

# Energy Conservation Campaign at Kiel University

### Concept

"Tell me and I forget.  
Teach me and I remember.  
Involve me and I learn."  
Benjamin Franklin

**Aim:**  
untapping behavioural energy conservation potential through stakeholder involvement  
→ sense of ownership

### Realisation

**Aim:**  
Making stakeholder involvement as cost-effective and time-efficient as possible

- 2014: Cooperation between staff
- 2015: Reorganisation of staff
- 2016: Top management resources
- 2017: Members of the public

### Timeline

**Project stages:**

- 2014: Kick-off
- 2015: Initial assessment
- 2016: Pilot project
- 2017: Full implementation

**Important milestones:**

- 2015: Stakeholder involvement in governance
- 2016: Evaluation of energy conservation measures
- 2017: Evaluation of energy conservation measures

### Quantitative results

Electricity consumption: 48% reduction

Heat energy consumption: 56% reduction

**Cost reduction: 520,000 €**  
compared to project costs of 260,000 €

→ ongoing evaluation of qualitative effects

### Insights and transferable results

- Quantitative effect on energy consumption
- Improved employee cooperation
- Door-opener for further sustainability initiatives
- Not feasible without full support of top & middle management
- Difficult to measure effectiveness independently
- Varying accessibility of staff due to high levels of autonomy

Such a project lives and dies with the **support strategy** (e.g. chancellor, technical staff, team leaders etc.)

Thank you!

Anna Neuling  
Energy Management Institute  
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## Aim:



untapping behavioural energy conservation potential through stakeholder involvement



sense of ownership

INVOLVE THE WHOLE TEAM.

Benjamin Franklin

**Aim:**



untapping behavioural energy conservation potential through stakeholder involvement



sense of ownership

# Realisation

## Aim:

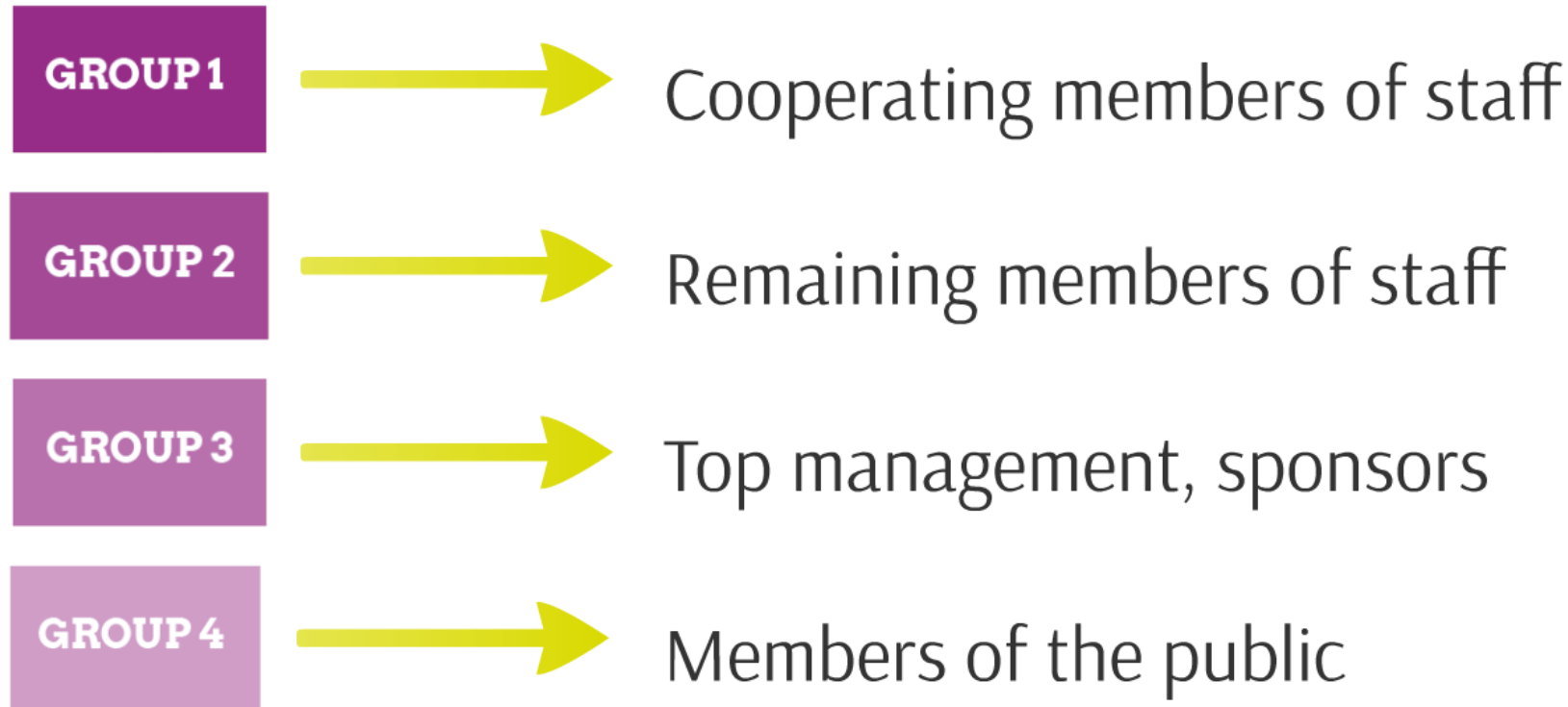
Making stakeholder involvement as cost-effective and time-efficient as possible



