

Energy efficiency trends and policies in Austria

Date: November 2021 (provisional version)

Contact person:

Reinhard Jellinek, Austrian Energy Agency, Austria

Energy Efficiency Trends and Policies in Austria



Co-funded by the Horizon 2020 programme of the European Union

The sole responsibility for the content of this publication lies with the authors. It does not necessarily reflect the opinion of the European Communities. The European Commission is not responsible for any use that may be made of the information contained therein.

TABLE OF CONTENT

TABLE	OF CONTENT	3
LIST OF	FIGURES	4
EXECUTIVE SUMMARY		5
1. EC	ONOMIC AND ENERGY EFFICIENCY CONTEXT	5
1.1.	Economic context	5
1.2.	Total Energy consumption and intensities	8
1.3.	Energy efficiency policy background	13
1.3.1.	Energy efficiency targets	15
1.4.	Energy efficiency policies	18

LIST OF FIGURES

Figure 1: Macroeconomic development (M€ 2010)	. 7
Figure 2: Final energy consumption by sector 2000 – 2019. The figures for residential consumption are adjusted for climatic influences	
Figure 3: Final energy consumption by energy: 2000 and 2019	. 9
Figure 4: Index of primary and final energy intensity of the Austrian economy (climate corrected)	10
Figure 5: Final energy intensity (structural effect)	11
Figure 6: Energy intensity in selected sectors from 2000 to 2019	11
Figure 7: ODEX Energy efficiency indices by sector from 2000 to 2019	13

EXECUTIVE SUMMARY

In 2019, Austria's final energy consumption (excluding international air transport) amounted to 1,151.8 PJ – a 19.1% increase compared to 2000. The main drivers for the increase are a rise in final energy consumption in the transport sector (+38.1%) and consumption in the industry sector (+14%) over this period. Final consumption also rose in the residential sector (+4.6%).

In Austria fossil fuels are the main energy source: oil is number one with a share of 37.2% of gross domestic consumption, followed by gas (22.1%) and coal (8.2%). The obligation to add more biofuels to fossil fuels and the increased generation of district heating from biomass have resulted in a record high use of renewable energy sources in Austria. Renewable energy sources account for 29.8% gross domestic consumption, with solid biomass being the most important renewable energy source (37%), followed by hydro power (34%). Other renewable energy sources include solar, wind, geothermal energy, biogas and biofuels with a share lower than 7% each. Austria has adopted a policy that rules out the use of nuclear energy in its energy mix. Electricity consumption continues to rise. In 2019 final electricity consumption amounted to 63,512 GWh, an increase by 25% compared with 2000.

The energy intensities (climate corrected) do not show very substantial changes in the period 2000-2019: Primary energy intensity fell by 12.1%, while final energy intensity decreased by 12.4%.

Overall energy efficiency (ODEX indicator) improved by 21.4% between 2000 and 2019. Most of the efficiency improvements were achieved in the tertiary (39%) and households (30%) sectors. Energy efficiency in the industry sector rose by 19%, and by 10% in the transport sector.

In general, it can be stated that improvements in energy efficiency have been partly offset or even exceeded by higher levels of activity. For example, the transport performance of passenger transport in cars (pkm) has risen by 22.2%. The transport performance of freight transport (road + rail + river) has increased by 52.8%. The stock of cars increased by 32.1% and freight traffic on road (tkm) increased by 60.7% between 2000 and 2019. Thus, the enhanced engine technology of vehicles is offset by an increase in transport performance. Furthermore, the stock of permanently occupied dwellings (+21.2%), the average floor area of dwellings (+10.4%) and the saturation rate of electrical household appliances (dish-washers: +87%, dryers: +229%) and new technical features such as air conditioning (+411%) counteract the positive effects of more efficient buildings.

The Austrian government assumes that fuel tourism with vehicles from neighboring countries taking advantage of the comparatively lower tax rate for transport fuels, accounts for much of this increase in the transport sector. It is estimated that net fuel tourism accounted for 24.5% of total diesel and petrol sold in Austria in 2019.

1. ECONOMIC AND ENERGY EFFICIENCY CONTEXT

1.1. ECONOMIC CONTEXT

Chart 2.1 shows the long-term trends of the main macroeconomic indicators GDP, private consumption and value added of industry.

