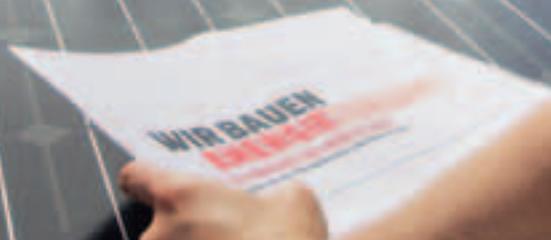


# SWISSENERGY

**THE PROGRAMME  
FOR ENERGY  
EFFICIENCY AND  
RENEWABLE ENERGY**



**swiss energy**

Our commitment: our future.



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## **“REALITY IS ONLY PART OF WHAT IS ACHIEVABLE.” FRIEDRICH DÜRRENMATT**

All of us have to face up to new challenges in our daily lives. This includes responding to changes, which sometimes compel us to depart from familiar territory and set out on entirely new paths. This also applies to the world of energy, which is currently facing some major challenges. The reaction by the German government to the disaster that occurred in Fukushima in 2011 triggered an unexpected boom for the coal industry. European electricity prices are currently very low and are severely testing the structural limits of energy suppliers. But the latter are not the only ones who are viewing the future with a certain degree of anxiety and adhering to past concepts, and thus failing to grasp the opportunities associated with the changing energy and climate policies.

And this is where SwissEnergy comes in. The pace of technological development is very high: electrical appliances are becoming increasingly energy-efficient, and new technologies are reducing energy consumption. Furthermore, there is still plenty of scope for exploiting the ecological

and economic potentials of renewable energy, for example through the option of own consumption. SwissEnergy helps draw attention to these new options and promotes greater awareness of energy-related issues by supporting projects (e.g. Bike4car) and professionals (e.g. solar energy specialists), and by organising national publicity campaigns focusing on topics such as efficient heating and economical water use. SwissEnergy also triggers multiplier effects and innovations in its various priority areas (e.g. buildings). It initiates new developments and supports the breakthrough of new concepts such as the “Mobility” car sharing system. It wants to encourage everyone to enter into a voluntary commitment to energy efficiency and is committed to bringing about change. But change also calls for appropriate action. We all share the responsibility for our future. Our challenge is to accomplish that which is feasible, because our commitment helps shape our future.

*Daniel Büchel,  
Head of SwissEnergy*

# SHARING NEW VALUES

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## **DANIELA BOMATTER TOOK OVER AS OPERATIONS MANAGER OF SWISSENERGY IN 2013.**

**Daniela Bomatter, the SwissEnergy programme will be fifteen years old in 2016: has it now reached adulthood, or is it still in its youth?**

I believe it has reached adulthood. In fact, I would say it is a young adult full of energy and new creative ideas, searching for the best possible solutions with a great deal of goodwill and displaying a strong appetite for discovery.

**For much of the population, energy is still very much an abstract matter. How can SwissEnergy pass on its message?**

This requires a great deal of effort and perseverance. We don't want to just talk about various aspects of energy. We want to awaken a genuine interest in saving energy and using it efficiently, as well as in the utilisation of new forms of energy. We have to succeed in conveying new values so that people perceive them as self-evident and part of a modern-day lifestyle. Saying "I want to live energy-efficiently", "I would like to have a solar system on my roof" or "I want to use solar energy because it makes me feel good" is something that should be regarded as "in".

**But in order to achieve this goal, people have to be convinced. Is it easy to encourage them to change their views?**

No, this is by no means easy. Let us take the example of campaigns: based on a variety of studies we know that campaigns are taken seriously and that the messages they are intended to convey are understood fairly quickly. But there is still a long way to go before a change in behaviour begins to take place. And campaigns are not sufficient on their own – people also need role models. We try to convince people by drawing attention to specific topics and looking for ways to

convey our messages so that they are able to accept change and a different lifestyle.

