

# SwissEnergy

Annual Report 2013 / 2014





«SwissEnergy is a significant driving force behind the reorientation of Switzerland's energy policy. Through innovative projects in the areas of energy efficiency and renewable energy use, as well as by supporting training and further education, sensitisation and communication activities, we are able to make a significant contribution towards the marketability and visibility of new products and services.»

*Daniel Büchel, Head of the SwissEnergy programme*



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# «We succeeded in mastering some significant changes in 2013»

**The management of SwissEnergy underwent two important developments in 2013: Daniela Bomatter was appointed Operations Manager and assumed responsibility for the operational activities of the programme. And this paved the way for Daniel Büchel, Head of the Energy Efficiency and Renewable Energy Division, manager of the SwissEnergy programme, to focus more strongly on strategic issues. We asked them to tell us how they experienced 2013.**

## **Daniel Büchel, if you had to characterise 2013 using just two adjectives, which ones would you choose?**

*Daniel Büchel:* I think «eventful» and «evolutionary» would be highly appropriate. Some significant developments took place within the SwissEnergy programme in 2013, and these were by no means limited to the area of energy strategy, which is inherent to our programme. This report provides an impressive picture of the eventful nature of our activities during the year. The structural adjustments within the programme also represented a major challenge for us. In January we focused our attention on the creation of a new business unit (Operational Management) and put a great deal of thought into the question of how SwissEnergy should be structured from now on. The appointment of an Operations Manager gave rise to fresh momentum and was a move that I would certainly describe as «evolutionary».

## **What are the specific benefits for SwissEnergy arising from the creation of the new business unit?**

*Daniel Büchel:* Firstly, we will have more personnel at our disposal, and this will enable us to develop an ideal management process which we will also be able to use for adopting and pursuing ideas that are brought in from the outside. It is important to ensure that good ideas are not lost because line management is already overburdened with other projects. Secondly, we will also have more resources at our disposal for partnership management purposes. There are plenty of companies today which, not least for image reasons, want to openly demonstrate the fact that energy efficiency is something they care about. For this purpose they would like to work together with the federal administration, and responding in a professional manner to the needs and wishes of partners is something we regard as highly important. And thirdly, we will be able to provide better internal support for our specialist staff in the framework of project management and controlling.

## **How have the changes been received within SwissEnergy?**

*Daniel Büchel:* A certain degree of scepticism initially came to our attention. We always take reservations of this nature seriously and hold dialogue with employees and partners to explain why the changes are necessary and what the benefits of the resulting new structures will be. So during the recruitment process for the Operations Manager, one of the central criteria for me was that the candidate must possess excellent social skills and be able to pursue this intensive dialogue in a constructive manner.

*Daniela Bomatter:* What I initially encountered can best be described as «reticence». Many of my colleagues adopted a wait and see approach, but already now I can sense that the new structure is becoming established and my staff realise that a stronger business unit can offer them more effective support.

## **Daniela Bomatter, you came to SwissEnergy from the private sector. Which qualities have you brought with you for managing the new business unit?**

*Daniela Bomatter:* One quality I can certainly offer is a strong interest in development processes, both in the area of technology and in the social sphere. Here I am referring to processes relating to the way people think – a change of approach that is essential with respect to energy consumption. I find these processes truly fascinating. I can also offer experience in thinking in terms of processes, grasping and dealing with issues quickly and taking decisions without hesitation – these are all qualities that will undoubtedly be very useful to me here.



**You started work as Operations Manager in autumn 2013. What have been your first impressions?**

*Daniela Bomatter:* When I initially applied for the job, I actually had no idea how incredibly diverse the programme is. In the past few months I have been able to gain some insight into SwissEnergy, and I am particularly impressed by the number of motivated partners there are who want to set things in motion in their own sphere of activity and are keen to work together with us, as well as by the degree of commitment with which our personnel approach internal projects.

**What would both of you cite as the programme's main achievements in 2013?**

*Daniel Büchel:* For me, the greatest achievement is that the programme continued to run smoothly despite the various changes in both structure and personnel. Daniela Bomatter and I established a good rapport with one another right from the start, as well as a clear understanding of the division of tasks. My duties are more focused on strategic aspects, whereas Daniela is active at the operational level. Since of course no clearly defined boundary exists between the two areas, it was all the more important that we were able to work together in harmony right from the start.

I would especially like to mention further education as one of the highlights of the year. We focused intensively on this area throughout the year, and our efforts culminated in the Energy Education Conference in Basel, where energy and construction industry associations, together with the federal government, agreed on the need for greater promotion of specialists and adopted a variety of specific measures.

*Daniela Bomatter:* For me, the highlight was that we succeeded in turning a newly created business unit into a functional organisation within the space of only four-and-a-half months. With change projects of this kind there is always a risk of setbacks, but we have already mastered the main challenges and are now focusing on fine tuning the organisational structure.

**Let us now turn to the future: what do you regard as the biggest challenges for 2014?**

*Daniela Bomatter:* As I see it, the biggest challenge is to ensure that we receive enough project applications to enable us to select those which most effectively support our declared objectives. At present we do not support any unsuitable projects, of course, but in my view we do not have enough options to choose from. Our goal is to promote innovation and make SwissEnergy better known as a reliable partner for sound and innovative projects.

*Daniel Büchel:* For me, the main challenges are similar in nature: I want to develop the programme still further and invest in the best possible projects. We have been allocated considerable additional funding within the scope of Energy Strategy 2050, and now have to make sure that the available resources are optimally deployed.

# Year of change for SwissEnergy

**Renewable energy and energy efficiency are among the main priorities in the Federal Council's «Energy Strategy 2050», which also calls for a strengthening of the SwissEnergy programme. In 2013, the focus was on creating a new business unit.**

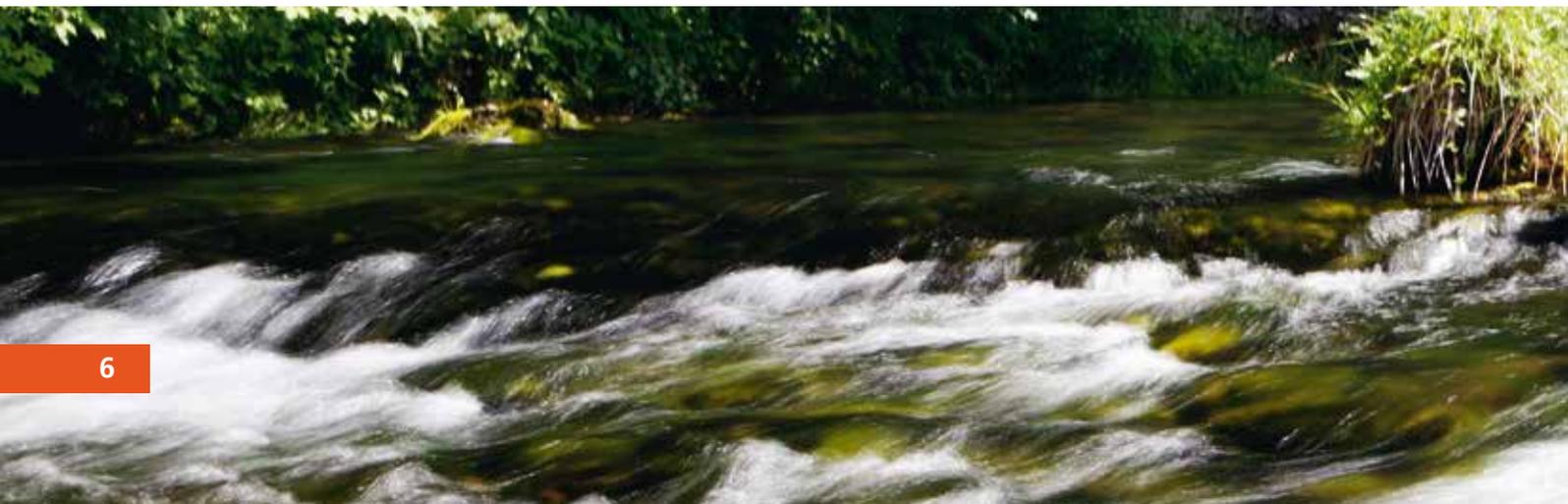
SwissEnergy provides a networking platform on which a variety of players can coordinate energy-related activities and know-how. In order to help it achieve the declared objectives in «Energy Strategy 2050», the Federal Council wants to reinforce the SwissEnergy programme that was launched in 2001, and for this purpose it adopted a concept for the period from 2013 to 2020.

