Overview

Background State of the Art
• Energy-efficiency investments – even when highly profitable – often remain undecided by (profit-seeking) companies.
• A huge diversity is observed between companies’ situations and behaviour, even within the same industry.
• Strategic character – or "strategicity" is more important in businesses' investment choices than profitability.
• Research on energy-efficiency investment decision-making in industry has been very limited so far.

Main research Hypotheses
• Energy management significantly raises companies’ perceived strategicity of energy-efficiency investments.
• Energy management therefore induces positive investment decisions and ultimately increases the energy performance in firms.

Research Questions
• What are the determinants of energy management level in for-profit firms?
• What is the level of energy management in large-scale Swiss energy consumers?
• Does the level of energy management influence the perceived strategicity of energy-efficiency investments?
• How does perceived strategicity influence energy-efficiency investment decisions?
• Does the level of energy management significantly influence positive energy-efficiency investment decisions and therefore ultimately the energy performance of companies?

Research Methods and Data Collection

Quantitative and Qualitative Data Analysis
• Survey: Determinants of energy management and their influence on energy-related decisions will be analysed by different econometric methods.
• Interviews: Qualitative analysis of detailed information gathered on investment decision processes. Whenever possible, analysed by statistical methods.
• Case studies: In-depth qualitative analysis of real world energy-efficiency investment decisions and their relevant context factors.

Partners and Collaboration

Energy Turnaround
Contribution to the realization of “Energy Strategy 2050”
• The project aims at analyzing the impacts of energy management as a crucial factor driving investment decisions in energy efficiency and energy performance of private large energy consumers.
• These consumers represent an important target group for energy efficiency measures as they are responsible for a share of approximately 60% of total Swiss electricity consumption.
• This, in turn, will allow working out adequate policy measures and regulations aiming to improve energy performance in private firms.

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