**Is it easy to find good partners for conveying SwissEnergy's message?**

We have a lot of very good partners, some of whom have been by our side for many years, while others have joined us in the past two years following our transition from agency model to project-based concept. Today we have around 350 partners, compared with a hundred or so three years ago. This means we now have a much broader spectrum of partnerships. I find it especially pleasing that we have also been able to enter into partnerships with smaller players who have highly creative ideas but do not possess the necessary financial resources to develop these on a broad scale. We are now able to include such innovations in our programme and to bring them to the attention of a wider public. However, in my view it is not the number of partners that counts so much as the quality of the projects we support. Where these originate is of secondary importance, but they have to be convincing and support our declared objectives.

**SwissEnergy has to consider a broad range of concepts and projects: how do you determine which ones are the most suitable?**

Evaluating a project is not a simple task. We have to consider so many different types of projects that it is not possible for us to apply a uniform model for evaluating them. Instead, we have to take account of a very comprehensive range of criteria. For this purpose we are able to rely on our specialists who possess the necessary know-how for evaluating a given project and determining whether it is in line with our declared objectives.



People frequently inform us that they have come up with a new idea and would like to bring it onto the market. In such cases, only our specialised personnel are able to judge whether a given project is feasible or is unrealistic.

**Some people claim that SwissEnergy is the mouthpiece for the initial package of measures relating to Energy Strategy 2050: is this the case?**

SwissEnergy is not directly associated with the initial package of measures for Energy Strategy 2050, but of course we support the latter's main objectives and communicate the same fundamental messages. I consider this to be a significant part of my range of duties, because I am able to point out what SwissEnergy has to offer. Here, the promotion of voluntary measures is an important and challenging task. This does not require any legal bases. Instead,

our aim is quite simply to motivate people and, as already mentioned, to encourage them to feel good about saving energy and using it efficiently.

**Do you go to work every day with the same sense of enthusiasm for the new forms of energy?**

Certainly! And you can believe me when I say I enjoy going to work every day. Each day is different and brings its own tasks and challenges. For me, work is never boring or routine in nature. I meet lots of interesting people who are keen to achieve something in the energy sector, who have good ideas to which they are fully committed. Coming into contact with these people, realising projects together with them and accompanying them along the path towards a future in which renewable energy plays a major role, all combine to make my job extremely fulfilling.



## SUPPORTING AN ESSENTIAL DEVELOPMENT

In order to achieve the objectives of Energy Strategy 2050, it will be necessary to introduce support measures and incentives to promote the use of renewable energy. In addition, indirect support measures – for example, communication, education and the development of a quality assurance system – will be required that help break down obstacles and promote the efficient exploitation of economically and ecologically sustainable potentials.

With respect to the priority area of Renewable Energy, the main focus of SwissEnergy is on the high quality of projects aimed at developing solar and wind energy, together with energy from biomass, hydropower plants and geothermal plants. High quality is essential in order to attain a greater degree of acceptance among the

population. To achieve this objective, it will be necessary to promote training and further education, which are decisive factors for securing high quality standards.

Areas of focus between now and 2020 include the quality assurance of energy systems based on renewable sources, plus the streamlining of licensing procedures and the designation of regions for housing facilities for the production of electricity from renewable energy sources. SwissEnergy is also making another valuable contribution by providing information and consulting services. All these measures are intended to increase the impacts of feed-in remuneration at cost and cantonal promotion programmes.