In 2019, Austria's GDP in current national currency amounted to 397.5 thousand million euros. The average growth rate of the GDP has been 3.3% per year since 2000, with the years of highest growth being 2007 (6.0%) and 2006 (5.4%). The average growth rate in the 1990s was considerably higher with 4.6%.

In 2009, the global economy suffered shrinkage for the first time in many decades, caused by the international financial crisis. The Austrian economy did not escape the downward trend and experienced a negative growth rate of -1.9% in 2009. This was the only decrease in GDP in current national currency in a year-on-year comparison since 1976. As a small open economy, Austria had entered a recession caused primarily by falling exports, reflecting the collapse of world trade and shrinking investment.

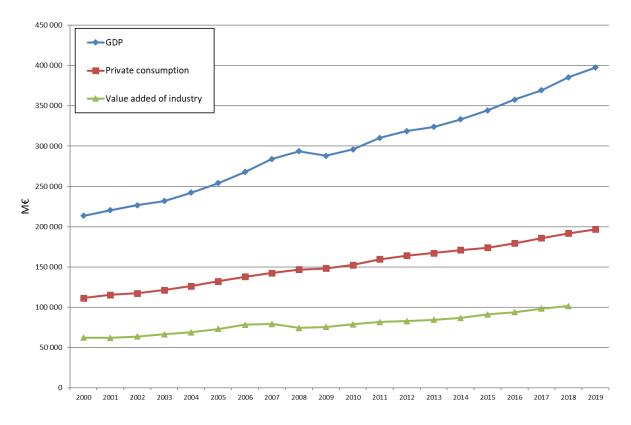
In 2010, the world economy had overcome the cyclical downturn. The Austrian economy, led by a dynamic export growth, recovered modestly with a GDP growth rate of 2.7%. However, the fiscal consolidation in the euro area and weak competitiveness of the southern European economies began to weigh on aggregate demand since 2011.

A similar development as for the total economy was observed in the industry sector: Value added at current market prices of industry increased by an average growth rate of around 3% per year in the period 2000-2019. The record growth rate was recorded in 2007 with 6.0%. In 2009, industry had to face a significant recession with a decrease of the value added at a rate of -6.2%. The collapse in the prices for raw materials and weak demand for some time has depressed the general price level. By 2019, the value added has grown again at 28.6% compared to 2009. a. In the year 2019, growth stood at 3.2%.

The private consumption of households (in current national currency) saw an average annual growth of 3.0% per year in the period from 2000 to 2019. In the recession (2009), private consumption rose by 1.0%.

Figure 1: Macroeconomic development (M€ 2010)



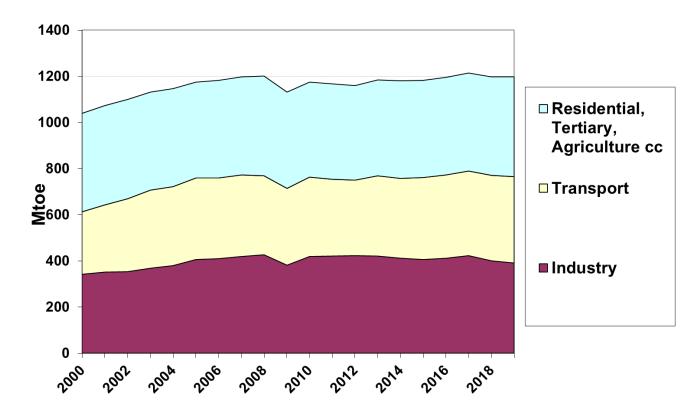


1.2. TOTAL ENERGY CONSUMPTION AND INTENSITIES

Energy Consumption

Final energy consumption (climate corrected) rose by 16.8% in the period from 2000 to 2019. Figure 2 displays the steady growth trend until 2008. In the period 2000 – 2008 the mean annual growth of total final consumption was 1.6%. In the recession year 2009, total final energy consumption decreased by 3.6%. At 4.4%, the largest reduction for the year 2009 is observed for industry consumption. An average annual growth rate for final consumption of 0.7% is observed for the period 2010-2019.

