
Accelerating energy efficiency activities in the manufacturing sector

Panel 5: Business models and financing



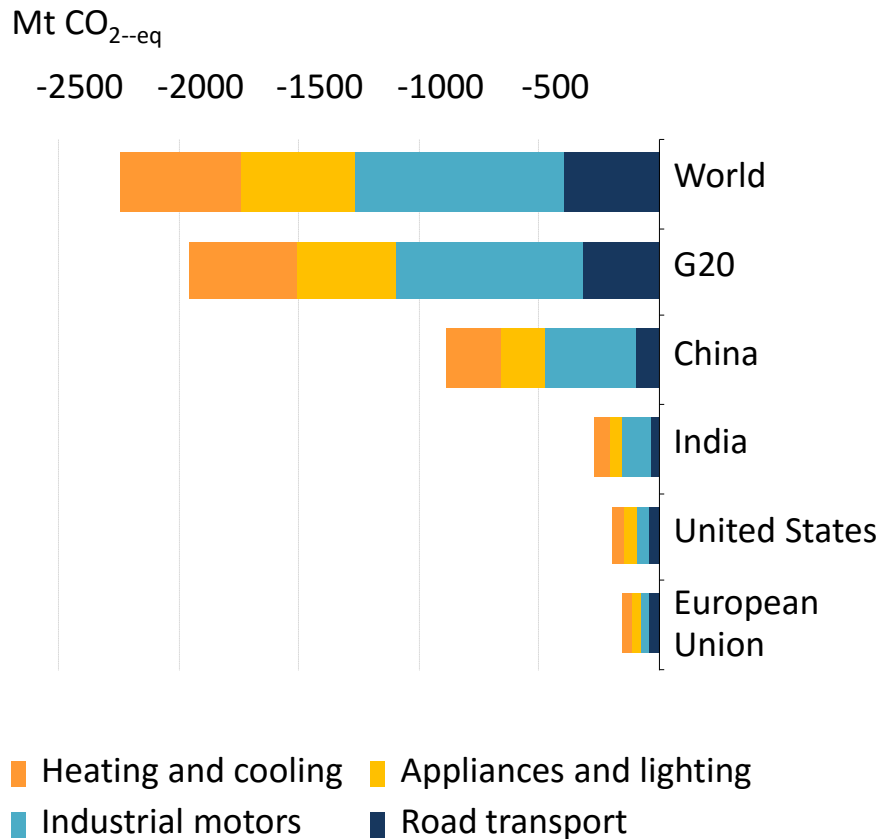
Stefan M. Buettner

Institute for Energy Efficiency in Production
EEP, University of Stuttgart



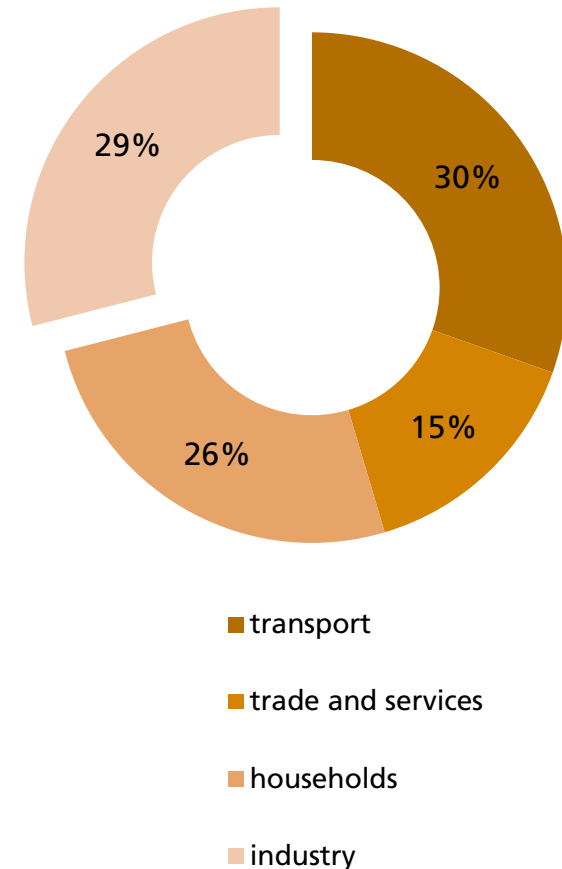
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Institute for Energy Efficiency
in Production EEP