Intensity of involvement



# Making stakeholder involvement as cost-effective and time-efficient as possible

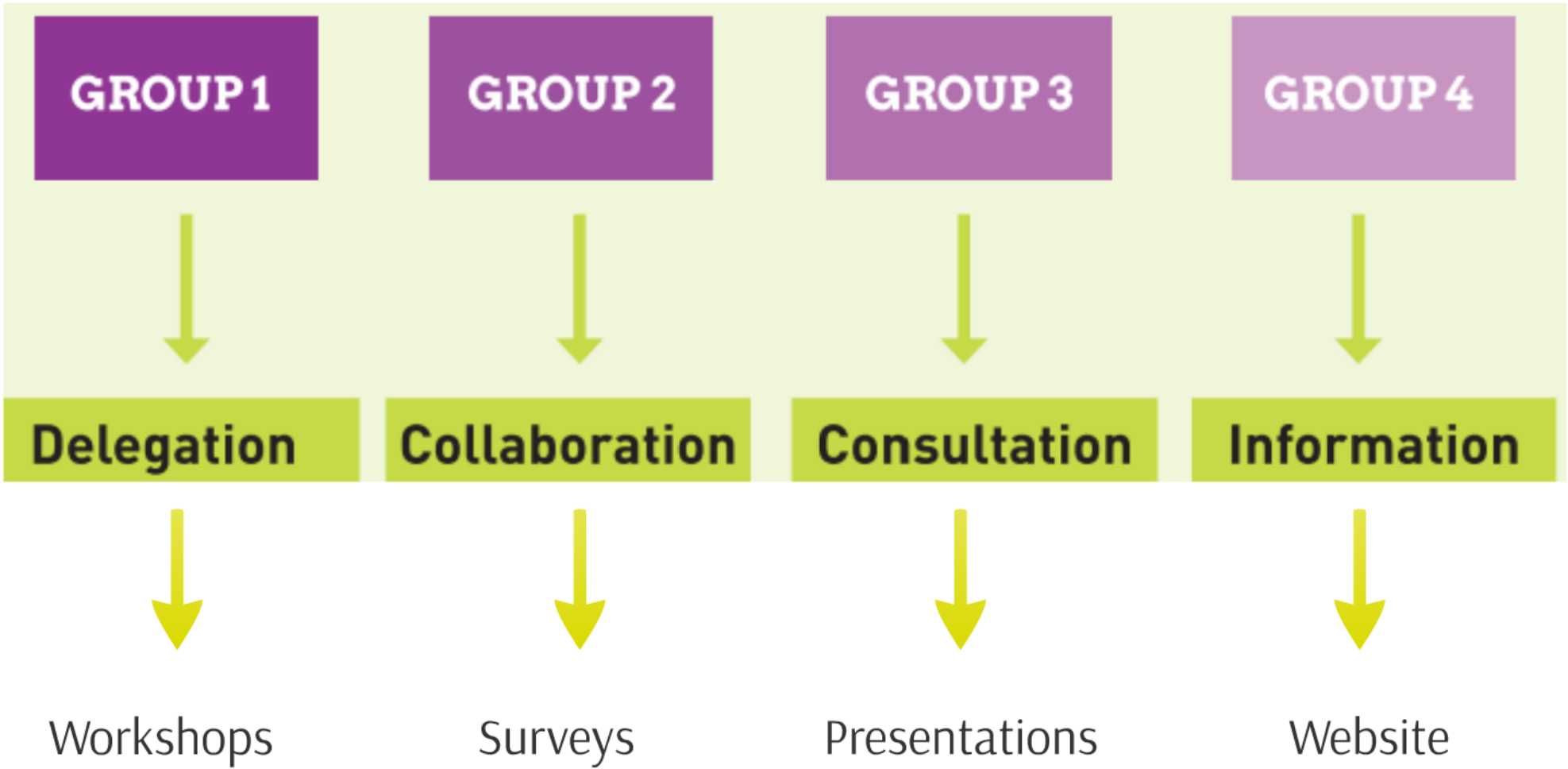


**GROUP 1**

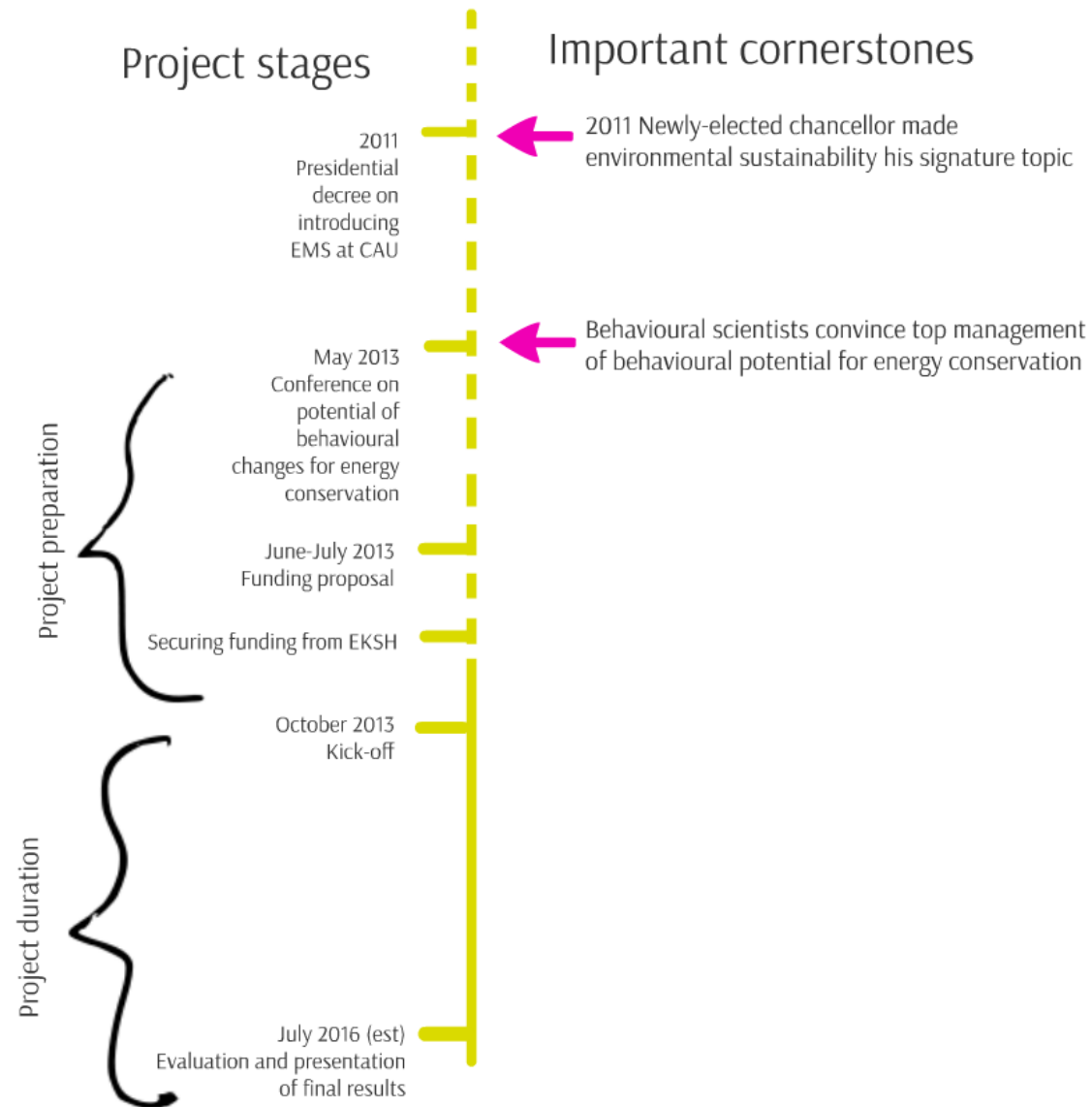
**GROUP 2**

**GROUP 3**

**GROUP 4**



# Timeline

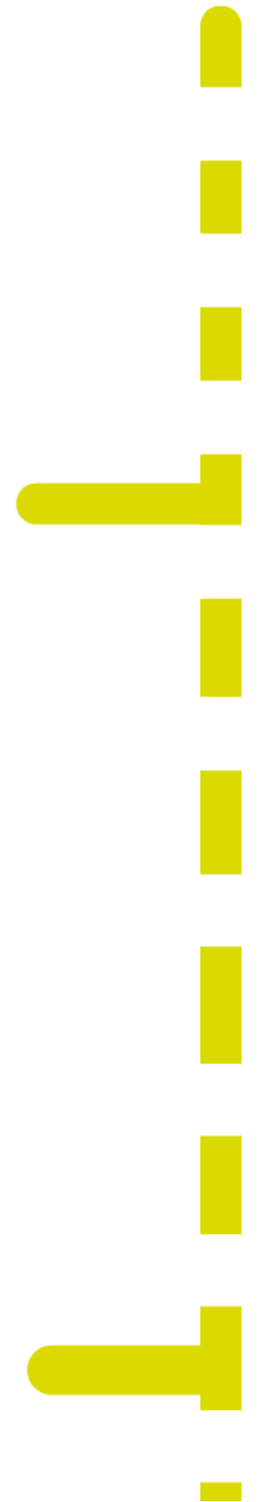




# Project stages

2011  
Presidential  
decree on  
introducing  
EMS at CAU

May 2013



Project preparation



