



DONATE YOUR ENERGY

Donating energy cost savings to good causes



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INTRODUCTION

Organisations face significant problems raising energy awareness, including limited resources and support, lack of professional input and difficulty in motivating people. DONATE YOUR ENERGY is specifically aimed to support managers and staff implementing awareness actions and establish support and incentive structures for awareness campaigns.

Donate Your Energy is a scheme to help companies cut their energy bill by providing incentives to staff to save energy. The incentive provided to staff is that the company agrees to donate a proportion of the energy cost savings to a charity selected by the staff. In this way staff feel that they are contributing something to the greater good instead of just saving energy to save the company money.

Research has shown that people can be motivated through contributing to good causes when participating in energy saving actions. This provides an additional incentive to people to save and 'donate their energy' to charitable or other community based organisations.

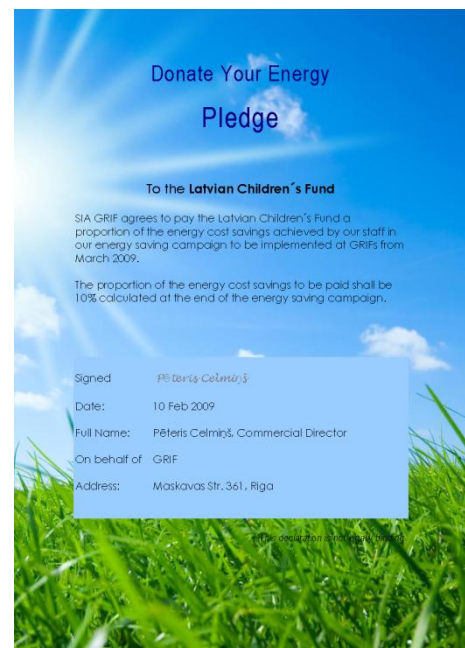
Donate Your Energy was implemented in pilot sites and aimed to cause a direct reduction in energy consumption and to lead by example. This implementation is reviewed herein.

BACKGROUND

Three of the partners in the MOBILISE ENERGY AWARENESS consortium were successful in recruiting companies to engage and work with them on Donate Your Energy. These were ARGEM (Agencia de Gestión de Energía de la Región de Murcia), SEF (Social Economy Fund, Riga) and TEA (Tipperary Energy Agency, Tipperary). The overarching aim of the campaign was to motivate staff through Donate Your Energy to save energy within the companies.

The Donate Your Energy work package established an energy conservation campaign within the companies in which a proportion of the savings were donated to charity. The charities were selected by the staff within the companies and it was hoped that this level of decision-ownership would motivate staff to conserve energy. The companies established their pre-

campaign baseline energy consumption from which real energy savings could be deduced. Covenants were agreed and signed ensuring that the charities received proportions of energy savings as donations and committing the staff and management to action. The companies were successful in saving energy and making donations.



The DYE Covenant Agreement

BENEFITS

The benefits of Donate Your Energy are:

To the company:

- Energy cost savings.
- Lowers tax bill.
- Improved company image.
- Improved teamwork and better morale amongst staff.

To staff:

- Personal satisfaction, knowing that they are contributing to a good cause.
- Participation in a worthwhile initiative through teamwork.

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COMPANIES RECRUITED

A total of four companies participated directly in Donate Your Energy, from three different countries:

1. Grupo Disfrimur based in Murcia, Spain, worked with ARGEM;
2. Abbott located in Clonmel, Tipperary, Ireland, worked with TEA;
3. two companies from Latvia both located in Riga; SIA LANEKS and SIA GRIF, worked with SEF.

Due to the severe economic recession and adverse business environment it was not possible to sign up a company for the Donate Your Energy scheme in the UK. At various stages over the period Consulteco held discussions with different UK companies that expressed an interest in the scheme. However, for various reasons (from price wars to restructuring) the companies decided not to implement the scheme at that point in time. The companies were interested in the concept, and have not ruled out implementing it at some time in the future.

