

The Austrian klimaaktiv programme

The Austrian government's flagship programme for
voluntary climate action

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Austrian Energy Agency
Vienna, 13th of March 2024

Agenda

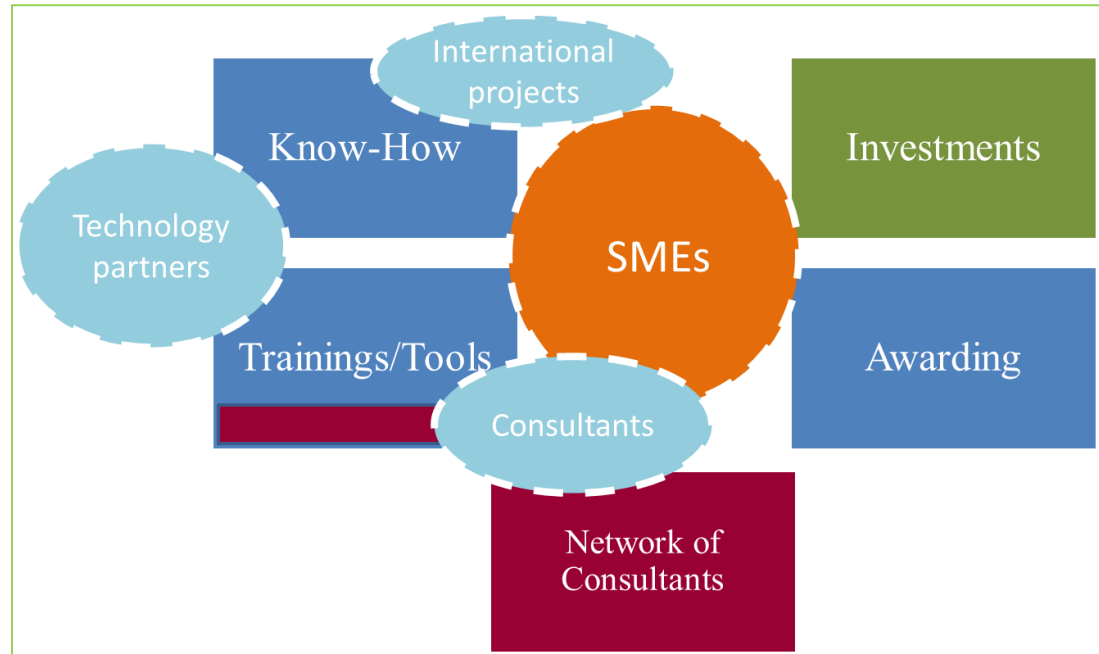
klimaaktiv, Austrian government's flagship programme for voluntary climate action

- How is the programme organised?
- How does the programme support SMEs?

H2020 project: Leap4SME

- What was the topic of the project?
- What are the main findings of the project?

Interfaces of three main programmes addressing SMEs



klimaaktiv – Austria's climate protection initiative

**The Federal Ministry for Climate Action, Environment, Energy, Mobility,
Innovation and Technology (BMK)**
Strategic management

Austrian Energy Agency
Operational implementation and coordination
Education / Communication / Partners / Communities / Green Finance

Building &
Renovation

Energy Efficiency
& Savings

Renewable
Energies

Mobility and
Transport

klimaaktiv Topics and Target Groups

Topics	Consumers / Households	Companies	Administration / municipalities
Building & Renovation	<ul style="list-style-type: none"> • klimaaktiv Living • One and two-Family Houses 	<ul style="list-style-type: none"> • Residential Building • Commercial Buildings • Building Services 	<ul style="list-style-type: none"> • Public Buildings • Building Services
Energy Efficiency & Savings	<ul style="list-style-type: none"> • Saving Electricity 	<ul style="list-style-type: none"> • Production • Procurement • Utilisation 	<ul style="list-style-type: none"> • Procurement • Utilisation
Renewable Energies	<ul style="list-style-type: none"> • Heating and Hot Water 	<ul style="list-style-type: none"> • Heating and Cooling • Energy Supply • Resource Mobilisation 	<ul style="list-style-type: none"> • Heating and Cooling • Energy Supply
Mobility	<ul style="list-style-type: none"> • Biking • Public Transportation • Saving fuel 	<ul style="list-style-type: none"> • Mobility of Employees • Fleet Management 	<ul style="list-style-type: none"> • Mobility of Employees • Fleet Management