GHG emission savings from energy efficiency for the "2°C-aim", 2030



OECD/IEA (2016) World Energy Outlook

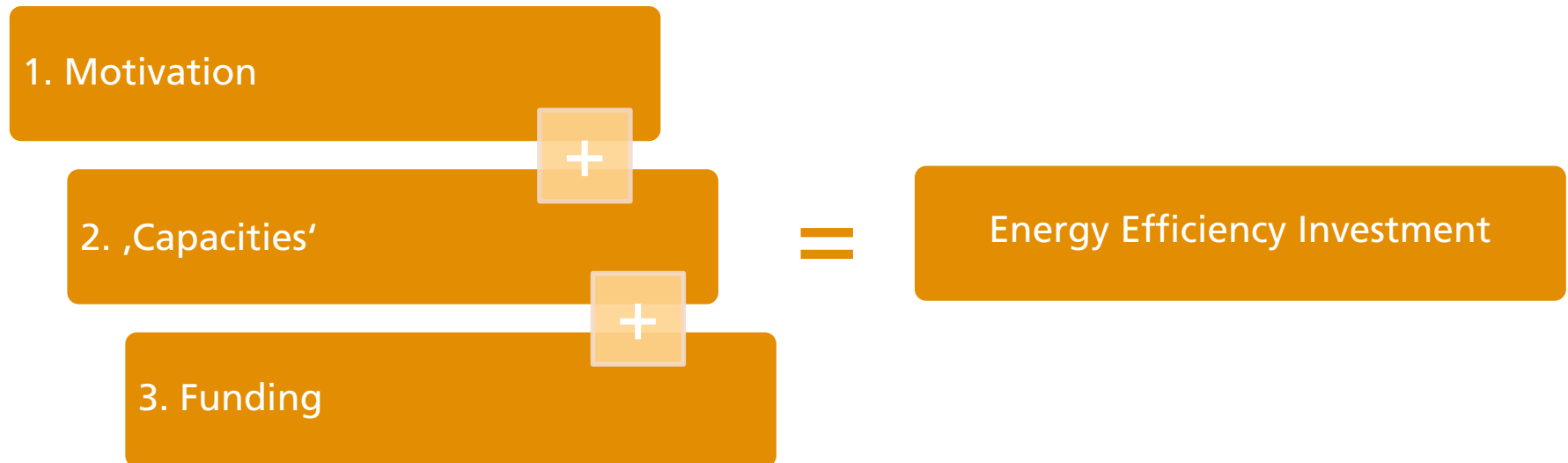
Final energy consumption in Germany divided by sectors



AGEB (2014) pressedienst Nr. 01

Requirements

for energy efficiency investments in the industry sector



1st

Motivation!

Try to establish a „Craving for Efficiency“.

Don't: Policies should not force companies to implement energy efficiency investments, but

