



## Energy Trophy

Presentation at the 4th Annual Event of  
Energy Management Agents in Europe

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### What's it about?

- Competition among **44 companies and public administrations** from six European countries
- Aim: save as much energy as possible in one office building in one year using **cost-free measures** only
- Attractive prizes:
  - ★ Highest % of energy saved EU-wide - **1 x €10,000**
  - ★ Highest % of energy saved nationally - **6 x €5,000**
  - ★ Best in-house publicity campaign - **1 x €5,000**



## Administration

- European co-ordinator
- 6 national co-ordinators: 1 each for France, Germany, Great Britain, Hungary, Italy and Poland
- Participants submit baseline consumption data of past 3 years
- Participants read their metres on 01.10.2004 and 01.10.2005, calculated the consumption themselves
- Major changes in building are reported
- Underlying principle: fair play



## Participants



## Cost-free energy saving in offices

- No investment needed to save energy and cost and perhaps win a prize: **win-win situation** for participants
- Savings potential for electricity and heat in standard office building is **10-15%** of consumption
- Existing **internet site** for cost-free measures in office buildings

[www.energyoffice.org](http://www.energyoffice.org)



## Key to success: motivation of staff



- All participants received a "Starter Kit" with information and tips to motivate staff
- Progress of each participant is checked regularly (monthly phone call or e-mail, at least one site visit)
- Regular dissemination activities by national co-ordinators
- Prize gala in November 2005 in Brussels



## Results

- Energy, CO<sub>2</sub> and cost savings in offices
- Proof that saving energy can be fun and increase staff motivation
- Administrative structure for future Energy Trophies in place
- Increased use of [www.energyoffice.org](http://www.energyoffice.org)
- Energy, CO<sub>2</sub> and cost savings at home
- Assessment of competition as a viable tool for environmental change



## Future plans

- Annual Energy Trophy competitions
- Increase of number of participants to 150-200
- Extension to further EU countries
- Administration financed through small registration fee for participants



## Project basics

Duration: 24 months, 1. Jan 2004 - 31. Dec 2005

Partners: 7 partners from six countries

						
B.&S.U. mbH (D)	B.A.U.M. Consult GmbH (D)	APDD (F)	BCSD – UK (GB)	AESS (I)	KAPE (PL)	KÖVET-INEM Hungária (H)

Budget: € 399,786

Financing: 50% from EU Commission, other 50%  
through national co-financing



## Further information

[www.energytrophy.org](http://www.energytrophy.org)

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