**“THE FEDERAL COUNCIL HAS DECIDED TO PHASE OUT NUCLEAR ENERGY, WHICH MEANS THAT THE TIME IS RIPE FOR RETHINKING ENERGY POLICY. SUISSE EOLE (THE ASSOCIATION FOR THE PROMOTION OF WIND ENERGY IN SWITZERLAND) INTENDS TO SUPPORT THIS MOVE BY WORKING TOGETHER WITH SWISSENERGY TO PROVIDE INFORMATION ABOUT WIND ENERGY AND TO PROMOTE ITS USE. SUISSE EOLE SUPPORTS MUNICIPALITIES, CANTONS AND PRIVATE INDIVIDUALS WHO ARE ACTIVE IN THE DEVELOPMENT OF WIND ENERGY WITH THE AIM OF CREATING THE BEST POSSIBLE CONDITIONS FOR INTEGRATING THIS FORM OF RENEWABLE ENERGY INTO SWITZERLAND’S OVERALL ENERGY MIX.”**

*ISABELLE CHEVALLEY, PRESIDENT OF SUISSE EOLE*



Bis 20% Energie  
und Geld sparen

ASO HOST



## SUSTAINABLE AND EFFICIENT MOBILITY

In the priority area of Mobility, SwissEnergy is promoting the use of energy-efficient vehicles, including components such as tyres and lighting systems, as well as ecological driving behaviour. The main focus is currently on vehicles and on measures aimed at bringing about a change in mobility behaviour. In addition, the programme aims to promote an intelligent combination of various forms of transport, together with active mobility management within companies and in the public sector.

SwissEnergy wants to support efforts to reduce energy consumption and CO<sub>2</sub> emissions attributable to motorised transport. Here its goal is to contribute towards the achievement of the declared CO<sub>2</sub> objectives with the aid of sensitisation measures and education courses in combination with incentives. For example, SwissEnergy wants to find ways to ensure that greater attention is paid to the information printed on the various energy labels.

SwissEnergy supports various projects each year, for example the "Catch a Car" pilot project in

Basel: here, people can use a car to travel from A to B without having to subsequently return to A. It also supports "AutoEnergieCheck", a project in which garages systematically check the energy-saving potential of motor vehicles. SwissEnergy also organises campaigns relating to human-powered mobility: with the "Bike4Car" campaign, for example, the aim is to encourage drivers to leave their car at home and try out an electric bike as their means of transport to and from work.

New technologies, and in particular rapid developments in the area of information technology, are ensuring that the vehicles we use, the infrastructure on the country's roads, as well as the traffic situation and the demand for mobility among the population, will change rapidly in the next few years. In the area of mobility, SwissEnergy is therefore already supporting a variety of ITS (intelligent transport system) projects and intends to work together with other involved federal authorities to identify the potentials of such systems and create a corresponding priority area.

**"'AUTOENERGIECHECK' OFFERS CUSTOMERS VALUE ADDED IN A VARIETY OF WAYS: THEY CAN INVEST IN A BENEFICIAL PRODUCT AT A REASONABLE PRICE AND HELP PRESERVE THE VALUE OF THEIR VEHICLE. BY HAVING IT RETROFITTED TO MAKE IT MORE ENERGY-EFFICIENT THEY CAN NOT ONLY REDUCE FUEL AND ENERGY COSTS, BUT CAN ALSO HELP PROTECT THE ENVIRONMENT BY REDUCING THE LEVEL OF CO<sub>2</sub> EMISSIONS."**

*ALBERTO PASSEGGIO, MANAGING DIRECTOR OF AUTOHAUS RYSER AG IN OBERWIL (CANTON OF BASELSTADT)*



## RETROFITTING TO REDUCE CONSUMPTION

In the Trade, industry and services sectors, companies would be able to reduce energy consumption by 20 to 35 percent by using more efficient machines and appliances. The savings potential is similar for industrial processes and commercial applications. For this reason, industry and services are among the main priorities of the SwissEnergy programme. Here the objectives are to increase the level of energy efficiency in the industry and services sectors and reduce CO<sub>2</sub> emissions.

Large, energy-intensive companies are being encouraged to enter into target agreements that

can simultaneously entitle them to receive refunds of the CO<sub>2</sub> levy and the network surcharge. Here, SwissEnergy assists companies with the preparation and implementation of target agreements through the use of instruments such as guidelines and pinch analyses.

