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Final project conference
Launch of online tool

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M-BENEFITS
Valuing and communicating the multiple benefits of energy efficiency projects

Barbara Schlomann, Catherine Cooremans

UNIL | Université de Lausanne

Fraunhofer ISI

M-BENEFITS - Valuing and Communicating Multiple Benefits of Energy-Efficiency Projects

Co-funded by the Horizon 2020 programme of the European Union

Start of the project: March 2018

Aim: Development of methods and tools to include multiple benefits in energy-efficiency investment decision of companies

Project team: Coordinated by Fraunhofer ISI; 14 partners from 11 countries; international support from IEA, DOE, ACEEEE; support from industrial companies

Additional contribution of the project to the multiple benefits debate:

- View of an investor in a private or public company
- Additional company-specific multiple benefits are considered (e.g. improved product quality, greater flexibility, reduced production time and losses, reduced risks)

Context:
Businesses
&
energy

In companies:

- Lack of interest from top management
- A gap between energy people and operations people
- Lack of methodology and figures to include MBs in project evaluation
- Energy engineers don’t have the necessary multidisciplinary skills to include NEB in projets evaluations.

55% of companies rarely or never include NEBs in their investment calculations

M_Key (“Management as a Key Driver of Energy Performance”) research project is part of the National Research Programme "Managing Energy Consumption" (NRP 71) of the Swiss National Science Foundation (SNSF). Further information on the National Research Programme can be found at www.nrp71.ch.

➡ Energy-efficiency investment loose the competition for financial resources and for the support of powerful managers

➡ Energy-efficiency gap

M-BENEFITS Valuing and communicating the multiple benefits of energy-efficiency projects

- **Create** a methodology to include MBs in project analysis (ex ante)
- **Collect** data and develop case studies to build-up evidence base and know-how
- **Develop** tailor-made ways to communicate to different stakeholders
- **Train** the “efficiency providers”

Task 4.1 Evaluation tools

- MBs Evaluation Toolkit will include analytical tools enabling energy-efficiency professionals to identify, categorize, evaluate and quantify the MBs benefits of energy-efficiency projects.

Task 4.2 Communication tools

Effective tips and solutions to energy experts to help them better communicate projects to different decision-makers, in two directions:

- ### Sub-task 4.2.1 – Decisional context

  Development of a “decision-making map” enabling energy experts to consider key aspects of the decisional context when conceiving and planning their energy-efficiency projects

- ### Sub-task 4.2.2 - Perceptions and behaviour

  Selection of the most useful influential and motivational techniques to guide organisational behaviour

Task 4.3 Development of Training Materials

- A User Manual to facilitate comprehension and use of Evaluation and Communication Tools by practitioners.

Task 4.4 Serious Game

A serious game is a game designed for a primary purpose other than pure entertainment. Based on a mix of virtual activities (simulation) and real activities (presentations and exchanges), it develops participants' capacity to take on a complex problem in a global and systemic manner.