Figure 2: Final energy consumption by sector 2000 – 2019. The figures for residential consumption are adjusted for climatic influences

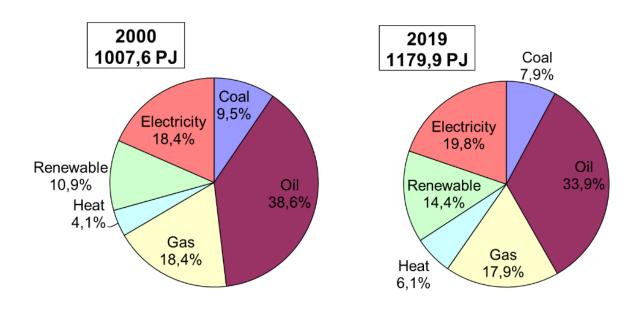


Source: ODYSSEE

Figure 3 displays the share of the different energy sources in 2000 and 2019 (final consumption which is not climate corrected). Oil products decreased moderately, from 41.6% in 2000 to 33.9% in 2019. The share of electricity in final consumption increased from 18.4% in 2000 to 19.8% in 2019. The share of natural gas decreased slightly from 18.4% to 17.9%. The drop of coal has continued with a share of 7.9% of the final consumption in 2019 compared to 9.5% in 2000. The share of renewable energy sources for final energy consumption (mainly wood) grew from 10.9% to 14.4%, whereas the share of heat increased to reach 6.1% in 2019 compared to 4.1% in 2000.

Figure 3: Final energy consumption by energy: 2000 and 2019

Source: ODYSSEE

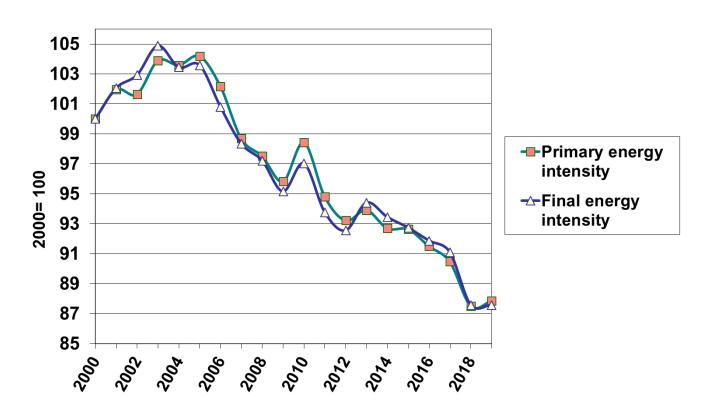


Energy Intensities

The climate corrected primary energy intensity of the Austrian economy decreased during the period from 2000 to 2019 by 12.1%, while the climate corrected final energy intensity decreased by 12.4% in the same period. Both primary and final energy intensity fluctuated, reaching highs in 2003 and 2005 and a low in 2018 (see Figure 4).

In 2019, primary energy intensity with climatic corrections amounted to 1.207 kWh/€2010 and final energy intensity with climatic corrections was 0.995 kWh /€2010.

Figure 4: Index of primary and final energy intensity of the Austrian economy (climate corrected)



Source: ODYSSEE

It can be observed that between 2000 and 2003 Austria has been one of the countries developing a more energy intensive structure. However, since 2005 energy intensity has shown a rather strong decrease.

It can be stated that structural changes did not significantly influence final energy intensity – the development of both graphs is more or less parallel, with the exception of the recession years 2008 and 2009 (Figure 5).

