



The climate protection initiative of the federal ministry of
agriculture, forestry, environment and watermanagement

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Overview of the presentation

- **General information** regarding the klima:aktiv framework
- Presentation of the **klima:aktiv programme for heat pumps**



The vision of klima:aktiv

„Whether it is **building, living, reconstruction, driving** – our life has large effects on our climate.

To protect it, we must **reduce CO₂ emissions** massively.

klima:aktiv offers **tailor-made programmes** for all those who want to benefit from the advantages offered by **modern, climate-friendly technologies** in their jobs or in private life.“ (Federal minister for environment, Josef Pröll)



The programmes are

- Tailor-made **targeted programmes**
- With the aim of **market transformation**
- For different **markets**
- Running from **2004 to 2012**



The objectives of klima:aktiv

- **Reduce** greenhouse gas emission at low cost
- **Increase** market shares of climate protecting products and services
- **Influence** main stakeholders to support the common goals
- **Contribute** to an innovative Austrian economy



Activities and success factors

- Typical activities of programmes
 - activate stakeholders and create a useful network
 - develop further education of market partners
 - introduce quality management of new products and services
 - marketing and public relation
 - lobby for better framework conditions

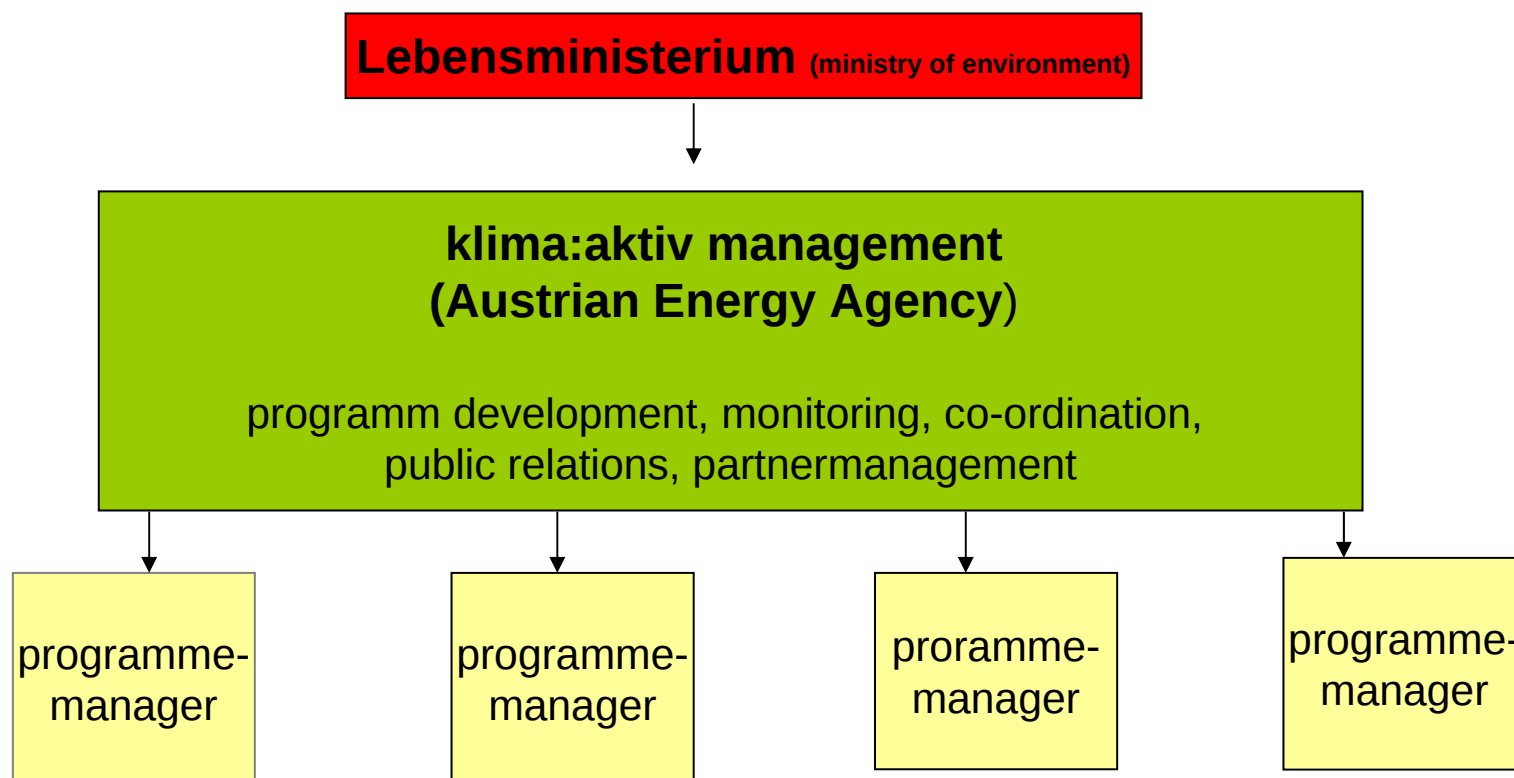


Activities and success factors

- Success factors for market transformation
 - knowledge of the market
 - commitment of stakeholders
 - integration of different measures into a coherent program
 - well managed process with good timing
 - make the users key stakeholders