## Organisation

The Federal Department of the Environment, Transport, Energy and Communications (DETEC) is responsible for deciding how the SwissEnergy programme is implemented, based on the criteria specified by the Federal Council and Parliament, and on the recommendations of the strategy group. This programme dedicated to the promotion of energy efficiency and use of renewable energy is affiliated with the Swiss Federal Office of Energy (SFOE), which is responsible for its business management. In order to facilitate day-to-day decisions and enable the programme to operate more efficiently, a new business unit (Operational Management) was created in 2013, which has been headed by Daniela Bomatter (cf. page 4) since November that year. She had previously held the position of CEO of car-sharing organisation, «Mobility». Operational Management, which numbered six employees as of December 2013, is responsible for formulating principles and creating instruments for steering and developing the programme. Its duties include controlling processes, quality assurance, communication and marketing of the programme, as well as the development of strategic partnerships and innovative projects. It also coordinates training and further education activities, and constantly monitors the market situation and political developments.

SwissEnergy aims to further develop its cooperation with existing partners and in particular to work together with them to complete projects that have a clearly defined timeframe and in most cases have been the subject of prior calls for tenders. This enables it to focus its services more intensively and flexibly on priority areas. In order to expand its network, SwissEnergy is constantly on the lookout for new partners in the private sector with which it develops projects (including service level agreements) for which it provides financial support and assistance with practical implementation.

SwissEnergy will continue to operate with tried-and-tested structures, processes and instruments. It aims to further develop its controlling processes in order to be able to more effectively determine how the more than 400 ongoing projects contribute towards the achievement of the programme's declared objectives. This report



presents an example of how SwissEnergy's project evaluation process functions (cf. page 26), includes an overview of the projects in the defined priority areas, and describes a selection of notable examples.

## Objectives

SwissEnergy is intended to reinforce the impacts of the initial regulatory and support measures in the areas of energy efficiency and use of renewable energy in line with the objectives of «Energy Strategy 2050». The programme is based on three fundamental principles:

### ○ **Providing a know-how platform**

SwissEnergy is above all committed to sensitisation, the provision of information, advisory services, training and further education and quality assurance in a variety of priority areas.

### ○ **Providing impulses**

SwissEnergy promotes innovative projects with the intention of encouraging as many people as possible to act in an energy-conscious manner. For example, it financially supports the rapid market introduction and distribution of highly promising new technologies that contribute towards efficient energy use and the increased use of renewable energy, while at the same time creating sustainable jobs. It also aims to eliminate obstacles that currently prevent the full exploitation of the potentials of renewable energy and the optimisation of energy efficiency.

### ○ **Promotion of networking**

SwissEnergy works closely together with the federal, cantonal and municipal authorities, as well as with companies, trade and industry associations, environmental organisations and consumer groups. This promotion of networking multiplies the impacts of the various measures.

## Eight priority areas

Efficient electricity use and the production of electricity from renewable energy sources are key areas of focus. And there remains a clear need for action in areas such as mobility. Furthermore, the cantons and municipalities need additional support so that they can optimally use their room for manoeuvre with respect to energy policy. SwissEner-



gy also invests a great deal of effort in training and further education activities. In the wake of the introduction of «Energy Strategy 2050», the programme will now focus its activities on the following eight priority areas:

### **Mobility**

SwissEnergy wants to reduce energy consumption and the level of CO<sub>2</sub> emissions attributable to road transport in harmony with the new energy strategy. It is supporting the achievement of the specified CO<sub>2</sub> targets through sensitisation measures and education courses. In combination with incentives it is promoting the use of energy-efficient vehicles and ecological driving behaviour (e.g. «Eco-Drive» courses). It wants to draw increased attention to information in the form of energy labels, etc. And the programme also aims to support projects that pursue the objective of improving the mobility management of companies, municipalities and event organisers. > page 10

### **Electrical appliances**

«Energy Strategy 2050» calls for the introduction and/or tightening of minimum requirements and utilisation regulations for electrical appliances, since a great deal of energy can be saved through the use of more efficient models. SwissEnergy provides a platform for corresponding sensitisation, information and advisory services, and promotes innovative projects aimed at developing more efficient electrical appliances and devices. > page 12

### **Industry and services**

Trade, industry and service providers would be able to reduce their energy consumption by between 20 and 35 percent by using more efficient appliances. Taking various economic factors into account, the reduction potential for industrial processes and commercial applications is estimated at around 15 percent. SwissEnergy promotes corresponding incentives, target agreements and the development of instruments and methods for enhancing energy efficiency and providing information and advisory services. > page 14

### **Buildings**

In existing buildings there is significant potential for enhancing energy efficiency and increasing the use of renewable energy, and the same applies with respect to new buildings. This is primarily the responsibility of the cantons, and in view of this, SwissEnergy is intensifying its cooperation with them and supporting their introduction of measures, as well as their implementation of the «Buildings» programme, by providing building standards and know-how, and supporting innovative projects. > page 16

### **Renewable energy**

In the initial package of measures relating to «Energy Strategy 2050», the «Buildings» programme and the existing feed-in remuneration at cost system for promoting the production of electricity from renewable energy sources are to be expanded or adapted. The associated measures are to be supplemented with the provision of target-group-specific information, advice and training and further education courses. SwissEnergy also wants to promote the quality of systems and components, as well to create favourable conditions for the use of renewable energy, including simplified licensing procedures. > page 18

### **Cities and municipalities**

SwissEnergy is increasingly supporting the «Energy City» label and the implementation of the «2000-watt society» in cities and municipalities. It is also focusing on sustainable district development and on the development of inter-municipal «energy regions». > page 20

### **Training and further education**

SwissEnergy is committed to promoting know-how relating to energy efficiency and the use of renewable energy at all education levels, from secondary schools, vocational schools and further education courses provided by trade and industry associations, through to colleges of applied science, universities and institutes of technology. It aims to intensify these activities by launching an education initiative with the specific objective of disseminating specialised know-how relating to energy efficiency and the use of renewable energy so that it can be subsequently put into practice. > page 22

### **Communication**

SwissEnergy wants to sensitise the public, investors, buyers and operators of energy-consuming and energy-produc-