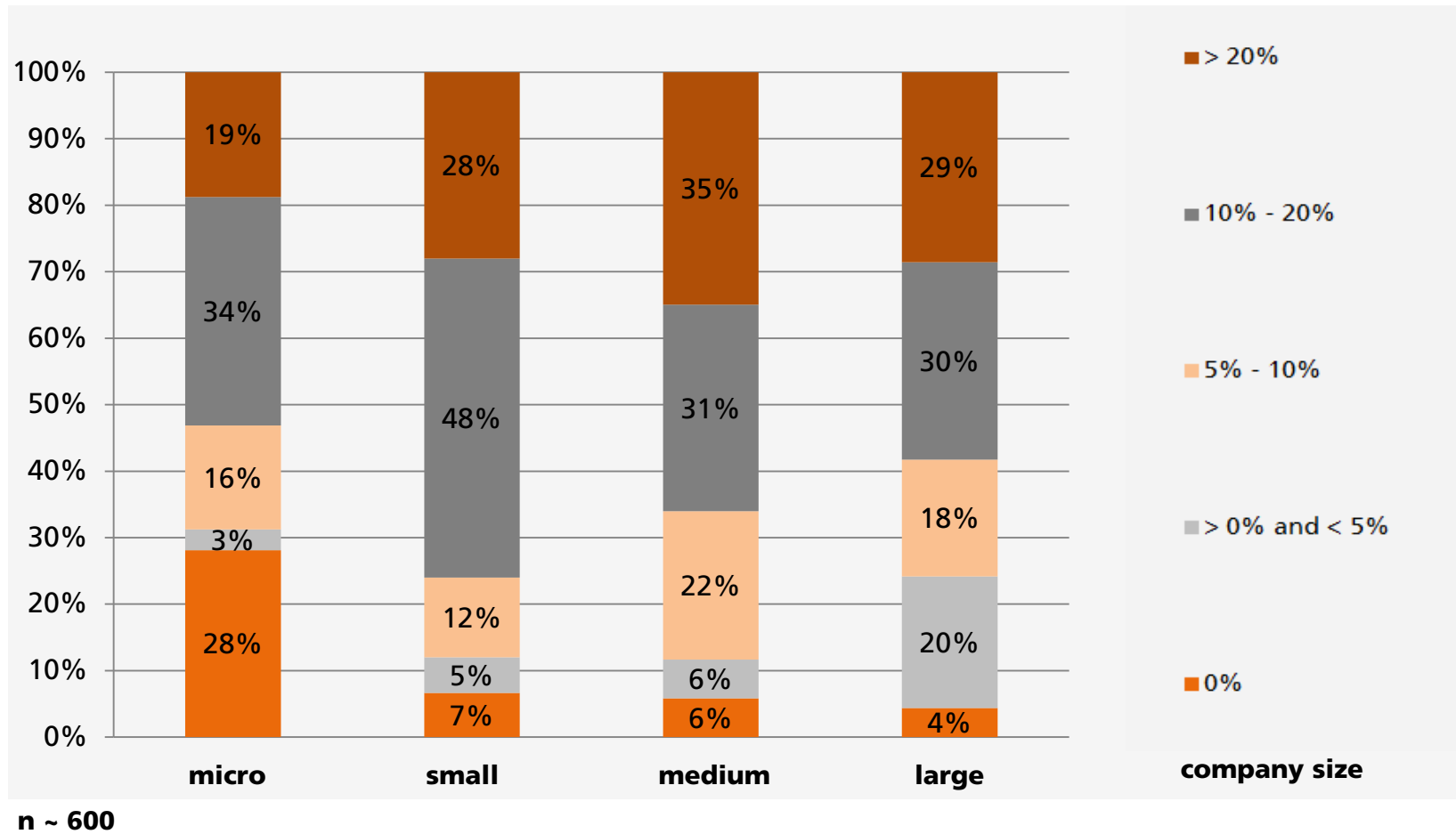
- **identify motivation & underlying company values**
- **identify barriers which reduce energy efficiency activity, like transaction costs, too long payback periods or policy barriers**

Do: Structurally integrate energy efficiency in the thinking of decision makers! Make successes visible.

- **Competitors will soon realize what additional profit and competitiveness they can achieve through energy efficiency**
- **This might kick-start a „viral“ upscaling of energy efficiency investments in the industry**