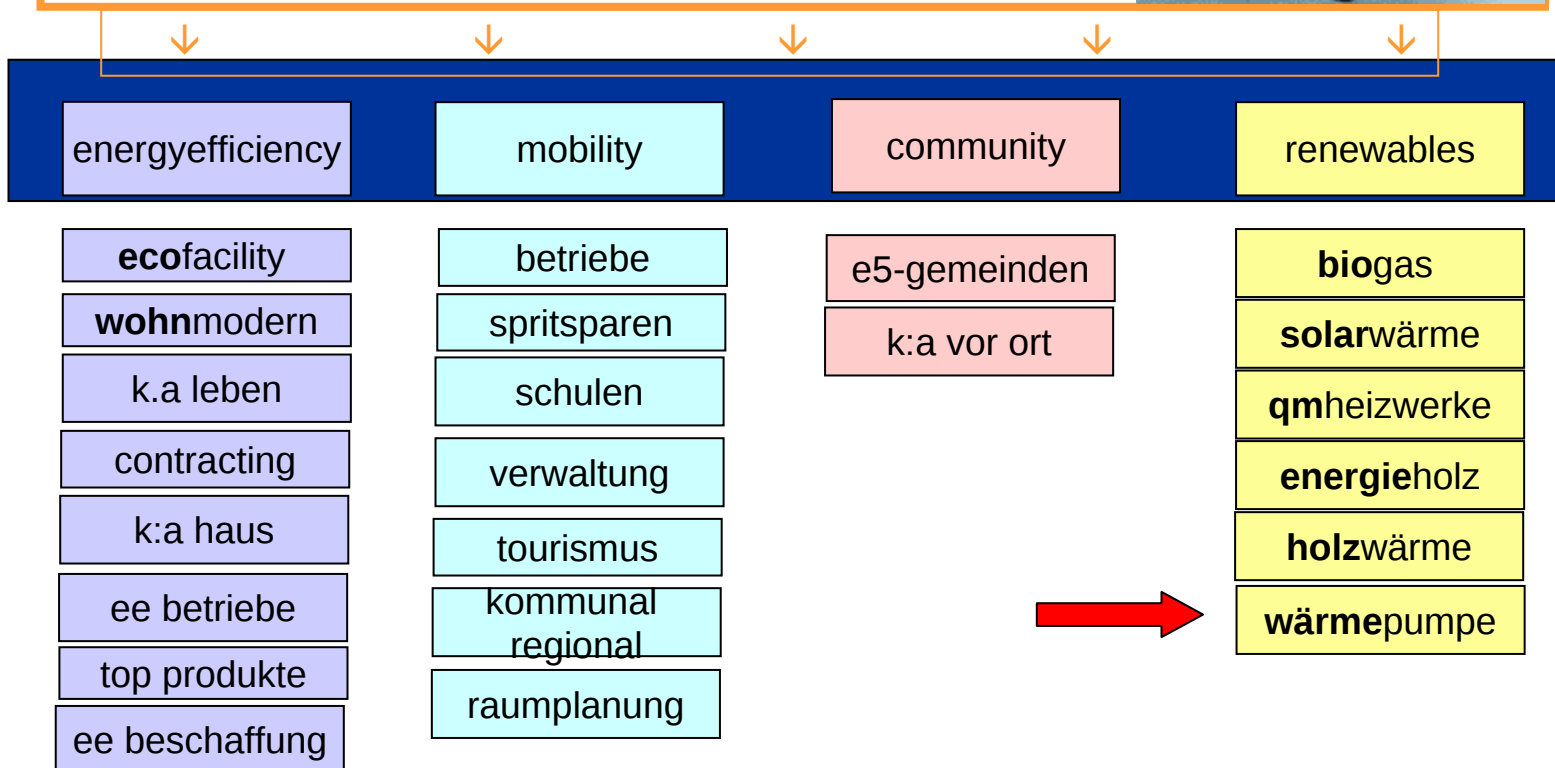


Structure of the *klima:aktiv* management





klima:aktiv programme





The programmes

- **klima:aktiv solar heat**

increased use of solar heat in single-family houses, residential buildings and tourist enterprises.

- **klima:aktiv eco facility**

reduction of CO₂ through reconstruction & modernisation of tourist enterprises, business centers,...

- **klima:aktiv e5-communities**

more efficient energy use for communities



- **klima:aktiv energy-efficient-companies**
optimising of energy use in companies
- **klima:aktiv modernisation of private homes**
make homes more comfortable and reduce heating costs of households.
- **klima:aktiv house**
standards for ecologically friendly buildings in passive house technology
- **klima:aktiv heat from wood**
motivates house owners to install biomass-based heating systems



- **Klima:aktiv live modern**
modernisation of large residential buildings
- **Klima:aktiv QM biomass**
quality management for biomass district heating plants
- **Klima:aktiv biogas**
promotes electricity, heat and fuels from biogas
- **Klima:aktiv energy saving appliances**
purchasing ee-appliances and equipment



- **klima:aktiv mobility management in companies**
intelligent solutions for trips to work, motor-vehicle pool and logistics
- **klima:aktiv energy-wood**
development of unused wood resources
- **Klima:aktiv heat pump**
promotes the right application of heat pumps



The heat pump programme

- Duration of the programme: 4 years (+ optional 3 years)
- Start: November/December 2005 (public tender, still ongoing)
- The Austrian heat pump association, the Austrian federal alliance of heat pumps, arsenal reserach & the Austrian society for environment and technology togehter applied for the programme-management
- **Additional financial** support from
 - the Austrian Association of Electricity Companies(VEÖ) &
 - the Austrian heat pump producers



SWOT Analysis – based on industry interviews

S	Product features, standards (eg. D-A-CH quality sign), quality assurance, environmental contribution, customers benefit, advanced training available
W	Complex technology, electricity mix, installers (low job specialisation), bureaucracy, poor basis knowledge of several stakeholder (energy consultants,...)
O	Particulate matter, increased awareness for the environment, Einsatzmöglichkeiten for heat pumps, new technologies
T	Image, price of the application, political framework conditions



Measures in klima:aktiv programme



Objectives

- Increased market development for heat pumps (one family houses, new buildings, retrofitting, and more family houses)
- Intensive information activities
- Higher quality in planning & installation of heat pumps
- Increased training measurements for installers and other target groups e.g. energy consultants
- Introducing of new technologies