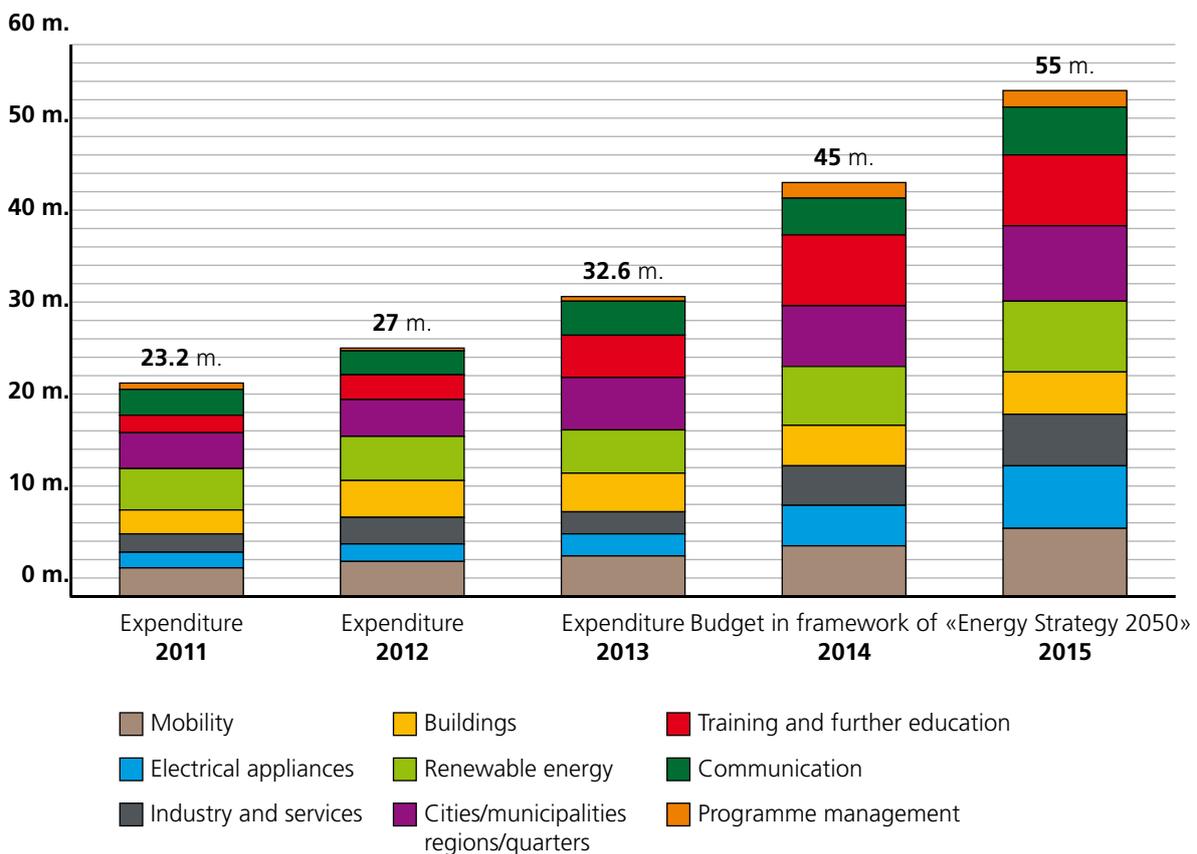
ing technologies and applications to important aspects of energy use, as well as to inform them about the concept of frugality, i.e. consuming as little energy as possible. It also aims to greatly enhance the impacts of communication measures by incorporating partners from both the public and the private sector. > page 24

## Budget increase

In 2013, the sum of 32.6 million Swiss francs was invested in the eight priority areas:

Priority area	Swiss francs
Mobility	4.4 million
Electrical appliances and efficient electricity use	2.4 million
Industry and services	2.4 million
Buildings	4.2 million
Renewable energy	4.7 million
Cities, municipalities, regions, quarters	5.7 million
Training and further education	4.6 million
Communication	3.7 million
Programme management	0.5 million
<b>Total expenditure by SwissEnergy in 2013</b>	<b>32.6 million</b>

According to the budget allocation, SwissEnergy will have 45 million Swiss francs at its disposal in 2014 and 55 million in 2015. From 2015 onwards, the annual expenditure in the priority areas of electrical appliances and training/further education is to increase by 6.3 and 7.1 million Swiss francs respectively. Support for cities and municipalities will be doubled to 7.6 million Swiss francs. The amounts available for mobility and industry and services are 6.9 and 5.2 million Swiss francs respectively. The increase in funding in the areas of renewable energy, buildings and communication will be slightly less pronounced (7.2, 4.2 and 4.8 million Swiss francs respectively). The sum of approximately 4.7 million Swiss francs has been budgeted for the management of the SwissEnergy programme, with 3.9 million reserved for interdisciplinary projects.



## Energy efficiency en route

**SwissEnergy is making mobility more energy-efficient. Its measures include promotion of energy-efficient vehicles, optimal operation of vehicles and intelligent mobility behaviour.**

Energy consumption in the area of road transport has increased constantly in the past few years, and with a proportion of around 35 percent it currently accounts for the largest share of Switzerland's end energy consumption. Transport is of enormous relevance to climate and energy policy, and there is an urgent need for action. In view of this, in 2013 it was decided to bring together all mobility-related activities of the Swiss Federal Office of Energy into a new «Mobility» section. As a result of this move it is now possible to ensure that regulatory and voluntary measures can be optimally harmonised. Typical examples of this interaction include communication measures regarding levels of CO<sub>2</sub> emissions from motor cars, and a campaign designed to encourage road users to buy safe, quiet and energy-efficient tyres. The main instrument applied in the latter campaign is tyre labelling, which is to become compulsory with effect from 2015 as one of the measures in the initial «Energy Strategy 2050» package.

### **Promotion of efficient vehicle concepts**

SwissEnergy and its partners attend events such as the Geneva Motor Show, Swissmoto, etc., to pursue a variety of objectives: These include drawing the attention of visitors to the range of available efficient motor cars and electric scooters, as well as to the latest developments. And SwissEnergy also wants to facilitate access to alternative and energy-efficient drive systems. The programme supports these goals in a variety of forms, including the organisation of events for test drives, further education courses for dealers and financial support for model projects. Competitive calls for tenders in the area of «electric mobility» were carried out for the third time in 2013. The programme supports new mobility concepts as well as innovative projects in the areas of electric vehicles and charging stations. With respect to alternative drive systems, progress is being held up due to the continued existence of reservations and obstacles: A project that was launched in 2013 («KoReLation») aims to evaluate practical experiences with electric vehicles and identify areas in which action needs to be taken.

### **Commitment to energy-efficient and sustainable mobility**

In order to exploit existing efficiency potentials, what is required is efficient vehicles, their optimal operation in terms of maintenance and driving style, and above all intelligent mobility behaviour. Companies and municipalities that enter into a commitment within the scope of the «Mobility Management» programme are setting a good example. An evaluation carried out in 2013 indicated the existing optimisation potential and at the same time confirmed that the programme was on the right track. Under the motto, «Same mobility, less traffic», SwissEnergy is also actively engaged in a joint project concerning the development of a service centre for innovative and sustainable mobility, involving various federal authorities under the leadership of the Federal Office for Spatial Development.

## MOVE project – public network of charging stations for electric vehicles

For many people, the limited range of electric vehicles is a strong argument against buying one, but this obstacle could be eliminated if a network of public charging stations were to be made available throughout the country. However, charging batteries on public land raises a number of questions.

