

Case Study 8: Energy Trophy programme

Europe

Summary

Energy Trophy (ET) is an EU-wide programme sponsored by the European Commission's Intelligent Energy Europe (IEE) Programme, the German Federal Environmental Agency and Ecoperl. The programme takes the form of a competition for energy savings, specifically in office buildings, by the change of employee behaviour. The goal of the programme is to reduce energy consumption specifically through behavioural change within organisations which does not require investments into energy saving devices; however, low cost investments such as compact fluorescent light bulbs and timers are permitted. ET also has a focus on cost savings to increase participation and CO₂ reduction.

The first round of ET was launched in 2004/2005 with 38 participating companies and institutions from six countries. The results from the first round were promising with an average energy savings of 7% and the winning company recording a 30% savings. Overall, the programme achieved a total reduction of 3700 MWh or 1885 tonnes of CO₂ corresponding to a cost savings of €205,000.

Overall the ET programme is considered to be a success as planning for future rounds of the competition are already in the works, in fact an established framework is being developed to formalise the competition in future rounds to ensure it runs smoothly. Furthermore, the programme offers significant benefits such as public recognition through the award of prizes and publicity, corporate identification and motivation for the staff of participating organisations and reduced operating costs as energy consumption is reduced through minimal investments.



Lessons learned

1. Clear communication of goals and objectives
2. Linking the objectives with the environment and multiple benefits
3. Real gains for participants, both financial and social.
4. The full support of the EC and other sponsors that give ET a long term perspective and its success will likely expand as the programme does.