Energie-Check
für Betriebe

Technologieleitfäden



Druckluft-
systeme



Pumpen-
systeme



Dampf-
systeme



Beleuchtungs-
systeme



Lüftungs-
systeme



Kälte-
systeme



Abwärme-
systeme



Technische
Isolierung



Messen und
Nachweis von
Einsparungen



Wärme-
verteilung



Werkzeug-
maschinen

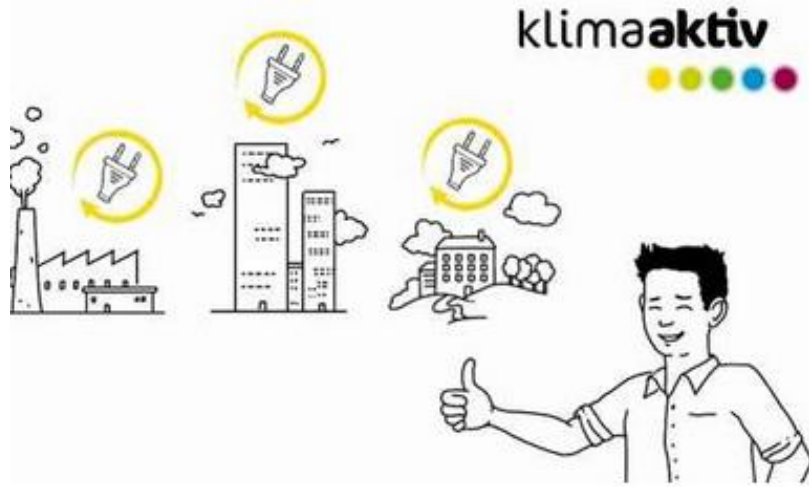
Energiemanagement

Pinch Tool

LCC Tool Druckluft

Beschaffungsvorgaben

Tools for the Technology Focal Points



[Link to the videos](#)

- **Guidelines** with top savings measures
- **Fact sheets** on potential savings
- Awareness-raising posters
- **Good practice** example
- Short **videos** about the technology focus areas and the programme
- **Training courses** and webinars

Partnerships in the klimaaktiv Programme for Businesses

klimaaktiv



Technology Partner

Manufacturers and suppliers of energy-efficient technologies

klimaaktiv



Project Partner

Companies that have implemented energy efficiency projects and drawn up the climate action plan

klimaaktiv



Competence Partner

Energy consultants who support companies in identifying and implementing climate protection measures

Technology Partners



Environmental Investment Subsidies

- Measures that
 - reduce energy consumption
 - increase energy efficiency
 - Promote the phase-out of fossil fuels
- Up to 30 % of the eligible investment costs are subsidised



www.umweltfoerderung.at/betriebe

Federal Support Programmes – Qualified Consultancy



- Cooperation with Federal Support Programmes
- Subsidised Energy Consultancy for SMEs
- Support for Investment Subsidies



„Die Regionalprogramme sind ein gemeinsames Programm der Bundesländer und des Klima- und Energiefonds im Auftrag des Klimaschutzministeriums (BMK).“