May 2013  
Conference on  
potential of  
behavioural  
changes for energy  
conservation

June-July 2013  
Funding proposal

Securing funding from EKSH

October 2013  
Kick-off



Beha  
of be

Project duration




October 2013  
Kick-off

July 2016 (est)  
Evaluation and presentation  
of final results






# Important cornerstones



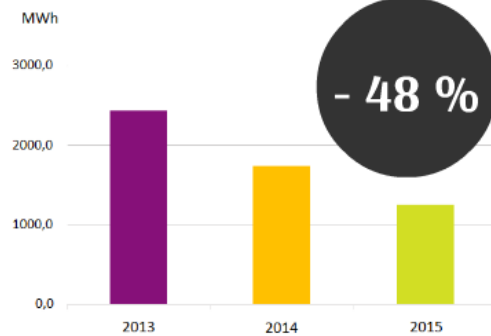
2011 Newly-elected chancellor made environmental sustainability his signature topic



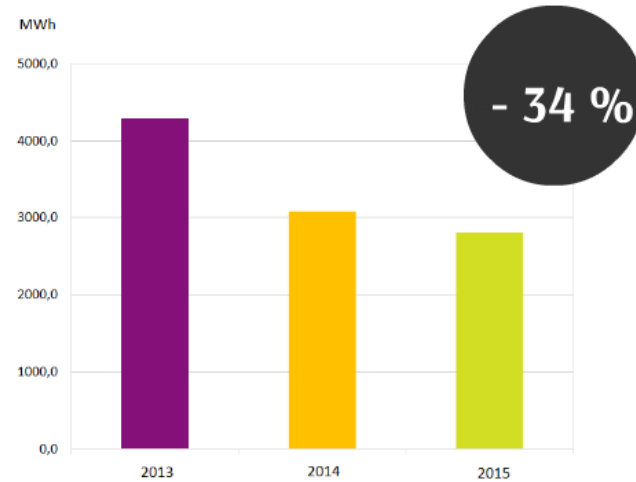
Behavioural scientists convince top management of behavioural potential for energy conservation

# Quantitative results

## Electricity consumption



## Heat energy consumption



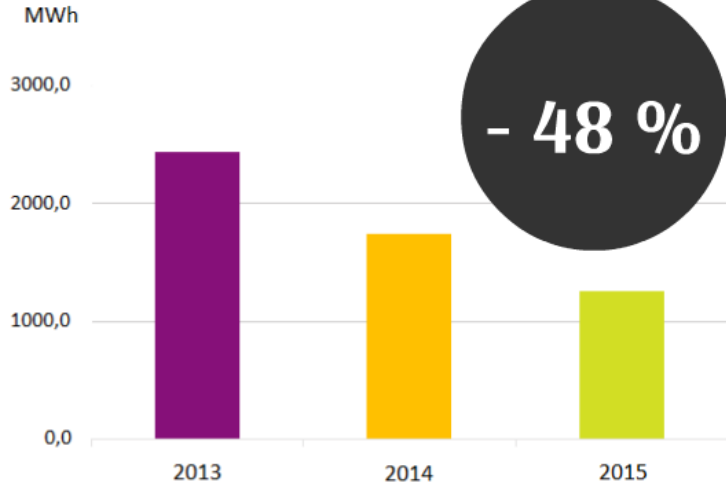
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compared to project costs of 260,000€