Figure 5: Final energy intensity (structural effect)

Source: ODYSSEE

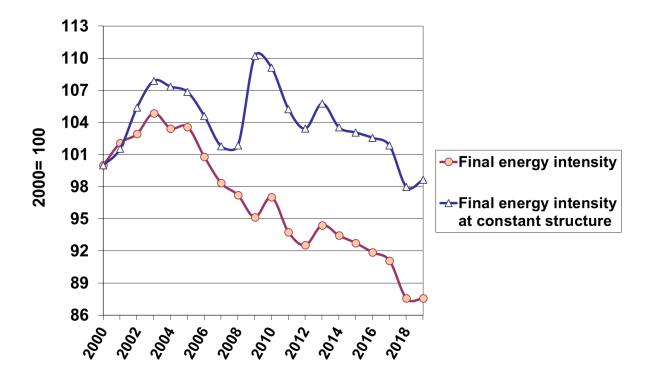
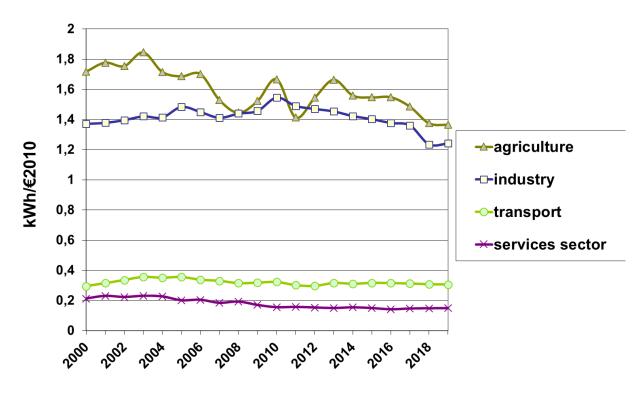


Figure 6: Energy intensity in selected sectors from 2000 to 2019

Source: ODYSSEE



Energy intensity is measured differently in the various sectors. Energy consumption is related to the value added of agriculture, industry and the services sector, while energy intensity for the transport sector is measured by the ratio of final energy usage to total GDP. This means that energy intensity for transport is underrepresented in comparison to the other sectors. Figure 6 shows that final energy intensity in industry (at exchange rate) fluctuated and was lower (-9.5%) at the end of the period observed compared to the beginning. The development of intensity in the transport sector increased by 3.6% over the period under consideration. Intensity in the services sector (with climatic corrections) strongly decreased (-30.0) in the period under review while energy intensity of agriculture decreased by 20.5% between 2000 and 2019.

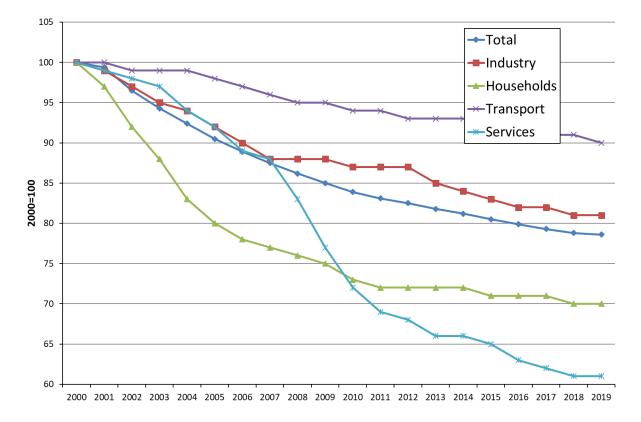
Energy efficiency indicators

Energy efficiency indicators can be used to provide an overall perspective of energy efficiency trends by sector. Such global indicators, which combine the trends of indicators by end-use or sub-sector, are also called "aggregate bottom-up energy efficiency indicators". They represent a better option to evaluate energy efficiency trends at an aggregate level (e.g. overall economy, industry) than the usual energy intensities, as they are adjusted for structural changes and other factors not related to energy efficiency. The bottom-up approach used for the ODEX indicator first looks at the energy efficiency achievements observed for the main types of energy end-use and appliances, and compiles them into an aggregate bottom-up energy efficiency index (each end-use and appliance being weighted based on their weight in total final consumption). It thus provides a substitute indicator to energy intensities (industry and transport) or unit consumption (per dwelling or per square metre) to describe the overall trends by sector.

As shown in Figure 7, the ODEX indicator for overall energy efficiency improved by 21.4% between 2000 and 2019, which is a mean annual improvement of 1.3%. Most of the efficiency improvements were achieved in the tertiary sector, which recorded an improvement by 39% within the period from 2000 to 2019, followed by households (-30%). The ODEX indicator for industry shows an overall progress by 19% in the period under review. However, most of the improvement in industry efficiency was recorded in the years until 2007 with an annual average of 1.8% improvement. In the years following the economic crisis, i.e. 2009-2019, the average annual improvement was 0.8%. Efficiency in the transport sector improved rather steadily by 10%.