A project called «MOVE», which was initiated by Groupe E, was granted support by SwissEnergy following the first call for project proposals that was made in 2011. The aim of this project is to construct and operate a pilot public charging infrastructure in the Fribourg/Neuchâtel region. The goal is to gather information regarding practical experiences and at the same time to clarify issues relating to billing methods and access systems. Non-discriminatory access for all vehicle models, as well as all owners of electric vehicles, was a prerequisite for supporting this project.

Groupe E is involved in the «eVite» project aimed at developing a comprehensive network of rapid-charging stations. Based on «MOVE», the largest network of public charging stations in Switzerland has been developed in cooperation with Renault. In the meantime, Tesla – and more recently BKW Energie AG – have expressed an interest in working together with Groupe E in order to benefit from experiences obtained from the «MOVE» project.



[www.energieschweiz.ch/mobilitaet](http://www.energieschweiz.ch/mobilitaet)

## MIPA project – incorporating mobility management into planning processes

During the past ten years, SwissEnergy has been supporting projects aimed at introducing mobility management. But now, the goal is for mobility management to also become an integral part of planning processes for large-scale infrastructure systems. With planning decisions of relevance to mobility, sustainable conditions can be created for future users. Such decisions can still have an impact on the mobility behaviour of users, and thus on energy consumption, in 30 years' time. For example, employees of a company are more likely to travel to work by car if there is no convenient public transport connection and cycling is too hazardous.

This means that mobility management has to be taken into account already at the planning stage of a company's premises. The MIPA project (MIPA = Mobility Management in Planning Processes) focused on the integration of mobility management into the planning processes of large industrial complexes. In the framework of five planning processes for complexes in Baden, Basel, St Gallen, Zug and Zurich, the involved authorities, property owners, developers and investors worked together with specialists to formulate principles for planning processes. Based on their experiences, a variety of manuals, slide sets and checklists were produced which are publicly available at [www.energiestadt.ch](http://www.energiestadt.ch) (mobility management)



## Utilisation of efficiency potential

**SwissEnergy makes recommendations for efficient electrical appliances. In 2013, it rendered various information sources more user-friendly, including the «compareco» database for household appliances.**

Ever since its launch in 2001, SwissEnergy has been making a significant contribution towards the fact that major progress has been made regarding the efficiency of electrical appliances in practically every category. Efforts to influence the attitude of the population towards the issue of energy efficiency have proved fruitful, and numerous discussions and joint projects with trade and industry representatives have led to a situation in which a high degree of energy efficiency of electrical appliances is now seen as a competitive advantage. However, as far as the overall consumption of electrical appliances is concerned, progress in terms of efficiency is largely being offset by an increasing number of appliances. This trend is attributable to the development of new appliance categories, the increasing distribution of appliances and the growth of the population in Switzerland.

Initially, SwissEnergy set out to influence buying decisions for as many types of efficient appliances as possible. In order to maximise the effect, this was considered more important than focusing on the segment with the most efficient appliances. Since 2010, however, the least efficient appliances have been disappearing from the market due to the introduction of efficiency regulations for an ever greater number of appliance categories, and this has paved the way for the focus to shift to the most efficient models. In this way, efficiency regulations and SwissEnergy are able to supplement one another optimally and cost-effectively.

### **Improved and expanded information services**

In 2013, SwissEnergy further developed a variety of projects within the framework of «Topmotors». These included modules, tools, workshops and communication via newsletter and website. In the lighting segment, it expanded the range of information about efficient street lighting and improved its communication to private individuals as well as public authorities. It also significantly increased the range of information about LED as a light source in residential dwellings and communicated it to the general public in a more comprehensible way. Thanks to a financial contribution from SwissEnergy, training courses are now also available in French in the field of lighting design and planning.

Last year, SwissEnergy worked together with leading suppliers on the preparation of information relating to the electricity consumption of communication equipment, including end devices such as set-top boxes, modems and routers. Here, detailed information was made available to users concerning the settings to be configured for the various devices in order to guarantee their most efficient operation. And further attention was also paid to the TV database and ENERGY STAR.

With respect to commercial appliances, which generally speaking are larger and more powerful than household models, ENAK (Association for the Promotion of the Energy Quality of Commercial Appliances for the Catering Industry) introduced test definitions and a database in cooperation with SwissEnergy.

The household appliances segment has been the focus of SwissEnergy's attention for the longest period of time. Here, the original database has been replaced by a completely new solution called «compareco», and the tool called «energybox» has been supplemented with an advisory service. Since it is the provision of information on energy efficiency by sales staff that is often the decisive factor for the purchase of a product, special training courses were offered, which a variety of retailers decided to make use of.

## «energy day 13»

For each year's «energy day» event a fresh topic is chosen relating to the energy efficiency of electrical appliances. In 2013, the chosen topic was the use of LED technology for lighting. This choice was prompted by the fact that LED technology has caught up with fluorescent lighting and can even be more efficient for certain applications. In addition, the prices of LED technology have come down to a level that encourages its widespread use.

Together with a broad variety of partners, SwissEnergy was able to underscore the benefits of LED lighting.



UND  
ES WERDE  
LED.

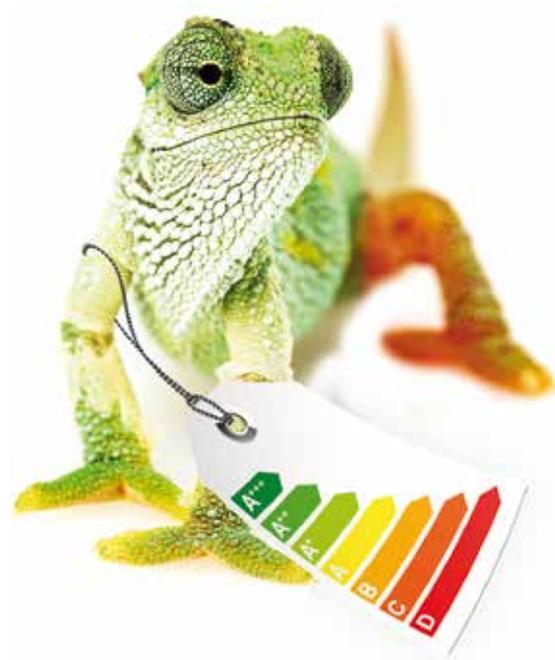
Sich für LED zu entscheiden bedeutet sich für die leistungsstärkste Technologie in Sachen Lebensdauer, Farbintensität, Leuchtkraft und Energieeinsparung zu entscheiden.  
Dazu kommt, dass sich LED-Lampen absolut problemlos in Ihre bestehenden Installationen integrieren lassen.  
Mehr Informationen unter [energieschweiz.ch](http://energieschweiz.ch)

[www.energieschweiz.ch/beleuchtung](http://www.energieschweiz.ch/beleuchtung)

## «compareco» database for household appliances

The original database for household appliances was no longer able to meet the requirements of consumers searching for information and advice, and in view of this the Swiss Association for Household and Commercial Electrical Appliances (FEA) joined forces with SwissEnergy to develop an entirely new solution. The new database, «compareco», which contains details of all household appliances that have been awarded the «Energy Label», went online in the middle of 2013.