SwissEnergy provides small and medium-sized companies with specific planning aids, optimisation tools and advisory services so that they are able to fully exploit their economic savings potential and thus enhance their competitive capacity.

“WITH RESPECT TO PINCH ANALYSES, THE SWISS FEDERAL OFFICE OF ENERGY (SFOE) IS A PROACTIVE AND RELIABLE PARTNER FOR IDENTIFYING, DEFINING AND FINANCING INDUSTRY PROJECTS. THANKS TO THE SWISSENERGY PROGRAMME, A SIGNIFICANTLY HIGHER NUMBER OF PINCH ANALYSES IS BEING CARRIED OUT, WHETHER FOR FINANCIAL OR FOR IMAGE REASONS. SWISSENERGY FUNCTIONS LIKE A QUALITY LABEL. THIS IS DECISIVE, BECAUSE SWISSENERGY IS OFTEN THE FIRST CONTACT POINT FOR A COMPANY INTERESTED IN A PINCH ANALYSIS IN TERMS OF REFERENCE STUDIES AND POTENTIAL SUPPLIERS.”

*RAYMOND MORAND, HEAD OF ENERGY/SUSTAINABILITY, HELBING BERATUNG + BAUPLANUNG AG*



## SAVING ELECTRICITY BY USING EFFICIENT APPLIANCES

Promoting efficient electrical appliances is essential in order to achieve the reduction in electricity consumption targeted in Energy Strategy 2050. For this purpose, energy labels are among the most important instruments. Thanks to these labels, which are in use throughout Europe, consumers can readily obtain information about the energy efficiency of a broad variety of products. Switzerland has even introduced a number of its own national energy labels, including labels for coffee machines, motor cars, windows, etc.

In this SwissEnergy priority area, the objective is to promote the most efficient electrical household appliances, electronic devices, lighting systems, and electric motors and drives. Actions intended to enable all involved players (users, purchasers and sellers) to gain a clearer understanding of the benefits and potential savings associated with the

use of efficient appliances, and thus to make a more informed decision, are often implemented in the form of campaigns organised together with partners from the respective sectors.

SwissEnergy operates a platform for providing information, as well as for sensitising consumers and advising them about efficient electrical appliances, and it also supports innovative projects in this field. Here, examples include promoting the substitution of inefficient electric motors used in trade and industry, and speeding up the change-over to LED technology in the lighting sector.

SwissEnergy also supports the other existing instruments aimed at promoting efficient electricity use, including the requirements on electrical appliances specified in the Federal Energy Ordinance and financial contributions from ProKilowatt (public tenders).

**“WE HAVE COME TO VALUE THE PERSONNEL AT SWISSENERGY AS COMMITTED, DEPENDABLE AND SKILLED PARTNERS.”**

*DIEGO DE PEDRINI, PRESIDENT OF THE ENERGY AGENCY FOR ELECTRICAL APPLIANCES (EAE)  
AND HEAD OF THE ENERGY DAY PROJECT*



## SUPPORT FOR THE CANTONS

Switzerland's buildings account for 46 percent of the country's overall energy consumption. They thus play a key role for SwissEnergy and offer huge efficiency potential.

In the priority area of Buildings, SwissEnergy has set itself the goal of improving energy efficiency and promoting the use of renewable energy in renovation and construction projects. Improving the existing building standards and implementing the applicable requirements in the area of sustainable construction are important dossiers for the industry. The provision of advice and information to building owners and property management companies is also an important aspect.

Measures aimed at reducing energy consumption in buildings are primarily the responsibility of the cantons. In view of this, SwissEnergy has to focus its efforts on coordination and support activities. The collection of a CO<sub>2</sub> levy on combustibles, together with more stringent cantonal regulations and the "Buildings" programme that is partially financed via earmarked revenue from the CO<sub>2</sub> levy, will be decisive factors in increasing energy efficiency and the use of renewable energy in buildings.