A brief description on the four companies that participated is listed below:

1. Grupo Disfrimur is a group of privately-owned independent-companies that aim to offer their clients logistics, transport and distribution services through their 840 employees and 507 vehicles. The main activity of the group is road transport and logistics. Their large modern fleet travels nationwide and internationally and is equipped with the latest technology which allows transport of all kinds of food related goods. In 2006 they travelled a staggering distance of almost 70 million kilometres. They have three groups of clients: manufacturers, distributors and logistics operators.

www.grupodisfrimur.com



2. SIA LANEKS was established in 1992. It is one of the largest tyre, wheel and accumulator suppliers in the Baltic, with a turnover in the region of € 9 million. LANEKS has four retail service centres and one exclusive showroom in Riga. Trading and service areas are supplied with the modern hi-tech equipment and

this accomplishes workloads efficiently. The energy saving campaign was implemented in four different locations: three client service points and the main office, from March until December 2009. A total of 60 staff members took part in the pilot scheme implementation.

www.laneks.lv



3. SIA GRIF was established in 1989. It is a leading personal protective equipment (PPE) supplier in the Baltics. The company developed the wholesale business of work clothes, gloves, footwear and other PPE in Latvia. The GRIF sewing shop produces a wide range of working clothes according to clients' requirements. GRIF offer their customers PPE which is fully in compliance with the requirements of Latvian and European standards. The energy saving campaign was implemented from June until December, 2009, at one location where an office, shop and service centre are situated. A total of 20 staff members took part in the pilot scheme implementation.

www.grif.lv

4. Abbott Vascular is a medical device making company in South Tipperary, with a workforce of 1,600 people. The facility sits on a 19-acre site containing a new 16,700 square metre state-of-the-art manufacturing plant and an additional 6,500 square metre administration, warehouse and logistics facility. The company manufactures a range of catheters and stents for the treatment of coronary heart disease.



www.abbott.ie

ROLE OF THE CONSORTIUM PARTNERS

The main activities of all three energy agencies with their respective companies consisted of meetings and consultancy. Seminars and presentations also played a role in Ireland while in Riga both companies received introductory events. Information and problem solving consultancy was also available on an ad hoc basis as requested or needed.

ARGEM imparted significant environmental literacy to Grupo Disfrimur while also providing contacts for energy efficient driving courses and helped the company apply for government grants to cover the costs of the courses.

Environmental literacy imparted by SEF focused on the campaign within the company but also dealt with the home. SEF consultants also assisted in the identification of the most beneficial approaches for energy saving and discussed the energy monitoring methods which could be used. During the campaign SEF consultants regularly visited SIA LANEKS and SIA GRIF, meeting the personnel involved, discussing their achievements and solving problems. Uniquely intermediate workshops were organised which contributed to the successful implementation of conservation campaigns.

SEF regularly provide consultancy to these companies and in relation to Donate Your Energy this included advice on staff participation and training. They cooperated closely with energy saving managers in each of the departments involved assisting them in staff motivation and training.

TEA was able to provide technical assistance to Abbott staff on all aspects of the implementation of Donate Your Energy when required. This service extended to related areas, for example when asked for a lunch time series of presentations on domestic energy efficiency and renewable energy, TEA developed and delivered the series. TEA also needed to supply specific problem solving skills and this was important in relation to motivation of behaviour change through:

1. Commitment to donate savings and allowing the staff to pick their preferred charity, allowing ownership of the conservation campaign.
2. Reminding or prompting tools for staff.
3. Use of normative messaging where one conveys to recipients that the desired activity is widely performed and roundly approved, whereas the unwanted activity is relatively rare and roundly disapproved. Such a philosophy unites the power of two independent sources of normative motivation and can provide a highly successful approach to motivating behaviour change.

FROM THEORY TO ACTION

This section defines how each company implemented Donate Your Energy. It is based on information that each Partner provided on the implementation of the scheme in their countries.

COMPANY RECRUITMENT MECHANISM

ARGEM, TEA and SEF had all previously worked with their companies and therefore had already established trust with the company. Grupo Disfrimur and Abbott both regularly worked with their local energy agencies (ARGEM and TEA) on energy efficiency related projects. Abbott frequently collaborates with TEA and currently fund TEA's Energy-Awareness National-Schools campaign. SEF had found previous cooperation with SIA LANEKS and SIA GRIF to have been successful. There were possibly many factors which motivated the companies to take part and some of these were:

1. Companies with modern management approaches appreciated the staff improvement and motivation potential of Donate Your Energy.
2. Economic downturn means that potential internalisation of savings is essential.
3. Making an effort to reduce global warming.
4. Social corporate responsibility.