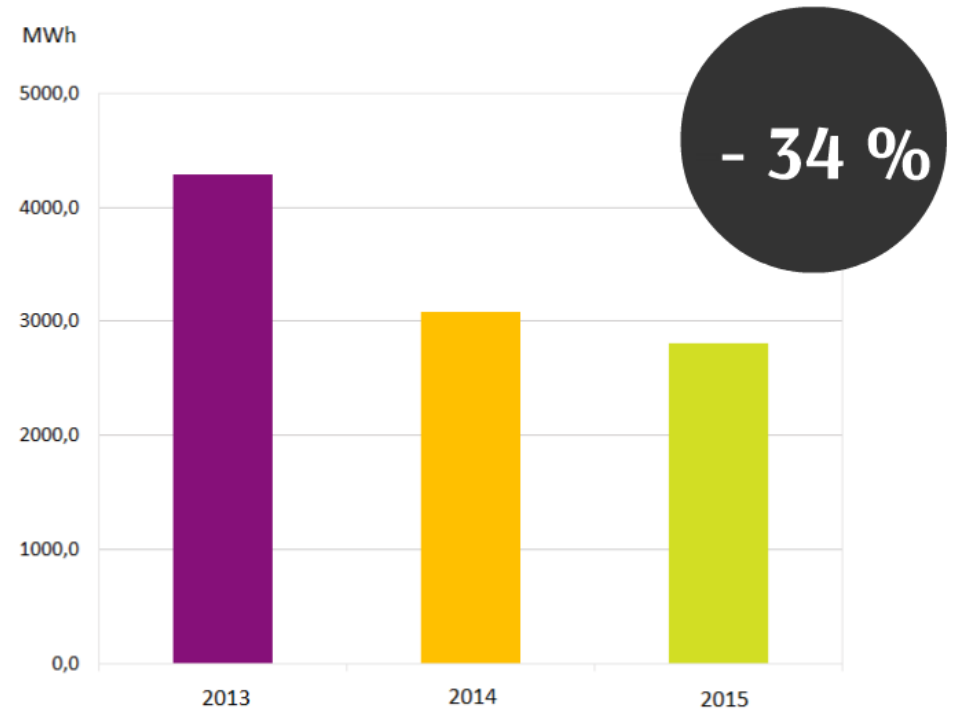
+ ongoing evaluation of qualitative effects

# Quantitative Results

## Electricity consumption



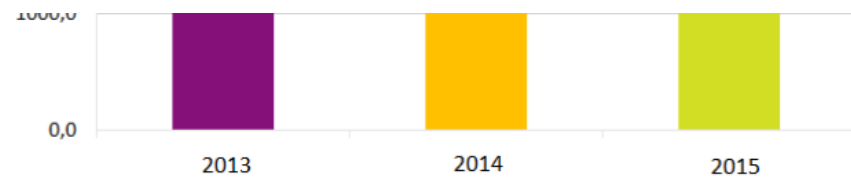
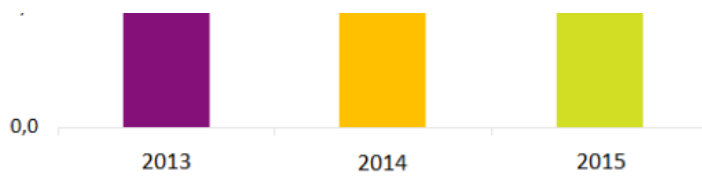
## Heat energy consumption



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compared to project costs of 260,000€

+ ongoing evaluation of qualitative effects



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# Insights and transferable results



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# Thank you!

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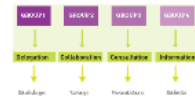
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- sense of ownership

## Realisation

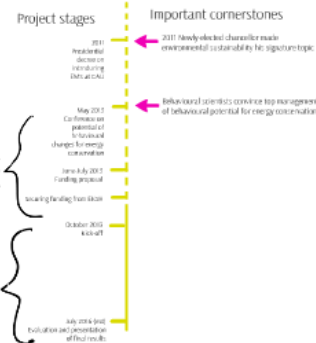
### Aim:

Making stakeholder involvement as cost-effective and time-efficient as possible

- Cooperating members of staff
- Responsible members of staff
- Top management, sponsors
- Members of the public



## Timeline



## Quantitative results