**"WITH ITS 'SUSTAINABLE CONSTRUCTION STANDARD', SWISSENERGY HAS CREATED A COMPREHENSIVE ENERGY EFFICIENCY INSTRUMENT FOR SWITZERLAND. THOSE WHO APPLY THIS STANDARD CAN MAKE A VALUABLE CONTRIBUTION TOWARDS THE FUTURE ENERGY SITUATION AND CLIMATE PROTECTION, WITHOUT NEGLECTING ECONOMIC AND SOCIAL ASPECTS."**

*MARTIN HITZ, PRESIDENT OF SWISS SUSTAINABLE CONSTRUCTION NETWORK (NNBS)*



# CITIES/RESIDENTIAL DISTRICTS/REGIONS

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## INVOLVEMENT OF THE PUBLIC SECTOR

“Cities/municipalities/residential districts/regions” is a cross-section priority area of SwissEnergy. Here the objective is to assist its partners with their energy planning and the implementation of energy-related measures. The scope of support measures ranges from public buildings and street lighting through to district heating and energy production.

Within the framework of Energy Strategy 2050, Switzerland's cities, municipalities, residential districts and regions will need to intensify their energy-related activities and make better use of

the associated room for manoeuvre. Here, projects that support the objective of achieving a “2000-watt society” are of particular significance. And the well-established “Energy City” label is a valuable instrument that supports cities and municipalities that have undertaken a commitment to promote energy efficiency. In addition, the promotion of the development of 2000-watt sites or residential districts and energy regions is a further key element. All cities, municipalities, residential districts and regions participating in this project do so on an entirely voluntary basis.

“LOSINGER MARAZZI AG IS DEVELOPING AND REALISING THE FIRST THREE CERTIFIED 2000-WATT DISTRICTS IN SWITZERLAND. PARTNERS SUCH AS SWISS-ENERGY ARE EXTREMELY VALUABLE BECAUSE THEY HELP US UTILISE SYNERGIES AND PROMOTE THE EXCHANGE OF FINDINGS AND EXPERIENCES. THANKS TO THIS COOPERATION WE ARE ABLE TO DEVELOP AND IMPLEMENT PROJECTS THAT WILL CONTRIBUTE TOWARDS THE WELLBEING OF FUTURE GENERATIONS, FULLY IN LINE WITH OUR CORPORATE MOTTO, ‘SHAPING A BETTER LIFE’.”

*BENOÎT DEMIERRE, HEAD OF CENTRAL REGION, LOSINGER MARAZZI AG*



# TRAINING AND FURTHER EDUCATION

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## EDUCATION IS THE KEY FOR IMPLEMENTING INNOVATIONS

The new energy strategy would not be possible without innovative technologies. But the fact that there is still a shortage of personnel with the necessary know-how and skills means that it has not yet been possible to renovate buildings or bring about improvements in the industry and services sectors to a sufficient extent.

With its initiative aimed at promoting training and further education, SwissEnergy is supporting the transfer of knowledge to key personnel and the development of courses at all levels, and is also providing a broad range of education material. Here, working closely together with the cantons, trade and industry associations and educational institutions is essential in order to ensure that energy education can be optimally oriented to the applicable market requirements.

In this priority area, SwissEnergy is focusing on the following three main activities: throughout Switzerland, universities of applied sciences coordinate further education courses in the field of sustainable construction, and together with the

cantons, SwissEnergy is supporting this network and assisting with the development of the content of the various modules, as well as with their implementation. Bridging courses in the fields of energy and building systems engineering are also being provided for lateral entrants in the field of building systems planning.

SwissEnergy is supporting the efforts of trade and industry associations aimed at providing personnel with post-qualification in areas of activity that will be required within the scope of Energy Strategy 2050. Within the framework of the “Energy Education” conference that is organised on a periodical basis by SwissEnergy, the needs of the industry are identified and implementation measures are initiated for the various professions.