[www.compareco.ch](http://www.compareco.ch)

# Increased energy efficiency in the industry and services sectors

**SwissEnergy is providing companies with incentives to save energy and improve their level of energy efficiency. In 2013, the programme launched a benchmark study for electricity suppliers.**

The entry into force of the revised CO<sub>2</sub> Act in 2013 signalled the beginning of the second commitment period in which companies have the opportunity to gain exemption from the CO<sub>2</sub> fee. As before, target agreements are a central factor for motivating companies to implement internal efficiency measures. In 2013, the fundamentals of the target agreements were revised and adapted to incorporate new areas of application. These can be applied by companies for a variety of purposes, e.g. as a voluntary energy management system, an instrument for gaining exemption from the CO<sub>2</sub> fee, for qualifying for a refund of the network surcharge or as an instrument for meeting cantonal demands placed on large-scale consumers.

The Energy Agency for Industry (EnAW) and Cleantech Agency Switzerland (ACT) are to assist SwissEnergy in the future with the implementation of target agreements of all kinds. A pool of qualified auditors has already been formed for the purpose of examining proposed targets and draft agreements.

### **Supported projects**

Within the scope of projects supported by SwissEnergy, a number of successes were achieved, a selection of which is presented below:

- At the end of January 2013, an online service for comparing products («myNewEnergy») was initiated. Here, users can find out which electrical products are available from their supplier, and at what price, and in some cases can also directly order them. Information for the purchase of «ecological value-added» (certificates) is also available and can be readily compared on this website ([www.mynewenergy.ch](http://www.mynewenergy.ch)).
- SwissEnergy also supported the «Negawatt statt Megawatt» («Negawatts instead of Megawatts») project initiated by the Zurich University of Applied Sciences in Wädenswil, which is researching the increase in the pace of implementation of efficiency measures by small and medium-sized companies.
- Another of the objectives of SwissEnergy is to enable engineers to optimise complex industrial thermal production processes (energy-related process integration/Pinch method) and systematically identify hidden energy efficiency potential. The aim here is to also more intensively promote this capability within the scope of the Pinch strategy at other institutions such as colleges of technology. SwissEnergy is financially supporting the application of Pinch analyses in the industry sector.
- Energy supply companies have a major role to play in the federal government's new energy strategy. They have a great deal of scope for action, especially in the areas of energy efficiency and use of renewable energy: their activities and decisions have an influence on themselves, as well as on their clients. In view of this, SwissEnergy wants to make the services of electricity suppliers as transparent and as easily comparable as possible, and for this purpose it commissioned a benchmark study in autumn 2013. The results of the survey are expected to be published by the middle of 2014.

## «Efficient Refrigeration» campaign

The initial phase of the «Efficient Refrigeration» campaign was concluded in September 2013. During this phase a variety of communication tools and instruments were created, including a special instrument for checking refrigeration efficiency, which also contains a variety of energy-saving tips and has been specifically conceived to help companies optimise their refrigeration systems. A second instrument was created that contains valuable hints which make it easier for building owners to design or upgrade a refrigeration system. Information about this campaign can be viewed by visiting [www.effizientekaelte.ch](http://www.effizientekaelte.ch). The quality of all the measures included in this campaign has been assessed by refrigeration experts as good to very good. However, the use of communication tools is still insufficient. In a second campaign phase the aim will be to more firmly anchor the obtained findings in the market, including through the use of an information line for refrigeration issues and the training and further education of refrigeration specialists.



[www.effizientekaelte.ch](http://www.effizientekaelte.ch)

## Production of electricity from waste heat in a cement factory

With the support of SwissEnergy, Kura Cement in Wildeggen (canton of Aargau) constructed an ORC (Organic Rankine Cycle) power plant in 2013 that converts waste heat into electricity. An ORC system functions on the basis of the same principle as a conventional steam power plant, though instead of water it uses another heat-conducting liquid – in the case of Kura Cement, a refrigerant that is readily available on the market. In this way, it is possible to utilise lower waste heat temperatures that normally range from 100° to 400° C. Under ideal conditions it is possible to achieve a degree of efficiency of at least 20 percent.

The new plant installed in the cement factory is able to produce up to 20 percent of its electricity requirements. The energy efficiency potential associated with the use of this system in other industry sectors in Switzerland is considerable (approximately 200 GWh).



[www.energieschweiz.ch/unternehmen](http://www.energieschweiz.ch/unternehmen)

## The future belongs to the construction of sustainable buildings

**In the year under review, SwissEnergy supported the introduction of the Swiss Sustainable Construction Standard and the further development of cantonal energy certificates for buildings.**

The existing building stock in Switzerland accounts for around 46 percent of the country's overall energy consumption and is therefore a key thematic area for SwissEnergy. It encompasses numerous buildings throughout the country, including around 1.7 million residential dwellings (status: 31 December 2012). It is not only the savings and efficiency potentials that are especially high here, but also the possibility of producing electricity from renewable energy sources.

It is primarily the cantons that are responsible for measures relating to energy consumption in buildings, and SwissEnergy coordinates, supports and supplements these measures and promotes innovative projects initiated by the cantons. It also provides information and advisory services, and supports training and further education courses.

SwissEnergy therefore supports specific projects in the buildings sector. In 2013, the main focus was on the introduction of the Swiss Sustainable Construction Standard, the further development of cantonal energy certificates for buildings, support for projects initiated by MINERGIE and the «energo Association for the Optimisation of Energy in Buildings», and for the Swiss Society of Engineers and Architects (SIA) in the area of standards and fact sheets for the energy in buildings segment.

There is a major need for action with respect to the renovation and retrofitting of the existing building stock in Switzerland. The currently too-low rate of energy-related improvement of building shells (0.9 percent) needs to be doubled in order to ensure that the targets specified in «Energy Strategy 2050» can be reached. In this connection, the «Buildings» section of SwissEnergy organised a full-day workshop in December 2013 which was attended by around 60 participants from various cantons, as well as from the industry and various trade associations. The next steps and implementation of initial measures will take place in the course of 2014.

### «AletschCampus» with new Swiss Sustainable Construction Standard

A new complex is being constructed for the municipality of Naters (canton of Valais) on a plot of land measuring 7,000 square metres and situated just five minutes from Brig railway station: «AletschCampus». Here, six buildings – World Nature Forum, a visitors and information centre for the Jungfrau/Aletsch UNESCO World Heritage region, three apartment houses, an office block and a day-care facility for children – are being constructed around a spacious public square. The project was initiated following the organisation of an international architecture competition.

In the «AletschCampus» project the three dimensions of sustainable construction – society, economy, environment - are clearly identifiable: It will create

urban value-added for Naters by forming a bridge between the original mountain farming village and the urban development to the south (= social dimension). With the World Nature Forum it will incorporate an overall concept that integrates tourism, business, research, public authorities and the local population, and will utilise the resulting synergies (= economic dimension). And it will exclusively utilise primary renewable energy forms (groundwater, geothermal energy) for heating and hot water production, and all wooden components will be constructed using domestic and FSC certified timber (= environment dimension).



## Energy certificates for greater efficiency in buildings

The system of cantonal energy certificates for buildings was expanded in 2013: the creation of a certificate with advisory report proved successful, and a certificate for new buildings was introduced. In 2013, over 25 percent more certificates were awarded versus 2012. The number of visitors to the website ([www.geak.ch](http://www.geak.ch)) reached almost 90,000, or twice the figure recorded in the previous year. SwissEnergy supported three projects associated with this scheme in 2013.

### Software development

The software for the certificate for new buildings was optimised in the course of the year. Thanks to the development and introduction of a ticketing system, the processing of applications for inspections has been greatly streamlined. Both the operating centre and the inspectors are now able to identify the processing status at a glance.