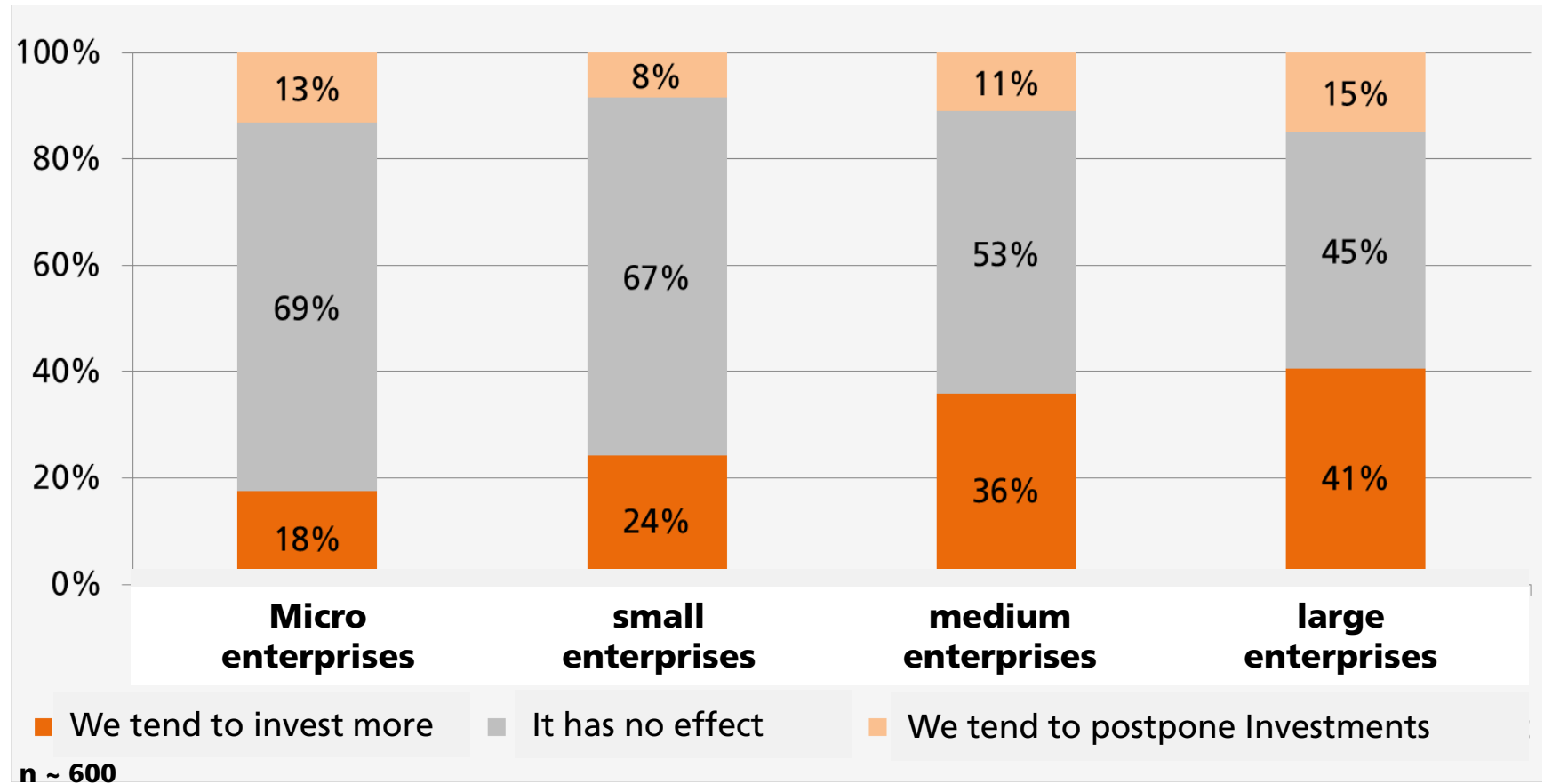
Example: 6th Energy Efficiency-Index of the German Industry

What share of the overall planned investments over the next twelve months will be allocated to energy efficiency measures?



Example: 6th Energy Efficiency-Index of the German Industry

Which influence has a decrease of energy costs on planned energy efficiency investments?