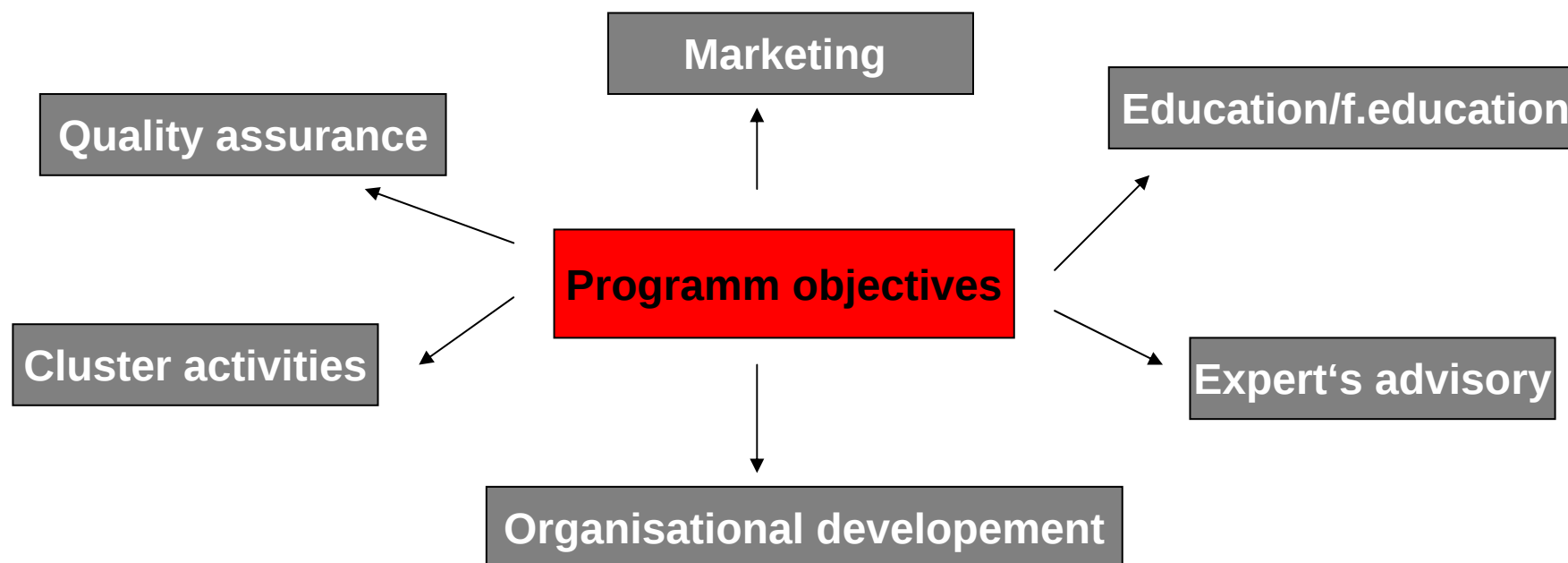


Target groups

- End users/consumers
- Installers
- Architects
- Planners
- Different key stakeholders
- Energy consultants
- Politicians (municipality, federal state, federation)
- Opinion leader
- Official bodies



Work packages (of the heat pump programme)





Activities in WP's

Marketing	Information campaign, „Austrian heat pump day“, attending trade fairs, webplattform, contracting
Quality assurance	Quality audits of existing heat pumps, arbitration board, handbbook for planners
Education Training	Training for energy consultants, installers and planners, cooperation with vocational schools
Expert's advisory	Network- & information campaigns for relevant stakeholders
Cluster activities	Exchange of knowledge and use of synergies with other klima:aktiv programms
Organisational d.	Creation of „heat pump platform“



Further information

- The Austrian Energy Agency: www.energyagency.at
- Klima:aktiv web: www.programm.klimaaktiv.at
- Lebensministerium: www.lebensministerium.at
- Austrian heat pump association (Leistungsgemeinschaft Wärmepumpe Austria): www.lgwa.at
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Thank you for your attention!