



Overview Study: Promotional Schemes for Demand Side Energy Efficiency

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Johannes Alexeew, Senior Project Manager, adelphi

Aim

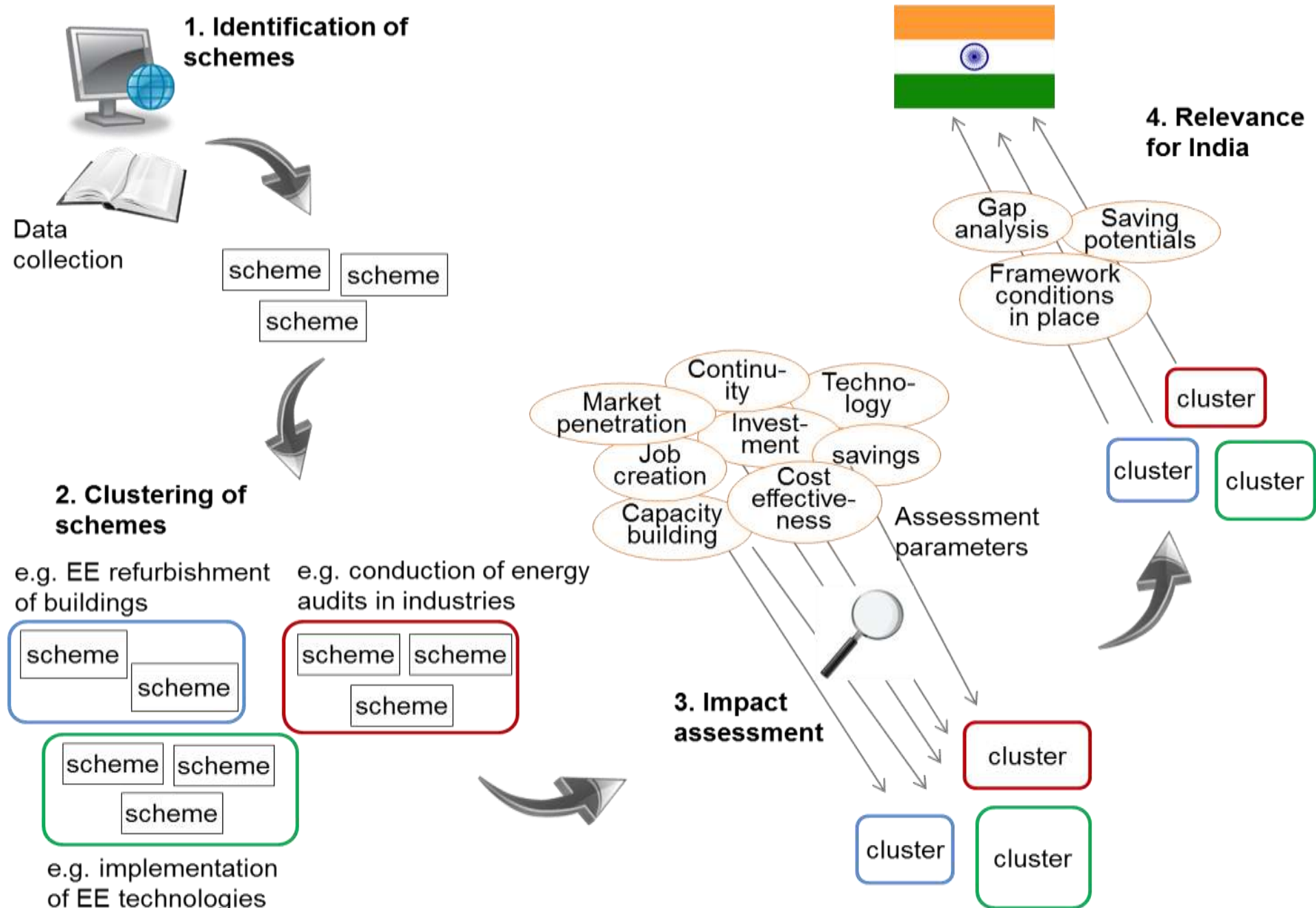
- Present the landscape of promotional programmes for EE in Germany
- Identify impact and performance of these programmes and relevance for India
- determine potential areas for closer cooperation between India and Germany in the future



Scope

- all existing programmes in Germany providing financial incentives for saving and reducing energy consumption in the building and industry sector
 - meta-study relying on existing data
 - applying a standardised approach to compare impact of different schemes
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Approach of the study



❖ Clusters of promotional mechanisms



- Altogether 150 promotional programmes identified, offered by national and state level government, municipalities, development banks etc.
- 21 clusters formed with similar promotional mechanisms identified

Cluster name	no. of schemes in cluster
1. EE refurbishment of buildings	37
2. Implementation of EE technologies / measures in industries	28
3. Conduction of energy audits in buildings	11
4. Construction of EE buildings	10
5. Installation of Cogeneration of Heat and Power	10