Figure 7: ODEX Energy efficiency indices by sector from 2000 to 2019

Source: ODYSSEE



1.3. ENERGY EFFICIENCY POLICY BACKGROUND

Austria's energy policy is simultaneously conducted at two levels, the federal level and level of Austria's nine federal provinces. The federal constitution allocates responsibilities either to the federal level (e.g. taxation, metering and emergency supply) or to the joint federal and province level (e.g. energy supply, energy conservation and subsidies). Energy policy is formulated and implemented in close co-operation with the social partner organisations, which represent important groups of society (employers, employees, agriculture).

The main energy policy making is taking place at the federal level in a number of government ministries and institutions. The **Federal Ministry for Climate Action, Environment, Energy, Mobility, Innovation and Technology** is the main government institution responsible for energy matters at the federal level. This Ministry is also responsible for transport, energy R&D and environmental protection, including climate action and emissions from combustion. The **Federal Ministry of Finance** is responsible for setting energy taxes.

At the regional level, the **governments of the nine federal provinces** have responsibility for policy making, setting subsidy levels, and implementing regulatory control of energy companies.

The **E-Control Commission** is the federal regulator for electricity and gas in Austria. The E-Control GmbH is a government-owned company providing advice on regulation to the commission. The energy

institute for Austrian businesses was initiated by the Austrian chamber of commerce and established in 2008.

Two official bodies – the **National Climate Protection Committee** (Nationales Klimaschutzkomitee, NKK) and the **National Climate Protection Advisory Board** (Nationaler Klimaschutzbeirat, NKB) – accompany the implementation of the Austrian Climate Change Act on a continuous basis. The NKK is composed of top representatives of the Federal Government and Provinces and the social partners. The members of the NKB, which has the duty to advise the NKK, include representatives of the parliamentary parties, environmental organisations and science.

The **Austrian Energy Agency** was established by the federal government and states to promote clean energy use in Austria. Besides the Austrian Energy Agency, which acts as a national energy agency, regional institutions performing the tasks of an energy agency exist in all Austrian federal provinces. This corresponds to the important role the federal provinces play in energy policy. In some federal provinces these institutions are incorporated into the administration, in others energy agencies have been formed as legal bodies.

More than 40 Austrian organisations offer energy efficiency information services for consumers. The most prominent of these is the Austrian Energy Agency. Many organisations are active only at the state or municipal levels. Austrian utilities also run information campaigns to encourage responsible energy use.

The most important and innovative nation-wide campaign is klimaaktiv, which is the Austrian government's climate change information and grant programme. The programme is overseen by the Ministry for Climate Action, Environment, Energy, Mobility, Innovation and Technology, and managed by the Austrian Energy Agency. The aim of the programme is to support energy efficiency and increased use of renewables in all sectors of the economy, through direct grant support and accompanying measures, such as information and advice. The sub-programmes of klimaaktiv are designed to support Austria's grant, regulation, and fiscal measures and to give targeted incentives for the use of climate impact-reducing products. klimaaktiv is an innovative add-on to common instruments, introducing target-group oriented programmes in the areas construction and living, mobility, company policies, electricity saving and renewable energy sources. By following a systematic approach, klimaaktiv is determined to effect a breakthrough in the use of climate-friendly technologies and services for increased energy-efficiency and of renewable energy sources, as well as to accrue their market shares. klimaaktiv programmes develop technological and organisational solutions able to compete on the market, take care of innovative quality standards and promote training of all relevant groups. Implementation of the klimaaktiv programmes must be accomplished within set time limits and results in concrete measurable targets. The aim is to widely introduce energy efficient and climatefriendly technologies and services in the fields of construction and living, mobility, company policies, electricity saving and renewable energy sources.

In 2007, the Austrian government funded the **Climate and Energy Fund** (Klima und Energiefonds – KLIEN), which has since its inception delivered clearly visible impetuses for the Austrian Climate Policy and the restructuring of the Austrian Energy System. The Climate and Energy Fund supports R&D in renewable energy and energy efficiency as well as market demonstration and deployment.