klimaaktiv Project Partners

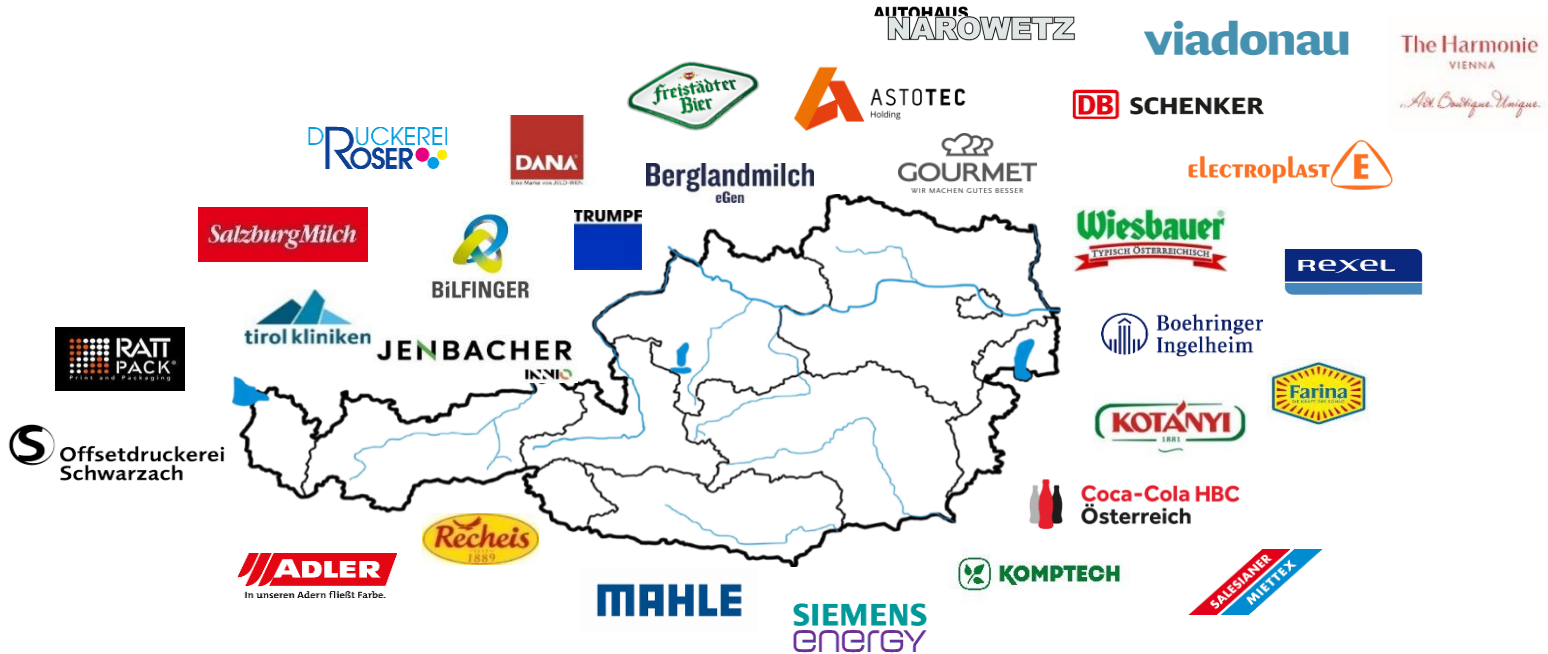


Annual Energy Efficiency Award

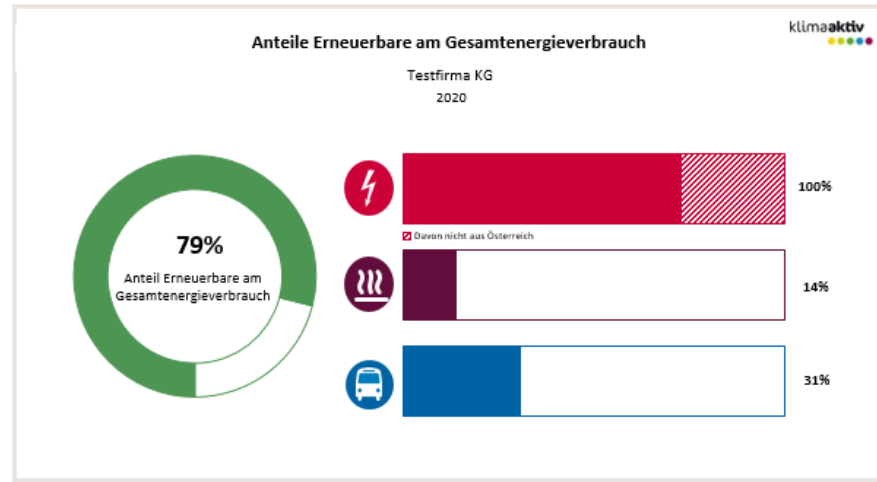
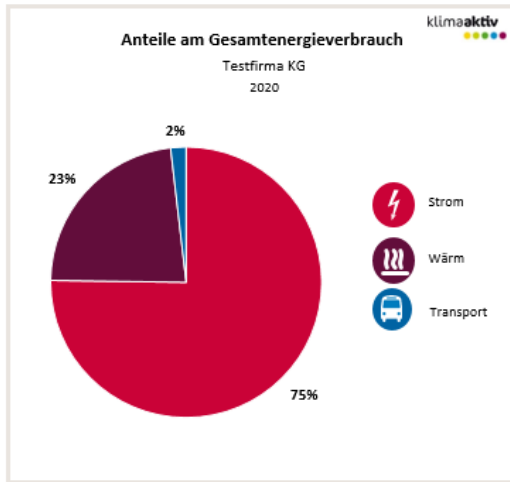


- Award ceremony for companies since 2008
- Categories follow the technology focus
- Expansion 2020: phasing out fossil fuels
- Basis for the “Project Partnership” for companies

Project Partners: February 2024



Example: Graphics published for each Project Partner



Hinweis: Aus dem Anteil Strom erneuerbar (Netzbezug + erneuerbare Eigenerzeugung inkl. KWK) stammen 27,1% nicht aus

Success Factors of the klimaaktiv Programme for Businesses

- klimaaktiv is already a very **well-known brand** in Austria.
- The close coordination with the federal support programmes and the funding programmes makes it possible to set **common priorities and pool resources**.
- Through cooperation with existing networks and organisations, the **tools are widely used to support SMEs**.
- The **long-term nature** of the programme makes it possible to **work consistently on developing support instruments** and expanding the network.

Thank you for your attention!

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