Companies were already committed to environmental improvement and corporate social responsibility

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OWNERSHIP OF DONATE YOUR ENERGY

In all the recruited companies staff were provided with detailed descriptions and guidance on Donate Your Energy in order to inform them and persuade them of its benefits. The energy agencies involved found Abbott Vascular, SIA GRIF, SIA LANEKS and Grupo Disfrimur to be extremely enthusiastic about the project and this stemmed from the management level all the way down to lower level staff. It was mooted that participating in such a project was a good way of marketing for these companies. SEF felt that the “kick-off” mobilise-energy-awareness seminars run in both companies were of major importance to the engagement of staff and the success of their Donate Your Energy campaign.

In both Spain and Latvia it was the general managers of the companies who decided to implement the campaign. Interestingly in both companies in Latvia these general managers were amongst the companies share holders. This points to a novel behavioural driver in Donate Your Energy and that is self-interest as conservation of energy consumed by the company would lead to greater profits to share holders.

Uniquely in Abbott the Environment Health and Safety Department were mainly responsible for implementation and were supported by the Facilities Manager and the IT Department. Apart from the facilities manager, Abbott senior management did not play a major role in terms of commitment, involvement, participation or implementation of the campaign.

In Murcia, Grupo Disfrimur signed-up because of their commitment to corporate social responsibility and the potential that Donate Your Energy offered for effective marketing. Donate Your Energy was implemented as part of the overall EcoFuel campaign, which included management and technical measures.

SEF believe that part of the buy-in of senior management was motivated by their invitation and subsequent attendance at the “kick-off” mobilise-energy-awareness seminars. In these seminars they learned of the potential to save energy and donate to their charity of choice The National Association against Drug Abuse and Drug Trafficking and the Latvian National Children’s Fund.

A common learning between all three countries is that implementation of the conservation campaigns needed all staff

at all levels to become involved. The main people who decided to implement the campaigns have been discussed but staff at all levels need to buy into conservation campaigns. All Mobilise Energy Awareness partners agree that Donate Your Energy had many drivers (motivators) for campaign participation and behaviour change and this was part of its success in reaching to all members of staff. One of these drivers was commitment and this is a particularly powerful driver as it helps establish ownership.

COMMITMENT

Researchers believe that when individuals agree to a small request, it often alters the way they perceive themselves. For example, when individuals sign a petition favouring the building of a new facility for the handicapped, the act of signing subtly alters their attitudes on the topic. In short, they come to view themselves as the type of person who supports initiatives for the handicapped. When asked later to comply with the larger request, giving a donation, there is strong internal pressure to behave consistently. It is for these reasons that commitment was a strong factor in the success of Donate Your Energy.



Commitment from the top and throughout the company was a key driver

In terms of commitment the companies did various things:

SIA LANEKS signed a Covenant Agreement in early 2009 and agreed to run a Donate Your Energy awareness campaign and donate 25% of energy saved to the National Association against Drug Abuse and Drug Trafficking in Latvia (Appendix I).

SIA G.R.I.F. signed a Covenant Agreement in May 2009 and agreed to run a Donate Your Energy awareness campaign and donate 30% of energy saved to the Latvian Children Fund (Appendix I).

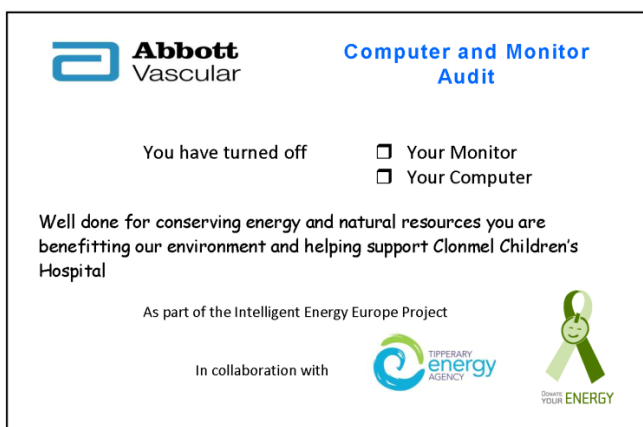
Abbott committed to the energy saving and donation. They decided to donate to The Children’s Ward, Tipperary Hospital, Clonmel.