Among the best known original programmes of the fund are, among others, the model region programme (Climate and Energy Model Regions, Electromobility Model Regions), the model refurbishment programme, the smart cities initiative and the Austrian Climate Research Programme (ACRP). The objective of the Fund is to help Austria reach its climate mitigation targets through the funding of climate- and energy-related projects. The Climate Fund supports actions taken in the areas of buildings, mobility, production and energy supply that focus specifically on sectors that are currently responsible for most of the greenhouse gas emissions. The Climate Fund contributes essentially towards building the necessary scientific foundations of climate protection that form the sound basis for the development of a sustainable future.

1.3.1. ENERGY EFFICIENCY TARGETS

In Austria, the European Energy Efficiency Directive Act is implemented by the **Austrian Energy Efficiency Act**. Within this act, Austria is increasing its energy efficiency efforts aiming to a final energy consumption of 1050 PJ by 2020. Furthermore, till 2020 cumulative energy savings of 310 PJ have to be achieved. These targets have to be reached by an obligation scheme for energy distributors (with a sales volume > 25 GWh to final energy consumers) contributing with energy efficiency measures up to (cumulative) 159 PJ and by so-called strategic measures by public authorities with up to (cumulative) 151 PJ till 2020. Strategic measures include energy taxes, corporate environmental protection subsidy schemes, refurbishment activities/vouchers, housing and energy subsidies. The Energy Efficiency Act implemented, among others, an energy efficiency obligation system for energy suppliers, mandatory energy management systems or regular energy audits for large companies and renovation of federal buildings. Within the reporting procedures of the EU, Austria reported cumulated total energy efficiency measures of 167 PJ for the years 2014-2016. Austria notified in its reports that energy efficiency measures up to 80 PJ would be achieved till 2020.

The targets shall be reached by implementation of the following measures (list not exhaustive):

- Energy efficiency obligation system for energy suppliers: energy suppliers selling 25 GWh or more to final customers in Austria have to set energy efficiency measures at their own company or at their own or other final customers between 2015 and 2020. These energy efficiency measures have to lead to energy savings of 0.6% of their energy sales in the previous year to final customers in Austria.
- Energy management in companies that are non-SMEs have to (1) implement an energy management system (according to ISO 16001 or ISO 50001) or an environmental management system (according to ISO 14000) or (2) have to carry out an external energy audit every four years;
- Renovation of federal buildings: energy efficiency measures have to be implemented between 2014 and 2020 in buildings which are owned and used by the federal state, leading to savings of 48.2 GWh. This corresponds to a refurbishment rate of 3% per year. The savings target should especially be achieved through (1) energy performance contracting, (2) measures related to energy management and (3) refurbishment measures.
- Quality standards: minimum criteria for energy auditors and energy service providers: qualified people fulfilling the minimum criteria are listed in the registry for energy service providers.

The **Austrian Climate Change Act**, enacted in 2011, adapted in 2013, sets a maximum threshold for greenhouse gas emissions for the period 2008 – 2012 and 2013 – 2020 on a yearly as well as sectoral basis. It applies to the six sectors agriculture, buildings, energy and industry (excluding those undertakings falling under the Emission Trading Scheme), fluorinated greenhouse gases, transport and waste.

The law defines rules on the development and implementation of effective climate mitigation measures outside the EU emissions trading scheme. This makes it one of the major pillars of Austria's climate change policy up to 2020.

To meet the sector targets, the Federal Government, represented by the relevant Federal Ministries, together with the Federal Provinces are required to devise measures.

The measures focus on the following areas:

- Increase of energy efficiency;
- Increase of the share of renewables in final energy consumption;
- Increase of energy efficiency in the building sector;
- Consideration of climate protection aspects in spatial planning;
- Mobility management;
- Waste prevention;
- Protection and expansion of carbon sinks;
- Economic incentives to boost actions in the area of climate protection.