The sensitisation of youngsters in public schools, high schools and vocational colleges is also an integral part of SwissEnergy’s education initiative. Here the focus is on promoting awareness of the need for the careful use of natural resources and on the impacts of energy consumption on our climate.

**“SWISSENERGY IS OUR STRONGEST PARTNER: WE ADOPT A DIRECT AND CLEAR APPROACH IN OUR COOPERATION WITH THE PROGRAMME AND ALWAYS HAVE AN AMBITIOUS TARGET IN OUR SIGHTS. WITH THE ASSISTANCE OF SWISSENERGY WE HAVE BEEN ABLE TO DEVELOP A COMPREHENSIVE RANGE OF FURTHER EDUCATION MODULES IN THE AREA OF SUSTAINABLE CONSTRUCTION. THANKS TO SWISSENERGY WE HAVE BEEN ABLE TO MAKE EXCELLENT PROGRESS.”**

*RETO VON EUW, LECTURER IN CONSTRUCTION TECHNOLOGY AND RESPONSIBLE FOR “MASTER OF ADVANCED STUDIES IN SUSTAINABLE CONSTRUCTION” COURSES AT THE SCHOOL OF TECHNOLOGY AND ARCHITECTURE, UNIVERSITY OF APPLIED SCIENCES AND ARTS LUCERNE*



## VARIOUS CHANNELS FOR ACHIEVING COMMUNICATION OBJECTIVES

The main objectives of SwissEnergy's communication activities are to make the programme more widely known and to convey its message to as many people as possible. Throughout the year, SwissEnergy organises numerous publicity campaigns with the aim of drawing attention to the programme and sensitising the population to the topics of energy efficiency and the use of renewable energy. For these purposes it uses a variety of communication channels, including TV sponsoring, posters, flyers, information material for its partners, and social media such as Facebook, Twitter and Youtube (to mention just a few).

With its mascot called "Energico", SwissEnergy possesses an attractive medium for conveying its message. Thanks to its inclusion at numerous public events, this mascot has become a familiar

symbol for energy efficiency and renewable energy. "Energico" can be used in many different ways in a broad variety of information channels, and has, for example, already appeared in video clips, on posters, at public events, in brochures and in numerous other communication channels.

SwissEnergy is increasingly making use of its online platform, [www.energieschweiz.ch](http://www.energieschweiz.ch), which has become a highly important information channel for the programme. It is used by energy and communication specialists for posting new content and information about ongoing technological developments, and also contains a broad variety of tips for improving energy efficiency.

In order to reach out to a broader public, SwissEnergy is also active on social media.

**"THE SLOGAN, 'WE ARE DEVELOPING THE ENERGY FUTURE', CAN BE APPLIED TO DESCRIBE HOW SWISSENERGY REALISES ITS PROJECTS, NAMELY THROUGH PARTNERSHIPS AND COOPERATION, AND WITH A GREAT DEAL OF COMMITMENT – ALWAYS IN AWARENESS OF THE FACT THAT ACTIVITIES CAN ONLY ACHIEVE THE DESIRED EFFECT IF THEY ARE ALSO SUPPORTED BY THE INVOLVED PLAYERS. WE PERCEIVE SWISSENERGY AS A COMPETENT PARTNER THAT ACTS INCISIVELY, TAKES DECISIONS IN A TRANSPARENT MANNER AND THEN IMPLEMENTS THEM CONSISTENTLY. THIS MAKES SWISSENERGY A DEPENDABLE PARTNER AND ENSURES THAT ITS PROJECTS ARE SO SUCCESSFUL."**

*STEFAN BATZLI, MEMBER OF THE MANAGEMENT BOARD OF CR KOMMUNIKATION AG*

aroma



## OVERVIEW AND COORDINATION

The management of SwissEnergy comprises a Programme Head, an Operations Manager and the heads of the eight priority areas. It is responsible for the strategic and operational management of the programme. It prepares the strategic criteria for the Federal Department of the Environment, Transport, Energy and Communications (DETEC), which decides on the implementation of the programme based on the requirements specified by the Federal Council and Parliament, and on input from the Strategy Group.