### Quality assurance

A special quality assurance workgroup was created, which is to continue its activities in 2014. At the request of this workgroup, the software was adapted

in order to make it more user-friendly, and coaching was introduced for inspectors.

### Communication

The scheme's communication activities were also expanded: a flyer was published in German, French and Italian for building owners, and new exhibition material, plus a film about the scheme and its interaction with the MINERGIE label, were created in order to provide information in the same three languages about energy efficiency in buildings.

The presentation of the scheme at the «BauHolzEnergie» (Buildings/Timber/Energy) exhibition in Bern attracted a great deal of interest, and in view of this it is likely to be repeated in 2014. Representatives also provided information on site within the scope of the «starte!» campaign in the canton of Zurich.

The media centre answered enquiries from representatives of the press and produced eleven articles and two press releases that were published in selected media in print form and/or online. And the scheme's homepage ([www.geak.ch](http://www.geak.ch)) was incorporated into various media activities and networked via social media sites.



## More electricity and heat from renewable energy sources

**In order to meet the objectives of «Energy Strategy 2050», in addition to enhancing energy efficiency it will also be essential to increase the use of renewable energy. In view of this, SwissEnergy is introducing a variety of measures aimed at speeding up the widespread use of renewable forms of energy.**

In order to be able to meet the Federal Council's declared energy objectives, «Energy Strategy 2050» calls not only for increased energy efficiency, but also for the widespread use of new renewable energy forms. In the electricity segment alone, the aim is to increase production from renewable energy by at least 24 terawatt hours, and in addition, hydropower production is to be increased by around 39 terawatt hours. But it will not be possible to achieve these targets solely with the aid of the promotion and steering mechanisms proposed in «Energy Strategy 2050». A variety of indirect measures will also be required in order to eliminate barriers and be able to efficiently exploit the economically and ecologically viable potentials.

Increasing the use of renewable energy could potentially give rise to conflicts between protection and utilisation interests, and thus to protracted licensing procedures (due to objections, etc.). In view of this, the neutral provision of information will be a crucial factor. On the other hand, the increase in the use of renewable energy will have to meet high quality requirements so that the population will also accept it over the longer term.

### **Focus on information for specific target groups**

The focus with respect to «renewable energy» as a priority area is therefore on effectively and efficiently supplementing the promotion measures and regulations. The aim here is to provide and support information and advisory services and training and further education courses, foster quality assurance and improve the background conditions in order to intensify the impacts of promotion efforts through feed-in remuneration at cost and cantonal support programmes. For the implementation of this strategy, the following measures are to be taken until 2020:

- Information and advisory services, and support for the dissemination of new technologies and systems, are to be maintained or expanded in all supported areas. This is particularly important in view of the various changes within the support system (e.g. introduction of one-time remuneration for photovoltaic systems).
- In addition, activities relating to quality assurance of renewable energy systems are to be intensified, and more training and further education programmes for specific target groups are to be introduced.
- Through a variety of actions, SwissEnergy is supporting the simplification of licensing procedures and exclusion from protected regions for facilities producing electricity from renewable energy sources.

In 2013, SwissEnergy promoted the provision of information and advisory services in all areas by industry associations. In addition, it organised special events and formulated basic principles. An increase in information and advisory activities in the area of infrastructure systems – which are being provided in order to increase energy efficiency and promote the production of electricity from drinking water and sewage systems, as well as from waste incineration plants – is a good example of this type of action.

And as before, quality assurance remains a priority area. In the area of wood as a renewable energy source, technical documentation was produced which describes the present-day status of technology of automated wood-fired furnaces with dry fuels.

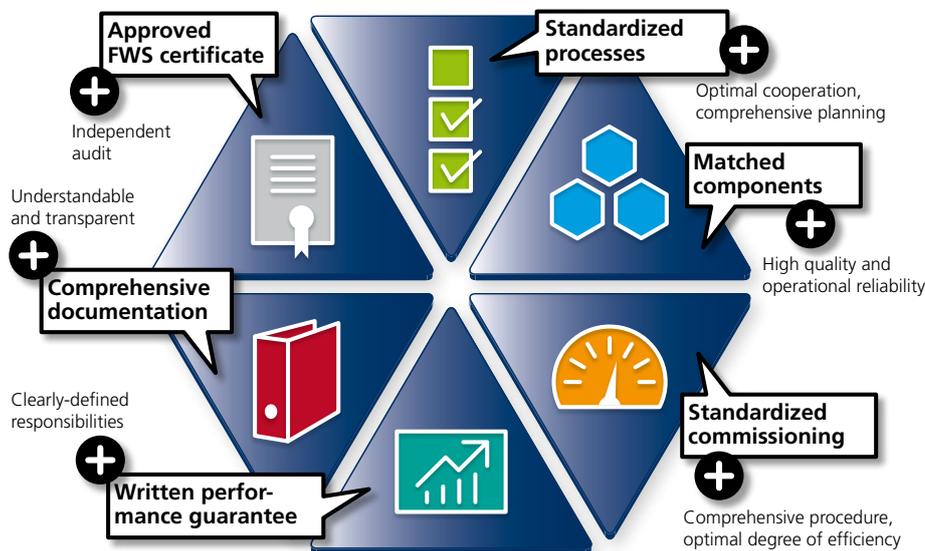
The focus on training and further education as a decisive factor for high quality standards was maintained in all areas. In the area of wind energy, for example, three seminars were organised for cantonal and municipal authorities. Here the aim was to foster an exchange of experiences and know-how in the area of process planning and licensing of wind power projects.

## Information service for small hydropower plants

Due to their complexity and the variations in their site conditions, small hydropower plants have to be planned individually. Through the information service for small hydropower plants it is possible to ensure that each potential operator receives expert and neutral advice about existing information sources, technological options and applicable conditions precisely when it is required. This service can also be used for communicating details about changes in the promotion system punctually and in a practical manner.

## Heat pump system module

SwissEnergy supported the Swiss Association for the Promotion of Heat Pumps (FWS) with its development of the heat pump system module. This module is a new standard for the planning and development of heat pump systems with a heating capacity of approximately 15 kW. The aim is to use it in order to reduce design, installation and start-up errors, as well as increase energy efficiency and client satisfaction. Lists of specifications, as well as the definition of certification procedures and the creation of dedicated websites, have already been implemented, and the market launch is scheduled to take place in 2014.



The diagram above shows the components of the heat pump system module, which is to function as a new standard in the planning and implementation of heat pump installations.

[www.energieschweiz.ch/energieerzeugung](http://www.energieschweiz.ch/energieerzeugung)

## On the path towards a «2000-watt society»

**More than 20 towns and cities were awarded the «Energy City» label in 2013. A new «2000-watt society» business unit was also created, and further awards and projects are already in the pipeline.**

2013 was another highly successful year in the history of the «SwissEnergy for Municipalities» programme, with a further 22 towns and cities qualifying for the «Energy City» label. There are now more than 340 «energy cities» in Switzerland, which means that over four million people now live in energy-efficient municipalities. The town of Buchs (canton of St Gallen) was awarded the «Gold Label», and 38 municipalities signed up as new members of the «Energy City» association, bringing the membership count up to over 600. Members are entitled to individual support provided by a team of more than 100 «Energy City» advisers.

Over 3000 participants exchanged experiences at the more than 30 SwissEnergy events for municipalities, and attendances were also high at the various special events and campaigns such as «Bike to Work», «Solar Day» and «energy day» (cf. page 13).