Grupo Disfrimur did not sign a pledge/covenant as ARGEM and the company were satisfied with omitting a formal agreement. However after the campaign the company signed a certificate stating the donation was complete.

COMPANY ACTIONS UNDER DONATE YOUR ENERGY

The Abbott site supports and maintains an ongoing register of energy reduction projects continually striving to improve their conservation of energy. Donate Your Energy was delivered through two of these energy saving projects:

1. Switching off PCs, lights and non-critical equipment; and
2. Switching off work equipment.



Prompt cards were effective in highlighting staff action

As part of the EcoFuel campaign Grupo Disfrimur implemented:

1. Efficient driving courses.
2. Systems for automatic lifting of barriers on the motorway tolls in order to avoid having to stop the vehicle.

3. Research in the use of hydrogen mixed with fuel in the engines to increase efficiency.
4. Donate Your Energy

SEF consultants noted that the main opportunities for energy saving were lighting, heating, water consumption, building ventilation, computers, office equipment and electricity for non-critical work processes. The following specific actions were taken in each of the participating Latvian companies:

1. Reduction of general lighting and increased use of local lighting.
2. Installation of socket outlets capable of killing standby.
3. Promotion of the rational use of water.
4. Installation of “power option” programmes which switch off computers after particular period of time.
5. Airing of the working premises regime; opening the whole windows periodically.
6. Heating: temperature control.
7. Heating: reduction of temperature at weekends.

SUCCESSFUL ENERGY SAVINGS

The success of the campaigns could be measured by the energy and related monetary savings which were:

| ENERGY SAVINGS | |
|-----------------|---------------------|
| Abbott | € 8 726 |
| LANEKS | € 5 860 |
| GRIF | € 644 |
| Grupo Disfrimur | € 3 800 to € 7 760* |

*Grupo Disfrimur taking a conservative reduction in their fuel energy spend equates to 2 to 3% reduction in fuel use means that with a fuel economy of 3.6 km/L, their 2006 mileage and a pump price of 80 c/L this saving equates to € 388 000 for the company. Donate Your Energy was implemented by Disfrimur as part of an overall strategy to reduce fuel consumption. This strategy included the EcoFuel project and certain other technical measures. The estimated savings from the overall fuel saving strategy were in the order of € 388 000. Whilst it has not been possible to separately identify the exact savings attributable to

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Donate Your Energy, assuming just 1% - 2% of overall savings were achieved by Donate Your Energy, this would amount to savings of between € 3 880 and € 7 760. Taking the lesser of these amounts (**€ 3 880**) this is still a well worthwhile saving.

An example of the specifics of this conservation of energy is shown for the Latvian companies.

Firstly SIA LANEKS where:

- Electricity consumption was down 11%.
- Gas consumption was down 8%.
- Water consumption was down by 7%.

While in SIA GRIF:

- Electricity consumption was down 3%.
- Gas consumption was down 27%.
- Water consumption was down by 32%.

CHARITIES AND SUCCESSFUL DONATIONS

In all the companies the charities were chosen as a result of initial discussions with the representatives of all the departments involved. In this way the charities chosen were important to the managers and staff alike and ownership of Donate Your Energy was established within the company. The choices made were:



1. In Spain Grupo Disfrimur donated to En Ruta Solidaria. This charity helps improve nutrition, health and education conditions in Mauritania with a particular focus on children. The charity delivers supplies

to child nutrition centres, along with provisions for hospitals, schools and sports facilities. En Ruta Solidaria reaches the most impoverished areas of Mauritania. www.enrutasolidaria.org

2. In Ireland, Abbot donated to The Children's Ward of Tipperary Hospital in Clonmel. This unit provides special care



to children and in this way staff felt they helped in the improvement of the health of all patients in the Children's ward.



3. SIA GRIF contributed towards the Latvian Children Fund a charity which has been running for some 20 years and supports children and youth in the area of health and promotion of their development and education.

