committee



# Major Concern: Electricity prices for industry\*



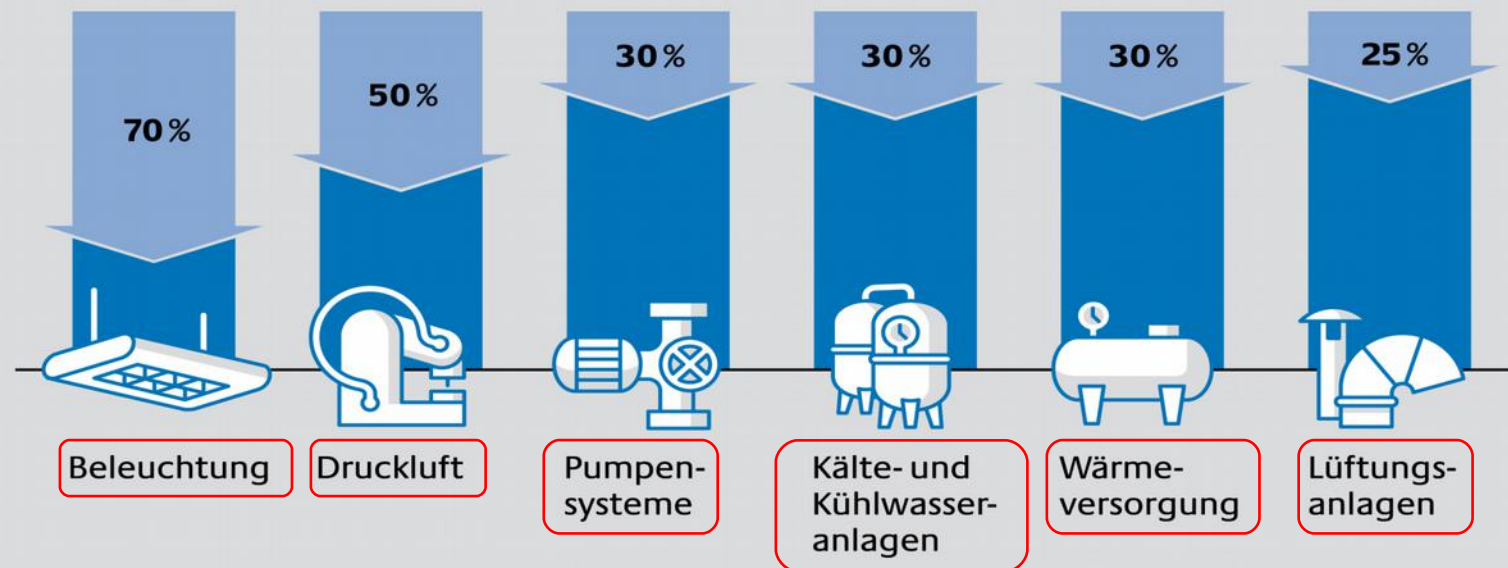
\*Mittelspannungsseitige Versorgung; Abnahme von 100 kW/1.600 h bis 4.000 kW/5.000 h; inkl. Stromsteuer