Cooperation among the municipalities is also becoming increasingly important. For example, municipalities have collectively received «Energy City» certification in six regions to date, and Surses (canton of Grisons) was added in 2013 (cf. page 21). So far, eleven regions have carried out energy accounting and estimates of efficiency potential within the scope of a special support programme.

### **New «2000-watt society» business unit**

In another support programme, thirteen municipalities joined forces to define a 2000-watt society concept. Based on energy and greenhouse gas balance sheets, they conducted an analysis of their local potentials and defined a path for the reduction of energy consumption and CO<sub>2</sub> emissions in line with their individual circumstances. In 2013, the «2000-watt society» business unit commenced work. Its purpose is to support towns and municipalities that have received the «Energy City» label on their path towards a «2000-watt society».

Towns, cities and municipalities are a cornerstone of «Energy Strategy 2050», and the «SwissEnergy for Municipalities» programme is responding to this with new projects, including «2000-watt society», «Mobility management», «Sustainable residential districts» and «Energy regions». Many municipalities are applying new instruments, for example «2000-watt site», a new label for certifying sites and complexes. This label has already been awarded to four sites. Other instruments such as «Smart City» and two new sub-projects, «Small municipalities» and «Support for energy supply companies», as well as the modification of the «Gold Label» certification system, are currently in preparation.

The «Energy City» label forms the basis for all these projects. It guarantees integration into a comprehensive, progressive and targeted municipal energy strategy, as well as quality assurance in all areas.

## «Energy City» label for Surses: Where energy is a driving force

The Surses Valley in the canton of Grisons stretches from Tiefencastel to the Julier Pass. The Julia river, which flows through the valley, is a source of electricity for the city of Zurich.

Under the motto, «Energieia dat forza» (Energy is a driving force), the nine municipalities in the region are jointly making rapid progress in the direction of sustainable energy supply and use. Over a period of two years, they have been assessing their potentials and defining and implementing measures, and in autumn 2013 their efforts were rewarded when the Surses region was awarded the «Energy City» label.



[www.energieschweiz.ch/gemeinden](http://www.energieschweiz.ch/gemeinden)

## «2000-watt site» award for new quarter in Lenzburg

A sustainable residential quarter («Im Lenz») is currently being developed in the centre of Lenzburg (canton of Aargau) in the immediate vicinity of the railway station. The new quarter is being developed on the former site of the Hero factory and will provide residential and office space, as well as leisure-time facilities. The population of Lenzburg were brought into this pioneering project at an early stage through the organisation of information events and workshops. «Im Lenz» meets the criteria for qualifying as a «2000-watt society», and as the third development to be awarded the «2000-watt site» certificate it has a distinctly pioneering character.

When completed, the new quarter will comprise around 500 residential dwellings, and the construction of a senior citizens centre will be one of the main social components. In addition, there will be around 20,000 square metres of office, commercial and retail space with a capacity for approximately 800 jobs. To round off this pioneering development, spacious pedestrian zones with free access to the river Aabach will be provided as part of the recreation area, and these, together with Markus Roth Square, will create a new quality of urban living.



[www.2000watt.ch](http://www.2000watt.ch)

## More know-how for energy specialists

**Without innovative technologies, the change in energy strategy would not be possible at all. In view of this, specialists have to receive the necessary training and further education so that they will be able to implement these technologies within the framework of «Energy Strategy 2050». For this purpose, SwissEnergy has launched an education initiative.**

More than ever before, comprehensive know-how is required for the implementation of innovative technologies in buildings, industry and supply infrastructure (e.g. electricity works, networks, sewage treatment plants). The available know-how is not being applied to a sufficient extent in the practical planning and realisation of structures and installations. The aim behind the education initiative launched by SwissEnergy is to promote and accelerate the transfer of know-how in the energy sector, since the expertise of specialised personnel is a decisive factor for the implementation of the Federal Council's «Energy Strategy 2050».

Here the focus is on providing training and further education for already active specialists, and attracting new personnel to the growing areas of energy efficiency and use of renewable energy. SwissEnergy wants to offer trade and industry associations and their partners in the education sector support with the provision of the specialised know-how that will be required for the implementation of the new energy strategy. Planned measures include the revision of education material, the introduction of supplementary courses for the trade, industry and services sectors, bridging programmes for vocational fields where there is a shortage of trainees, increased incorporation of energy-related subjects into vocational training and specialised higher education, the training of young professionals in the areas of building and insulation technology, and sensitisation to energy issues in schools. Funding amounting to 7 million Swiss francs per annum has been budgeted for these measures, which are to be implemented over a period of several years via a partnership between the federal government, the cantons and the private sector.

Close cooperation with the involved market players and the orientation of courses on specific requirements are to be secured at energy education conferences that are planned to take place every two years. The commitment on the part of the heads of the involved trade and industry associations, and the priorities of the education initiative launched by SwissEnergy in January 2014, form the basis for numerous education projects in schools, companies and representative organisations.

### **Broad variety of courses**

Notable examples of the approximately 100 training and further education projects supported by SwissEnergy include a course for people interested in changing profession and becoming energy engineers, and a series of textbooks conceived for study and practical use.

The textbook series focusing on sustainable construction and renovation that was jointly launched by SwissEnergy and the Conference of Cantonal Energy Directors forms a compact compendium for building specialists and trainees at the university and college of technology levels. The content of the multilingual textbooks<sup>1)</sup> dealing with subjects such as energy-efficient construction has a pronounced practical orientation. Additional volumes dealing with solar architecture and electric drives are currently in preparation. In a second phase the intention is to supplement the series with suitable new subjects and adapt the content to the needs of new target groups such as specialists in the fields of building shells and building technology.

<sup>1)</sup>«Nachhaltiges Bauen und Erneuern» (series not available in English)

## Energy engineers specialising in buildings

The boom in the construction and energy markets is opening up opportunities for people wishing to switch to a new career path: In the past four years, more than a hundred people have completed courses to qualify as energy engineers specialising in buildings with a view to moving onto this highly promising market. Almost 90 percent of them are already engaged in activities in this new area or have turned it into a full-time career, are operating their own engineering bureau or lecturing at a university or college of technology. These courses are suitable for university graduates with a degree in science or technology. They are held by the Technology and Architecture Faculty of the Lucerne University of Applied Sciences and Arts in cooperation with the Swiss Society of Engineers and Architects (SIA) and other industry associations. SwissEnergy is providing financial support for this project.



[www.energieschweiz.ch/bildung](http://www.energieschweiz.ch/bildung)

## Adventure train through Switzerland

In May 2013, Federal Councillor Doris Leuthard sent the Swiss Federal Railways (SBB) «school and adventure train» on its multiple-year journey through Switzerland, and since then it has been calling at stations in all parts of the country. The train comprises five wagons that are dedicated to the themes of recycling, mobility, energy, safety and prevention. On its tour, school classes are accompanied by hosts with a background in education. SwissEnergy is contributing towards the costs of equipping the train and installing the display material, and in cooperation with the SBB is also securing the operation of the train over the next few years. For SwissEnergy, the centre of focus here is on sustainable energy use. The thematic wagons provide an appealing mix of fun and learning, and are enjoying a high degree of acceptance among pupils and teachers alike. The project is targeted at pupils in grades five to nine. The «school and adventure train» is proving to be an outstanding platform for communicating the messages of SwissEnergy, and the modules available on the SBB website for giving follow-up lessons are intended to ensure that a greater degree of attention will be paid to the topic of energy in everyday school life.