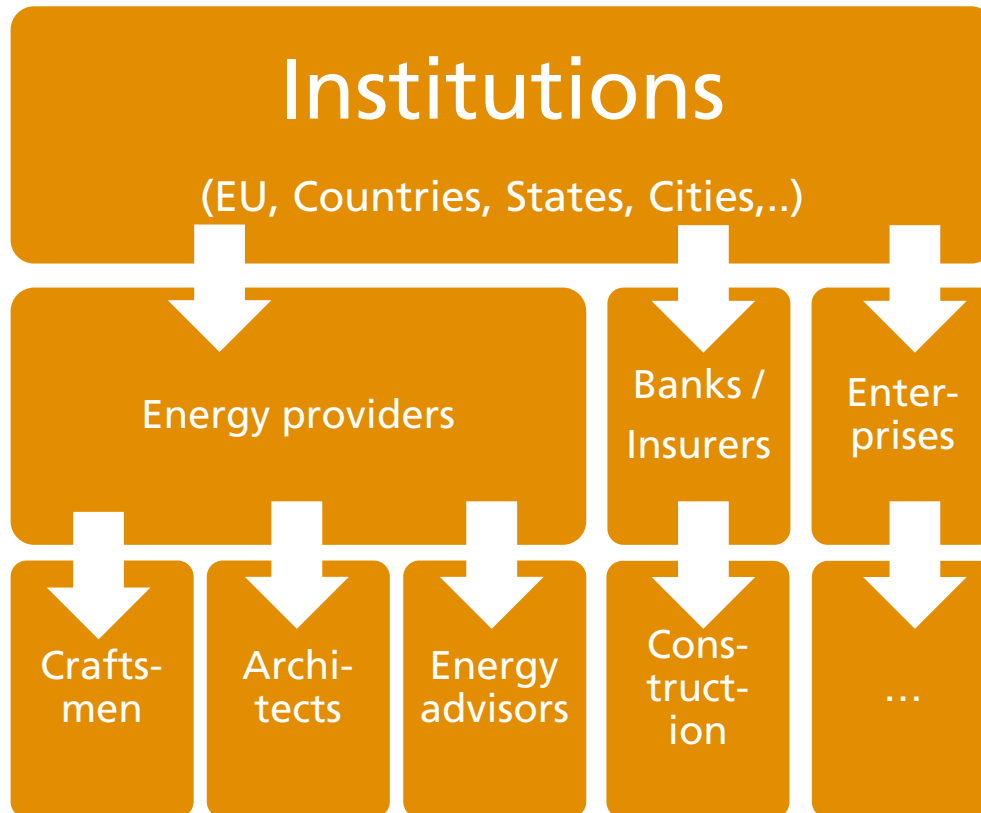
2nd Capacities

- **„Change through anticipative steering“ ...**
 - does not only need **consciousness and capability of the companies** themselves,
 - but also of **all other acteurs** who are involved in the energy efficiency investment process,
 - i.e. government departments, technology suppliers, energy providers, architects, craftsmen, constructeurs, energy advisors, banks and insurances.
- **„Capacity building“ is crucial for the „Energiewende“!**

Different stakeholders cater for different aspects:

Multiple 'Capacities of Energy Efficiency':

Different types of knowledge are needed in different dimensions



Strategic Level
Policies, Laws, Regulations,
Frameworks

**Service-/Advice (...)
Level**
Consciousness, Advise, ..

Operational Level
Implementation

Note: arrows underline that there are different levels, not a structural link between specific ones of them

3rd Funding

Policies and Support Programmes must not be general.

- they should focus on the needs and the value system of the companies.
- They should be tailored to serve a specific focus (e.g. tailored medicine vs. broadband antibiotics)

E.g. Small investments are not viable enough for banks, due to transaction costs

- Create a pool of similar energy efficiency investments to increase the scale of the investment and its profits.
- Companies can be clustered through already existing energy efficiency networks in Germany

More Details: *Boosting industrial energy efficiency investments through distributed internal fund in (b2b) Energy Efficiency Networks (EEN) – Panel 5, Tuesday 9am.*

Thank you for your attention.

Any Questions?

**Dipl.-Volkswirt
Stefan M. Buettner**

Institute for Energy Efficiency in Production
Nobelstraße 12 | 70569 Stuttgart
Telefon +49 711 970-1156

stefan.buettner@ipa.fraunhofer.de
stefan.buettner@eep.uni-stuttgart.de

www.ipa.fraunhofer.de
www.eep.uni-stuttgart.de