Quellen: VEA, BDEW, Stand: 02/2012

# Huge Energy Saving possible with existing cross cut technologies

## Energie und Kosten sparen in Industrie und Gewerbe

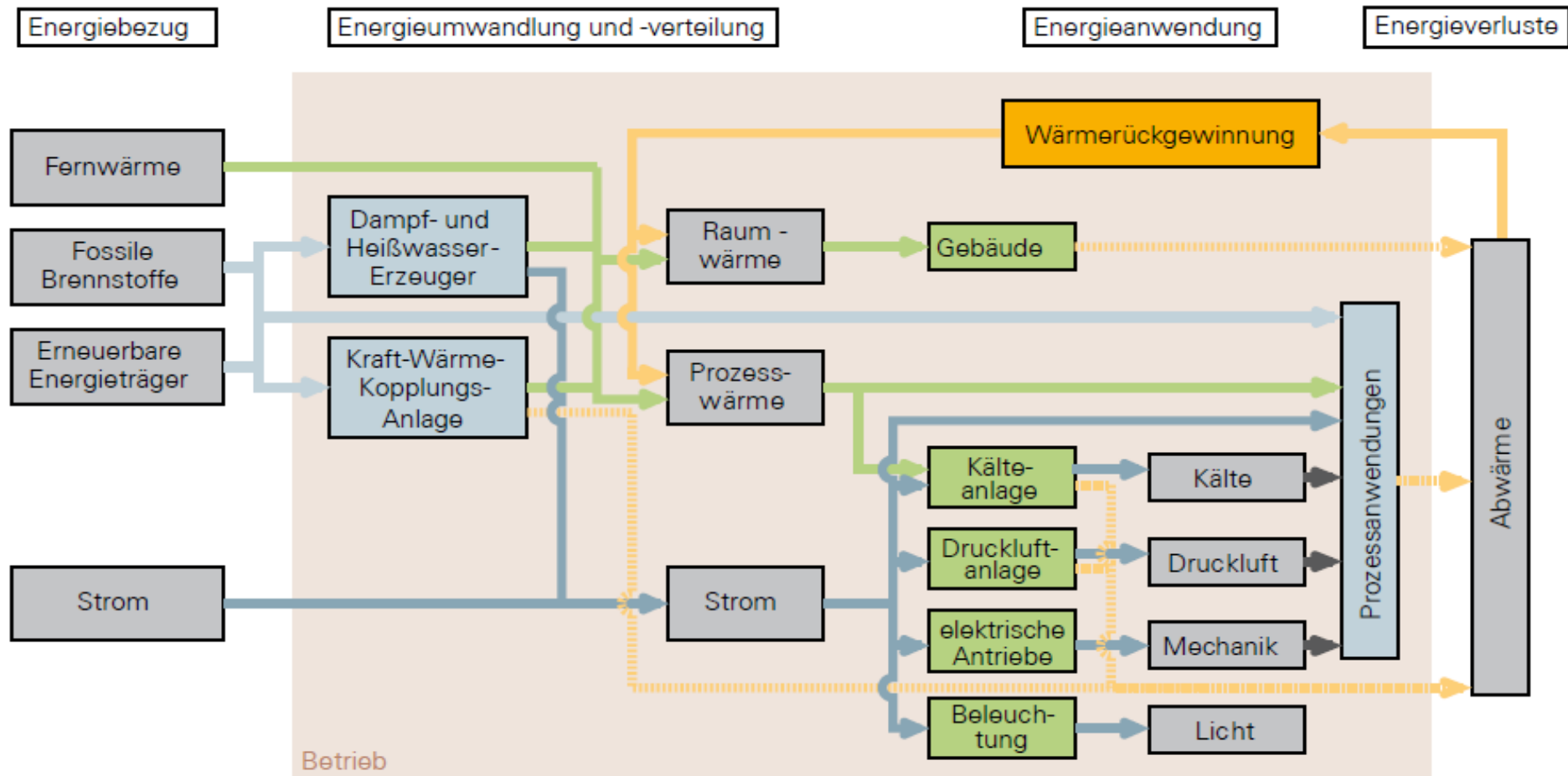
Energieeffizienzpotenziale bei **branchenübergreifenden** Querschnittstechnologien in Prozent



Weitere Informationen unter [www.industrie-energieeffizienz.de](http://www.industrie-energieeffizienz.de)

Quelle: Initiative EnergieEffizienz, Deutsche Energie-Agentur GmbH (dena)

# It is not easy to save energy! Energy flow is very complex



Quelle: Bayerisches Landesamt für Umwelt (LfU) 2009 - Leitfaden für effiziente Energienutzung in Industrie und Gewerbe, S.9

# Information- and Qualification campagne 2009-2013: DIHK-Project „Partnerschaft“



## How companies were/are adressed?

- Internet, IHK-Magazine and -Newspaper
- Public IHK-Events
- Presentation in existing networks
- at Stakeholder-Meetings
- at company visits on other topics
- by Mailings with Flyer – E-Mail and Paper
- by personal contacts

## What helped us?

- Flyer „Energiecoach“
- Presentation of the Project
- Network of Specialists and Organisations