## Diversified communication measures

**In 2013, SwissEnergy again focused on providing information and sensitising a broad variety of target groups to the topics of energy efficiency and use of renewable energy. For this purpose it wants to use a broad range of communication measures that ideally complement one another.**

In 2013, SwissEnergy communicated various messages to the general public relating to energy efficiency and the use of renewable energy. Here it made use of a number of different instruments, including TV ads, posting specific content on its website and comprehensive publicity campaigns in the public sphere. For example, the placement of posters in buses and trams in ten cities (Bern, Basel, Zurich, Lucerne, Winterthur, Lugano, Lausanne, Geneva, Fribourg and Neuchâtel) was complemented with commercials broadcast on screens in the country's main railway stations. SwissEnergy also set out to increase the frequency of visitors to its website ([www.energieschweiz.ch](http://www.energieschweiz.ch)) by launching various online campaigns.

In the year under review, SwissEnergy pursued its communication activities involving the use of its mascot, «Energico», as a means of publicising content and messages in a playful, appealing, original and widely accessible manner. Thanks to certain innovative actions (e.g. a design competition for LED lighting), SwissEnergy was able to present itself in a more dynamic manner and awaken the interest of a variety of target groups.

### **Increased awareness of SwissEnergy in 2013**

In the first half of the year, the degree of awareness of SwissEnergy remained unchanged at around 52 percent, but in the second half the result of a telephone survey indicated that awareness had risen significantly to around 67 percent. This trend is based on a representative random sample of around 1,000 people. More than 80 percent of the participants stated that the use of «Energico» was a «good to very good» concept. Within the target groups there were considerable discrepancies: while only 40 percent of those aged between 15 and 34 were aware of the existence of SwissEnergy, the figure for those over the age of 55 was 65 percent.



## Campaign to persuade motorists to switch off the engine and save fuel

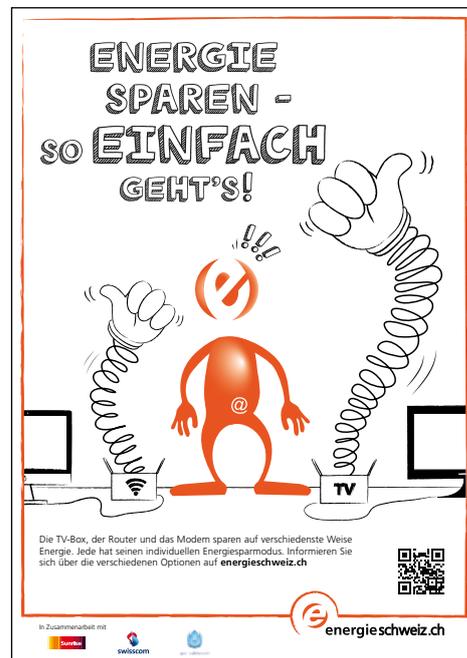
In autumn 2013, SwissEnergy and Eco-Drive jointly launched a communication campaign aimed at drawing the attention of motorists to the advantages of switching off the engine when their vehicle is temporarily stationary (e.g. parked, loading or waiting at traffic lights). By switching off the engine, even during very brief stops, drivers can save energy and reduce CO<sub>2</sub> emissions.

In order to motivate drivers to switch off the engine at the right time and in the right place, posters were placed throughout the country at locations with high traffic volumes and at approaches to traffic lights. An unconventional poster was used that helped attract motorists' attention, and a radio spot was also created which was broadcast before and after traffic bulletins.



## Campaign to encourage people to optimise the energy consumption of set-top boxes

Sunrise, Swisscom, UPC Cablecom and SwissEnergy joined forces in informing the general public about ways in which they can configure set-top boxes, routers and modems so that these devices consume less energy. With the latest generation of such devices it is possible to select energy-saving settings and thus save money too. In view of this, SwissEnergy launched a major communication campaign in 2013, including TV ads, information brochures and advertising on buses in many towns and cities. At the same time, SwissEnergy launched a competition in the social media with the aim of sensitising the Facebook community to its existence and actions..



[www.energieschweiz.ch](http://www.energieschweiz.ch)

## Critical examinations of programmes and projects

**SwissEnergy periodically examines whether the programmes and projects it supports meet the specified objectives and achieve the predefined impacts. In 2013, the «Mobility Management in Companies» programme was evaluated by an external independent body at the request of the Swiss Federal Office of Energy (SFOE). The results were encouraging, and as a consequence the management committees of the SFOE and SwissEnergy took the decision to continue with the programme until 2018.**

SwissEnergy is steered by a variety of instruments at the strategic and operational levels, and here a distinction is made between evaluation, planning and implementation tools. The range of instruments used for assessing a programme's performance and impacts includes final project reports and evaluations. The latter are carried out under the auspices of the Energy Economy division, and the results of such analyses form an essential basis for planning and steering decisions.

In 2013, SwissEnergy carried out an evaluation of the «Mobility Management for Companies» programme five years after its inception. Since 2008, SwissEnergy for Municipalities has been managing this programme on behalf of SwissEnergy. The objective is to support local companies, in cooperation with the respective municipalities, with the introduction of operational mobility management and the implementation of specific measures aimed at reducing energy consumption and CO<sub>2</sub> emissions, as well as easing the burden on transport infrastructure. These measures include, for example, the management of parking spaces, the promotion of car sharing, giving employees the option of working from home, and subsidising the use of public transport by employees. In the period from 2008 to 2013, a total of 43 project owners (primarily municipalities) and 164 companies participated in the programme. The evaluation focused on the concept and organisation of the programme, as well as on aspects such as implementation, enforcement, output and impacts.

### **Achievement of quantitative targets**

The involved players share the view that the objectives of the programme and the concept of addressing companies via the municipalities instead of directly are expedient. They also ascertained that numerous measures had been duly planned and implemented, and that the quantitative targets set by the SFOE had been achieved, and pointed out that one of the programme's strengths is the excellent cooperation between the various partners.

However, they criticised the complex and time-consuming reporting system for the participating companies and municipalities, stating that it is insufficiently oriented on the needs of the participants and calls for a very high degree of administrative work. In the view of the evaluation team, it would be possible to encourage more municipalities and companies to participate in the programme if the amount of administrative work were to be reduced. One of the notable findings obtained from the evaluation is that the potential of the programme has by no means been fully exploited.

### **Prolongation until 2018**

Based on the findings and recommendations of the evaluation team, SwissEnergy decided to prolong the programme until 2018. The processes and instruments are to be improved on the basis of the recommendations, and communication of the programme is to be intensified. The reporting process is to be greatly simplified and supported thanks to the creation of a new web-based tool.

Complete report: [www.bfe.admin.ch/evaluationen](http://www.bfe.admin.ch/evaluationen) > Evaluationen 2013 (not available in English)



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### Annual reports on the Internet:

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- In German  
[www.energieschweiz.ch/jahresberichte](http://www.energieschweiz.ch/jahresberichte)
- In French  
[www.suisseenergie.ch/rapportsannuels](http://www.suisseenergie.ch/rapportsannuels)
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- In English  
[www.swissenergy.ch/annualreports](http://www.swissenergy.ch/annualreports)



«My hope is that, in the near future, a new lifestyle will come into being in which a responsible approach to energy consumption and the conscious use of renewable energy will become a matter of course.»

*Daniela Bomatter, Operations manager, SwissEnergy programme*