Austria developed the **Strategy for Adaptation to Climate Change** which combines a strategic approach to climate change adaptation with a comprehensive action plan for the implementation of concrete recommendations for action. It comprises a strategic part (Context) and an Action Plan with concrete recommendations for action. Many decisions having long-term effects – be it in flood control or in the field of infrastructure – must be taken in a way that they provide the most detailed picture possible of trends that result from climate change already now. The Federal Government continues its support of research activities, thus deepening the scientific basis for decision-making and the successful implementation of the Strategy for Adaptation to Climate Change.

The Integrated National Energy and Climate Plan for Austria (NECP), adopted in 2020, sets a 2030 target to reduce non-ETS greenhouse gas (GHG) emissions by 36% compared to 2005, which is in line with the legislated national 2030 reduction targets. For energy efficiency, the Austrian contribution set in terms of primary energy intensity is translated into a range of 28.7-30.8 Mtoe and 24.0-25.6 Mtoe for final energy consumption. Regarding energy security, the Austrian NECP aims to reduce reliance on imported fossil fuels by pursuing the goal of reaching 100% renewable electricity by 2030. The NECP sets out measures for investment in storage and network infrastructure, which would contribute to this goal.

The **Austrian government programme 2020 to 2024** includes a high priority of climate protection. For achieving the climate targets, one of the most important projects is the expansion of energy production from renewable sources. In concrete terms, the government programme includes not only financial incentives, but also simplifications in plant approval procedures and targets for the expansion

of renewable energies stipulated as 'public interest'. The ambitious objectives of the government programme can be summarised as follows:

- 100% electricity supply from renewable sources by 2030; and
- climate neutrality (not required until 2050 under EU targets) by 2040.

Since electricity demand is only a fraction of Austria's total energy demand, a further massive expansion of energy generation from renewable sources will be necessary from 2030 to 2040. These goals are to be achieved by further developing all forms of renewable energy use by (in total) 27 terrawatt hours (TWh) by 2030.(3) One of the government's beacon projects is to equip 1 million roofs with photovoltaic (PV) panels combined with an uncomplicated direct distribution for self-produced electricity.

Climate neutrality also requires a change in the use of fossil fuels. Therefore, the government programme calls for avoiding the combustion of fuel oil, coal and fossil gas for the provision of heat and cooling as far as possible. In addition, Austria's consistent anti-nuclear energy policy will continue. Considering an increased demand for electricity in the transport and industry sectors, the abstention from nuclear energy and electricity generation from fossil fuels will require a major increase of the (already ambitious) goal of an additional 27TWh of renewable energy generation from 2030. In order to support the volatile and decentralised electricity generation through wind and PV plants, hydrogen technology will also be promoted. The government programme calls for the development of a new Austrian hydrogen strategy and the formation of a climate protection and hydrogen centre as a cluster for research, innovation and technology.

Besides taxes, the main mechanism to achieve the abovementioned climate policy objectives is subsidies. On the one hand, the government is planning to reform subsidies for eco-electricity that affect the power generation sector, while on the other hand providing subsidies in the area of energy consumption. The subsidies for eco-electricity, which are to be newly regulated in the Renewable Energies Expansion Act, will be changed from the previous fixed feed-in tariffs to a 'sliding market premium'. According to this model (already implemented in Germany), the difference between a reference value, which is determined in a tendering procedure, and the market price actually achieved will be granted. The term of the market premium is to be extended to 20 years (instead of the previous 13 or 15 years for fixed feed-in tariffs). In addition, the existing provisions for investment premiums should remain unchanged.

A so-called 'green deal' is to be implemented to promote emission-reducing investments by large energy consumers and high-emission industries, such as the steel, cement and chemical industries and the waste management sector. On the one hand, the existing instruments for technology development at the national and European level (eg, the EU Emissions Trading System Innovation Fund, Horizon Europe and European Cluster Collaboration Platform) are to be used more intensively, while incentive systems are planned for the replacement of inefficient technologies and investment premiums for the use of climate-friendly technologies.

1.4. ENERGY EFFICIENCY POLICIES

The **obligation of energy consuming companies** is based on the size of each company or corporate group in accordance to the Energy Efficiency Act.

Large companies must in accordance with § 9 EEffG for the years 2015 to 2020 either (1) carry out an external energy audit every four years, or (2) implement a management system (Energy Management System, Environmental Management System or EMS or UMS equivalent, intra-nationally recognized management system), which must include an external or internal energy audit. Persons who carry out these external or internal energy audits must meet certain qualification standards. In addition, external auditors have to be listed in a public register.