The main duties of the Operations Manager and her personnel are to develop the programme and coordinate its activities in all the designated priority areas. The Operations Manager is directly responsible for two priority areas – Communication/ Training and Further Education – as well as for

quality assurance, controlling and promotion of the SwissEnergy brand.

Her office is also responsible for organising comprehensive projects involving several priority areas, for example “Energy Challenge 2016”, which is due to take place next year. The objective here is to draw the attention of the Swiss population in a playful and memorable manner to the topics of energy in general, and energy efficiency and use of renewable energy in particular, and to demonstrate that there is potential for saving energy in every lifestyle. In order to attain the greatest possible multiplier effect, this event is to be organised in cooperation with partners from the private and the public sector: as well as from various associations and organisations.

“DURING ENERGY CHALLENGE 2016, THE ENTIRE SWISS POPULATION WILL BE ABLE TO FIND OUT IN A PLAYFUL AND LIGHTEARTED MANNER ABOUT EASY AND PRACTICAL WAYS IN WHICH THEY CAN ENRICH ANY LIFESTYLE AND REDUCE ENERGY CONSUMPTION. WE WILL ALL BE PARTICIPATING WITH A GREAT DEAL OF ENTHUSIASM AND PASSION, NOT LEAST BECAUSE IN ALL ITS PROJECTS AROMA ALWAYS PAYS ATTENTION TO THE CAREFUL USE OF RESOURCES IN ALL BUSINESS AREAS, INCLUDING EXHIBITIONS, EVENTS, INTERIORS AND RETAIL.”

*EUGEN BRUNNER, MANAGING DIRECTOR OF AROMA PRODUCTIONS AG  
AND RESPONSIBLE FOR THE ENERGY CHALLENGE 2016*

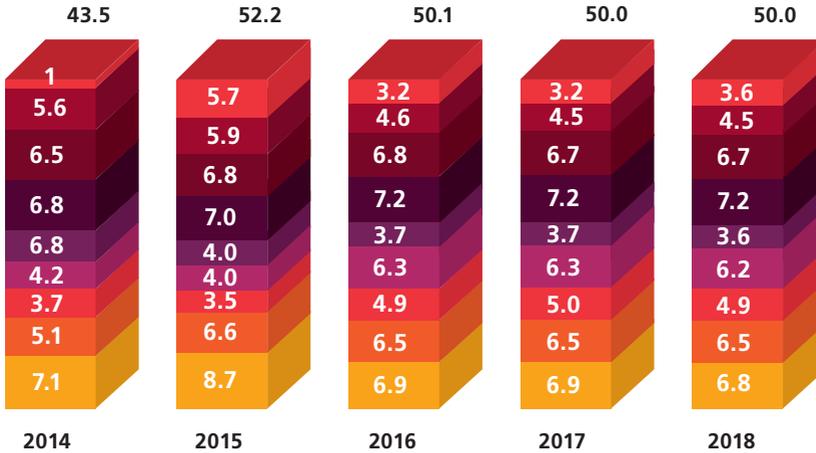
# BUDGET

## DISTRIBUTION OF FUNDS

SwissEnergy's budget has been constantly increased in the past few years: in 2015 the programme will have 52 million Swiss francs at its disposal. Funding is distributed over the various priority areas. The annual budget for 2016, 2017

and 2018 is currently being debated in Parliament. The graph below depicts the status of planning as of June 2015, subject to parliamentary approval of the budget.