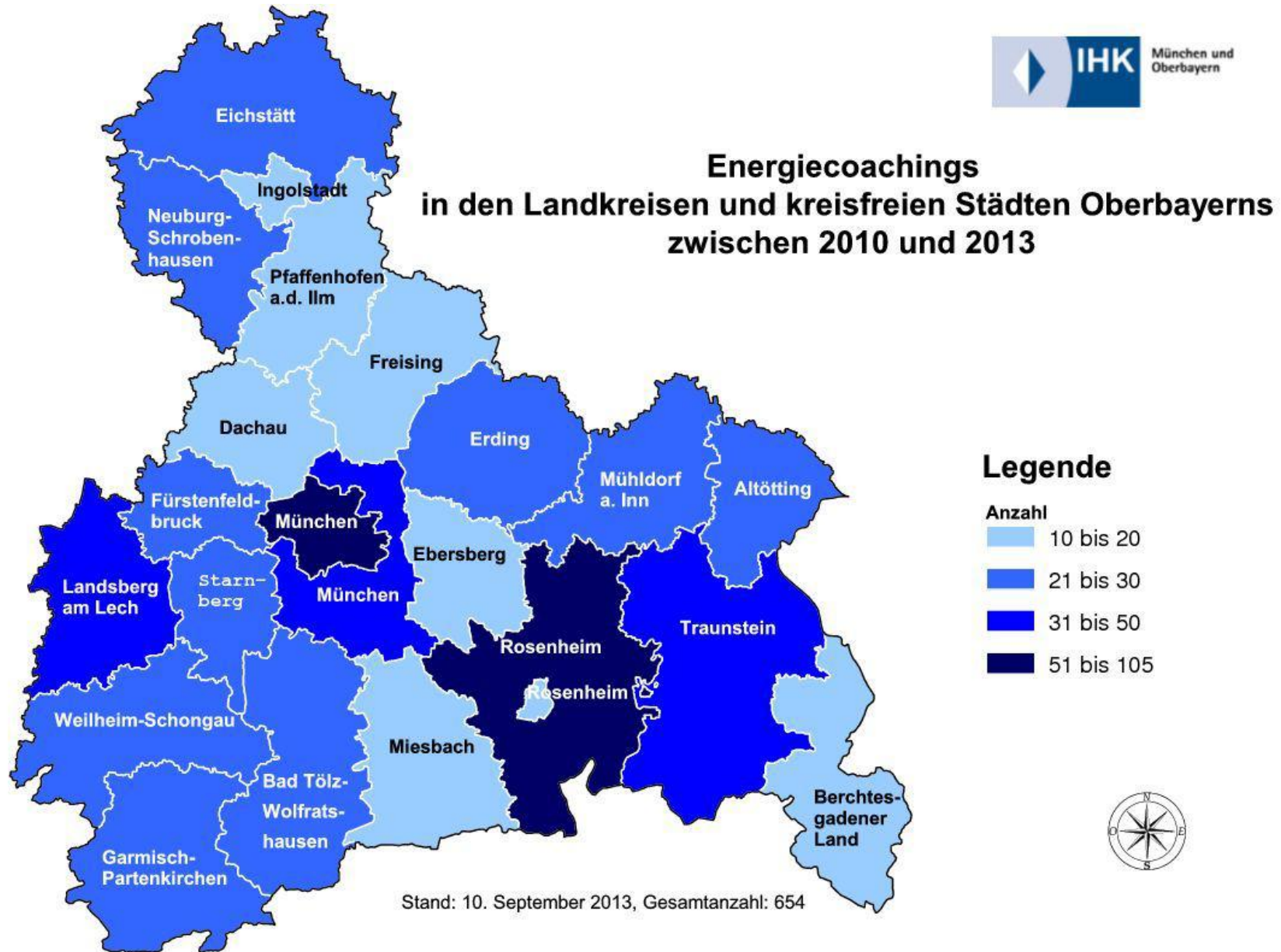
INNOVATION | UMWELT

F I R M E N B E S U C H

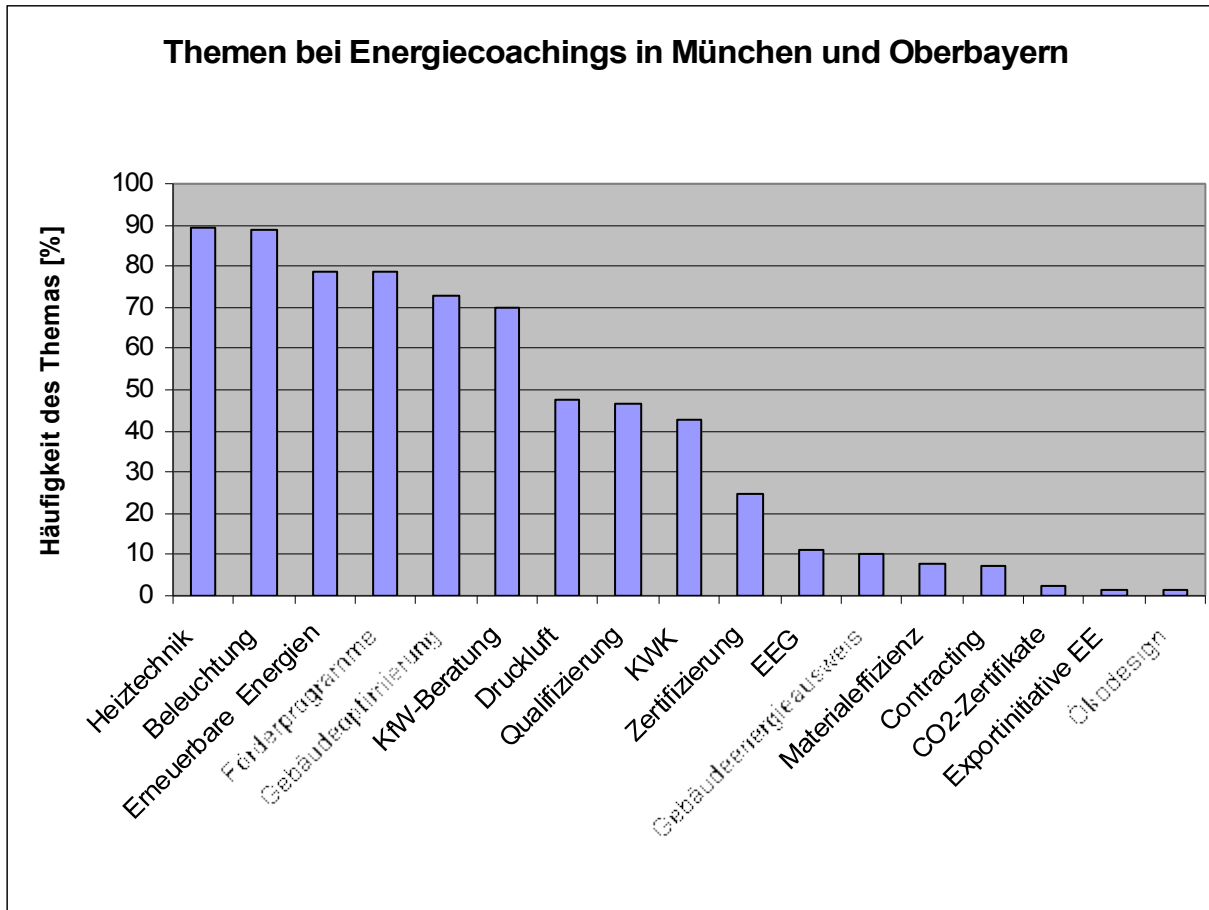
Energieeffizienz steigern,  
Kosten senken,  
Umwelt schützen

Energiegespräch  
in Ihrem Betrieb

IHK  
Industrie- und Handelskammer für  
München und Oberbayern



# Various fields of interest





# How to make a company energy efficient? (What we recommend our clients to do)



- Appoint an Energy Manager. The Energy Manager is responsible for the identification and realisation of Energy efficiency measures
- Ensure necessary qualification of your energy manager
- Determine and analyse data: Make your energy consumption and costs measurable and comparable, monitor consumption – ask specialists!
- Define and communicate measurable targets for energy reduction and allow for a sufficient budget for investments in energy efficiency
- Consider life-cycle-costs and varying energy-prices in investment decisions
- Perform Energy management: Plan – Do – Check – Act ...
- Improve continuously – there always remains further potential!

# Options for Companies

## Booklet with practical checklists



### ➤ **Avoid Risks!**

- > **Protect your power supplies**
- > **Manage risk of supply**
- > **Insurance may take the rest**

### ➤ **Realize Opportunities!**

- > **Demand side management**
- > **REN and CPHG**
- > **Tax reductions and subsidies**

## Positive

- **Open and individual Discussions with many topics**
- **Most companies are interested in for further Informations (Newsletter, Invitations to IHK-Events, etc.)**
- **Entrepreneurs ask for other areas of the CCI, for example Innovation**
- **Efficient Marketing of CCI-Seminars Energymanager, etc.**
- **Positive Image of the CCI „in the region“**
- **Finacial support / state aid is considered helpful**
- **Creation of an „Energy-Efficiency“-Network**

## ... could be better

- **Little Initiative of the entrepreneurs to make the first contact to CCI**
- **Short timeframe for the „coachings“ (1-2 hours)**
- **No feedback about follow up / consequences in the companies**

## „what's to do“

- **Perform internal marketing within your CCI, make your colleges know what you do (This creates a win-win-situation)**
- **Akquire actively - don't wait for the companies to call**
- **Adress new target groups and multipliers (tax-advisors, Bankers, ...)**
- **Involve the companies visited in your future marketing activities, nothing's more convincing for an entrepreneur like an entrepreneur**
- **Manage your customer relationship carefully**
- **Work hard, stay strong, don't be frustrated if nobody's calling today**

**Thanks for listening,  
and now your questions!**



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