4. SIA LANEKS contributed to The National Association against Drug Abuse and Drug Trafficking in Latvia which helps curb drug abuse and implements anti-drug programmes.



The benefit to all of these worthy charities selected by the participating companies embedded Donate Your Energy in the daily routine of the staff and ensured that energy saving was of paramount importance. In general the companies did not provide ongoing information on the amount of energy savings made to the charities during the campaign but kept their staff informed of the benefits of their actions.

Aside from the energy savings another measure of the success was the significant donation made to charities which totalled € 6 665; contributing to this the individual donations were as follows:

DONATIONS TO CHARITIES FROM ENERGY SAVINGS

- Abbott **€ 2 000** to Childrens Ward Tipperary Hospital
- Disfrimur **€ 3 000** to En Ruta Solidaria
- LANEKS **€ 1 465** to National Association against Drug Abuse
- GRIF **€ 200** to Latvian Childrens Fund

TOTAL DONATIONS € 6 665

COMMUNICATION

Awareness of the Donate Your Energy campaign throughout the companies, stretching from their management through to their staff, was created using various communication channels. A brief outline of each countries' communication activity is given below:

1. Abbott predominantly used internal post, noticeboards, PC off audit cards, prompt cards, posters and emails. Abbott were unable to promote the campaign using their web pages or any other website. This was mainly due to a lack of staff resources to tackle the development or updating of such web material. To circumvent potential communication problems arising from this Abbott did remind staff consistently with emails and prompt cards which carried mention of the updated campaign status.
2. For ARGEM it was more difficult to foster awareness using communication channels as vehicle drivers are necessarily on the road and remote. In this case regular visits and attendance at the driver training course was essential where information was made available to trainee drivers. Grupo Disfrimur also promoted awareness and the results of the campaign on its website:
<http://www.grupodisfrimur.com/noticiasdetalle.php?id=150>



Staff were keen to contribute to the charity donation by cutting energy waste.

Information on the delivery of aid to Mauritania is also included on the En Ruta Solidaria website:

<http://www.enrutasolidaria.org/>

3. In Riga the companies informed the staff about the results of the Donate Your Energy campaign and other promotional activities were implemented by SEF. Awareness was initially provided through the kick-off seminar, after which energy saving managers, fliers, posters, stickers and memos all proved useful. Websites of all partners proved useful in updating campaign information: http://www.sef.lv/pub/?doc_id=28466

BENEFITS OF DONATE YOUR ENERGY

Many benefits of the campaign have been noted by the project partners and participants, amongst these are:

1. Energy and money savings.
2. Donations to charities and less fortunate people.
3. Energy awareness levels were raised.
4. Cooperation of departments within companies fostering good working relationships.
5. Provision of a baseline from which additional and future savings can be made.
6. Spin-offs of the project whereby Grupo Disfrimur have installed equipment and Abbott are looking at IT systems to automatically turn off PCs on weekends or nights.
7. Awareness of energy use at home was increased also.
8. Carbon Dioxide emissions were reduced by some 401 tonnes; see analysis and table below.
9. ARGEM have laid the seeds for success with their Donate Your Energy campaign through the future impact of the investment in (1) systems for automatic lifting of road barriers and (2) education for drivers. These impacts though difficult to measure over time are none the less adding huge benefit to Grupo Disfrimur going forward. Likewise SEF and TEA also feel that their facilitation of best practice energy saving campaigns within their respective companies will carry huge benefits in the future.
10. Reduction in global warming, climate change and related factors for example extreme weather events, fatality due to heat death inter alia respiratory illnesses etc.

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Table 1: Energy savings and emissions reductions as a result of Donate Your Energy

| Company | Energy Saving | Carbon Dioxide reductions (t) |
|-----------------|--------------------------------|-------------------------------|
| Abbott | 63 383 kWh | 39 |
| Grupo Disfrimur | 1.75 x 10 ⁶ road km | 333 |
| LANEKS | 73 250 kWh | 26 |
| GRIF | 8 050 kWh | 3 |
| TOTAL | | 401 |

(This table represents a simple analysis in which emissions factors used are 0.19kgCO₂ per road haulage km, 0.62kgCO₂/kWh electricity generated (Ireland), 0.354kg CO₂/kWh electricity generated (Latvia), cost of electricity in Latvia taken as approximately 8c/kWh. As indicated above, Donate Your Energy was implemented by Disfrimur as part of an overall strategy to reduce fuel consumption. Assuming just 1% of overall savings were achieved by Donate Your Energy, this would amount to savings of 17,500 road km).

