

M_KEY – Management as a Key Driver of Energy Performance

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.

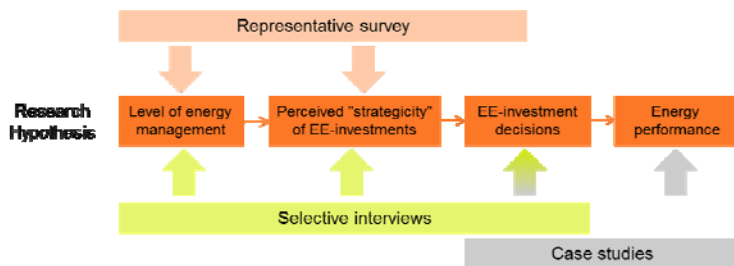
Main research Hypotheses

- 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

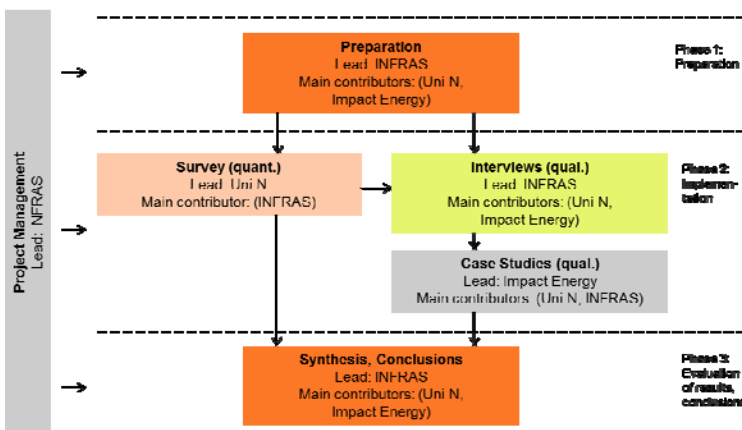


Quantitative and Qualitative Data Analysis

- 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

Organisation of Work



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.

Contact

R. Iten, Project Leader, rolf.iten@infrass.ch, B. Oettli, Dy. PM, bernhard.oettli@infrass.ch, S. Hammer, stephan.hammer@infrass.ch, INFRAS Zurich
 C. Cooremans, Catherine.Cooremans@unige.ch, A. Schoenenberger, alain.schoenenberger@unine.ch, University of Neuchâtel
 Conrad U. Brunner, cub@impact-energy.ch, Rita Wehrle, rita.werle@impact-energy.ch, Impact Energy Zurich