## SWISSENERGY BUDGET (IN MILLION SWISS FRANCS)



(Budget subject to approval by Parliament)

- Renewable energy
- Mobility
- Industry and services
- Electrical appliances
- Buildings
- Cities/municipalities/residential districts/regions
- Training and further education
- Communication
- Programme management

## BECOME A PARTNER OF SWISSENERGY

The SwissEnergy programme unites a broad range of players and users from all segments of the economy and the social sphere.

It works together with more than 350 partners in Switzerland from numerous sectors. Today, the programme is increasingly focusing on project-based cooperation with its partners in order to be able to respond more rapidly to social, economic, technological and political developments, as well as to signals emanating from the markets. Long-term cooperation agreements have meanwhile been replaced by project agreements with a duration of one to a maximum of three years. The aim behind this change of business model is to render the allocation of resources and the steering of the programme content more flexible and to simplify the creation of new

partnerships. Almost 800 projects are being implemented simultaneously, and these can be classified in five categories in line with their objectives. For example, there are projects that generate new ideas for market offerings, or concepts for new products. Others set out to examine the technical feasibility and market viability of newly conceived products, or to realise them. Then there are projects that focus on the further development of products. SwissEnergy constantly evaluates the projects it supports, and adapts them where necessary.

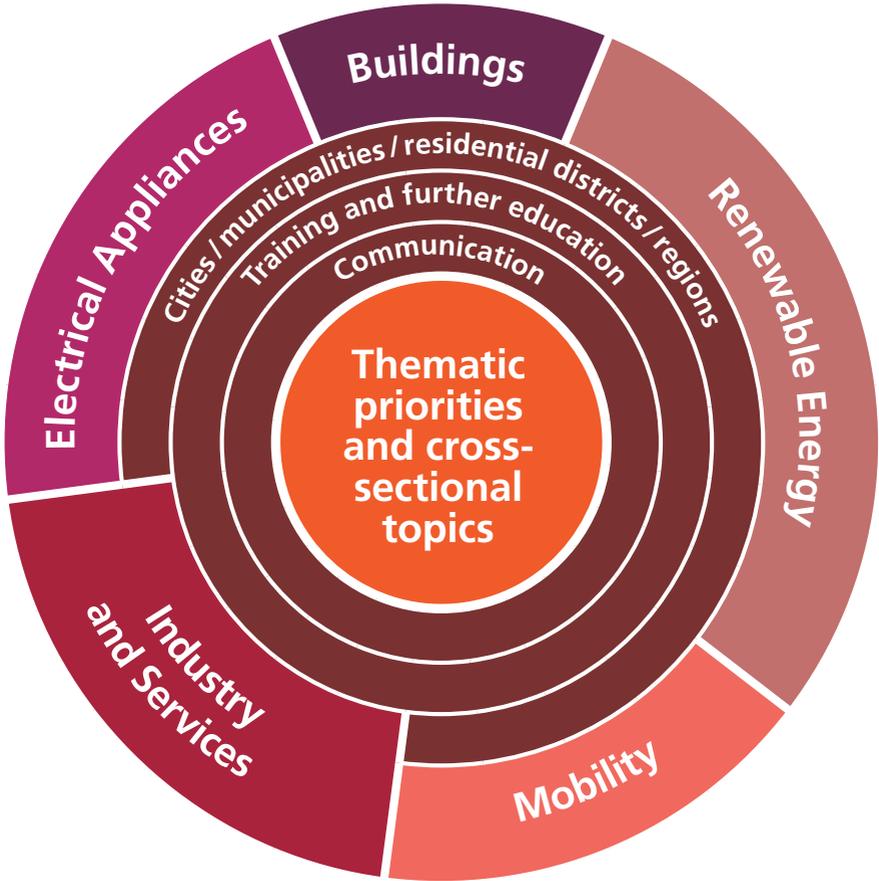
If you have a project in the area of energy efficiency or renewable energy, or need some advice or additional information, please do not hesitate to contact SwissEnergy.

## CONTACT DETAILS

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# STRUCTURE OF SWISSENERGY



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