Stimulation of investment



- Most of the schemes stimulate high investments of more than € 10 investment / 1 € subsidy.
- Particularly high ratio of € 38.6 investment / € fund for the programme “Conduction of energy audits in industry”.
- Many programmes make more money through tax returns than funding amount

Job creation



- Most programmes are labour intensive and promote creation of additional jobs, particularly for specialised labour such as auditors, energy managers, engineers

Findings: Overview most effective promotional schemes



Cluster	Direct vs. indirect savings	Cost effectiveness	Stimulation on investment	Job creation	Technology dependency	Continuity of savings	Capacity Building	Market penetration
EE refurbishment of buildings	++	++	+++	+++	++	+++	+++	+++
Construction of EE residential buildings	++	++	+++	++	++	+++	+++	+++
Energy Audits in Buildings	+	+++	+++	+++	+++	+++	+	+
Energy Audits in Industry	+	+++	+++	+++	+++	++	+	+
Networking platforms for companies exchanging ideas on EE	+	+++	+++	++	+++	++	+	+

Full overview of promotional mechanisms

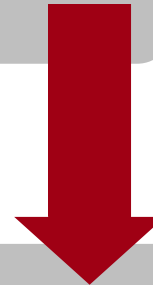
Overview relevance for India of the effective German schemes



Cluster	Direct vs. indirect savings	Cost effectiveness	Stimulation on investment	Job creation	Technology dependency	Continuity of savings	Capacity Building	Market penetration	Relevance for India
Construction of EE buildings	++	++	+++	++	++	+++	+++	+++	high
Energy Audits in Industry	+	+++	+++	+++	+++	++	+	+	high
Networking platforms for companies exchanging ideas on EE	+	+++	+++	++	+++	++	+	+	high
EE refurbishment of buildings	++	++	+++	+++	++	+++	+++	+++	relevant
Energy Audits in buildings	+	+++	+++	+++	+++	+++	+	+	relevant

Indo-German Workshop (MoP, BEE, GIZ, KfW etc.)

- Discuss results of the study in detail
- Discuss how results can be used by the Indian partners to further develop the issue of EE buildings in India



Indo-German cooperation in creating an enabling environment for EE residential buildings

- Development of a labelling scheme for EE buildings
- Setting up EE building codes for residential buildings

Johannes Alexeew

Senior Project Manager

alexeew@adelphi.com

adelphi

Caspar-Theyss-Strasse 14a

14193 Berlin

T +49 (0)30-89 000 68-0

F +49 (0)30-89 000 68-10

www.adelphi.de

office@adelphi.de



Parameters	Direct vs. indirect savings	Cost Effectiveness	Stimulation of investment	Job creation	Dependency on technology	Continuity of savings	Capacity Building	Market penetration	Relevance
Construction of EE buildings	++	++	+++	++	++	+++	+++	+++	High relevance
EE refurbishment of buildings	++	++	+++	+++	++	+++	+++	+++	Relevant
Planning /supervision of EE refurbishment	+	no data	+	+++	+++	+++	+++	++	Less relevant
Implementation of EE technologies / measures	++	+++	++	++	++	++	none	+	High relevance
Establishment of monitoring / measurement systems	+	no data	++	+	+	++	+	+	Relevant
Conduction of energy audits in buildings	+	+++	+++	+++	+++	+++	+	+	Relevant
Conduction of energy audits in industries	+	+++	+++	+++	+++	++	+	+	High relevance
(Long-term) energy coaching / consulting	+	no data	no data	+++	+++	+++	+	+	Relevant
Conduction of EE trainings	+	no data	no data	+++	+++	+	+++	+	Less relevant
Networking platforms for companies exchanging ideas on EE	+	+++	+++	++	+++	++	+	+	High relevance



Parameters	Direct vs. indirect savings	Cost Effectiveness	Stimulation of investment	Job creation	Dependency on technology	Continuity of savings	Capacity Building	Market penetration	Relevance
Implementation of EnMS in industries	+	+	no data	+++	+++	++	+	++	Relevant
MS for achieving and evaluating climate and energy targets for municipalities	+	no data	no data	+	+++	+++	+	+++	Less relevant
Development of climate / energy concepts in municipalities	+	++	no data	+	+++	+++	+	++	Less relevant
Energy manager in public entities	+	++	no data	+++	+++	+++	+	++	Relevant
Foundation of regional energy agencies	+	no data	no data	+++	+++	+++	+++	no data	Relevant
Financial incentives for schools to save energy	+	+++	+	+	+++	++	+++	++	Relevant
Installation of load management systems	++	no data	no data	+	+	++	+	+	Less relevant
Companies shutting down heavy loads in peak load times	++	no data	+	+	+	+	none	+	Less relevant
Installation of energy storage systems	++	no data	no data	++	+	++	none	no data	Relevant
Installation of CHP	++	++	+	++	+	+++	none	+	Relevant
Implementation of heating / cooling network solutions	+	not applicable	++	++	++	+++	none	+++	Relevant