Small or medium-sized enterprises (SMEs) can consult an energy advice service and can report the contents and findings to the National Energy Efficiency monitoring agency.

The **obligation to provide evidence of energy efficiency measures for energy suppliers** commits each energy supplier in Austria, provided that it has exceeded the minimum sales limit of 25 GWh in the previous year, to prove energy efficiency measures that meet 0.6% of its previous energy sales to end customers. The measures have to be implemented by the energy supplier itself, their own customers or other end-use energy consumers.

It is crucial, that measures are taken to improve the input-output ratio (e.g. of an appliance or process) and that those are directly attributable to the energy supplier via a credible verification. However, this does not necessarily mean that an actual reduction of total energy consumption has to be achieved. Thus, companies are not being forced to restrict their production, nor are suppliers obliged to reduce their energy sales to end customers.

The energy supplier can set the measures in the following way:

- set them itself
- set them within the trade obligation of the energy efficiency law together with other suppliers
- buy them from a third party
- allocate them directly (direct award contracts)
- call for tender

Alternatively, energy suppliers can also make a compensation payment with discharging effect, which directly go to an investment fund. This fund sponsors substitute energy efficiency measures.

The compensatory amount is currently trading at EUR 0.20 / kWh and can be adapted by E-Control in 2016 by decree. All measures must be documented thoroughly.

The **Environmental Support Programme** ("Umweltfoerderung im Inland, UFI") is one of the most important subsidies for companies with the emphasis on climate protection, energy saving, renewable energies and prevention of air pollution. The basis of this subsidy is regulated in the federal law "Umweltfoerdergesetz". The UFI incentive scheme is financed from the budget of the Austrian Federal Ministry of Agriculture, Forestry, Environment and Water. The Kommunalkredit Public Consulting

GmbH is entrusted as a settlement agency with the practical development of support programmes. Since 1993, KPC has managed the environmental support schemes of the Federal Government.

Until the end of 2014, the funding under the UFI amounted to approx. € 90.000 million per year.

The subsidy programmes provide grants of up to 30% of the investment costs. Multiple grants by public (e.g. by the EU or by provincial governments) are also possible within the maximum limit of the EU. There are grants for energy saving and efficiency measures, improving thermal insulation, CHP, district heating and heat from renewable energies.

One of several Austrian **klimaaktiv programmes** within the Austrian Climate Strategy is the national programme for **energy efficiency in companies**, which started in 2005 under the management of the Austrian Energy Agency.

In order to find companies interested in reducing energy costs a wide base of marketing activities are set :

- Cooperation: The klimaaktiv management cooperates with market-partners for specific technologies, e.g. compressed air, variable speed drives, pumps, fans, lighting systems, steam systems and waste heat to answer the need of companies for very detailed and professional support.
- Information, Awards: Information on these advanced technologies are spread via newsletters and trainings. Until April 2015, more than 550 consultants have been trained in using tools for energy audits and about 200 companies have been awarded by the Minister of Environment for implementing energy efficiency measures.
- Energy Audit Guides: The technological approach of the programme has been dedicated to motor driven systems so far: Since 2008 specific PR-materials, tools, and a training concept for consultants for different technologies were developed: compressed air, pumps, fans, steam, cooling systems, lighting, and waste heat. In 2015 the programme emphasises on the different possibilities to meter energy and calculate energy savings. For all technologies the most relevant saving measures are described for a very quick on-site evaluation. For the evaluation of all measures, the necessary data to be collected are stipulated, and rough economic and technical criteria are developed to decide if and how a specific technology component should be improved. Furthermore, a standard report is developed. Consultants and energy managers are trained with this tool and check their company or customers and provide their results to AEA.
- Sector specific information and benchmarking: Sector specific information is developed within the branch concepts. So far five concepts have been published. For this concepts information on energy consumption and other relevant indicators are surveyed and energy performance indicators are developed. This information forms also the basis for the "Benchmarking simple" tool which comprises at the moment 11 branches with 52 sub-categories.