LESSONS LEARNED FOR FUTURE CAMPAIGNS AND PROJECTS

Learning outcomes for Abbott were:

1. Constant communication is critical to energy conservation campaigns.
2. Consistent scheduling of audits on energy/equipment usage is imperative.
3. The use of a local charity to which to make donations was an idea that staff liked.
4. Prompt cards proved useful and got positive feedback.
5. The duration of the energy conservation campaign should be a maximum of a year as any longer and staff would have started to get bored with the message.
6. The PC audit cards worked well as it was a physical reminder of good performance.
7. Ranking performance in terms of a league-type results-format promoted recognition.

Similar learning outcomes from SIA GRIF and SIA LANEKS were:

1. Staff selection of the charity was a great idea to engender ownership of the campaign.
2. Detailed “kick-off” seminars are an effective tool to get staff informed and involved.
3. Appointing energy saving managers in each department is essential.
4. Close cooperation and support of an energy agency and company management is highly beneficial.

ARGEM have agreed with much of the above and add:

1. Careful selection of potential energy saving opportunities, particularly those involved in logistics, can help save large amounts of energy. Even though Grupo Dsifrimur’s conservation at 2 to 3% looks small it was the major contributor to savings in the table above.
2. Trying to design a conservation programme such that future benefits accrue is imperative and in this way the importance of energy conservation rolls on.
3. The commitment phase of energy conservation is so important and beyond pledges it was felt that a high level of personal assurances was sufficient such that the inclusion of covenants was not necessary

Overall learning outcomes which applied to all companies was the impracticality of installing monitoring display activities of which Progress Counters are an example. In terms of energy monitoring, companies have their own methods and equipment and simply did not have the time resources to invest in this idea. In this way the proposals to provide feedback using measures of energy saved, donations made and CO₂ saved – Negawatt counter, the Donations counter and the CO₂ counter – proved impractical. As it was not possible for the companies to measure the savings on an ongoing basis, the total savings had to be calculated at the end of the campaign. Data was evaluated either by the companies and verified by ARGEM, TEA and SEF.

FEEDBACK FROM THE PARTICIPANTS

Jurijs Ašomkins, LANEKS Technical Director:

“Donate Your Energy provided an ideal way to help motivate people to save energy and also support the excellent work of the National Drugs Prevention Association. We are delighted that this exciting initiative has been a success and will contribute to drugs prevention and also reduce carbon dioxide emissions from our operations”.

Pēteris Celmiņš, GRIF Commercial Director:

“Staff at GRIF were delighted to be able to contribute to the work of the Latvian Children Fund. This provided an extra motivation to people to try to maximize the savings and make a valuable contribution to the Fund, which has been offering support to those who need it most for the past 20 years”.

Miguel A. Sánchez, Director of Maintenance and Energy, Disfrimur:

“Donate Your Energy is an excellent platform for our employees to contribute to donations made to charities such as En Ruta Solidaria. Those who contributed to fuel energy savings are very proud of helping to donate €3000 to the most needy population in Mauritania and are delighted to have participated in the scheme”.

Nigel Hickey Environmental Coordinator, EHS Department, Abbott:

“It's great that TEA has been available to provide Abbott staff with advice on ways to conserve energy. It's of benefit that Donate Your Energy is there to support companies”

Counters

| | | | | |
|-----------|--------------------------------|---|---|------|
| Negawatt | <input type="text" value="0"/> | - | + | save |
| Co2nter | <input type="text" value="0"/> | - | + | save |
| Donations | <input type="text" value="0"/> | - | + | save |

Energy, CO2 and Donations can be displayed online

The financial savings, however, were the most important aspect of the process as donations were calculated on this basis and a Donations counter was developed which can be seen on the web pages mentioned below. An online tool to portray CO2 savings was also developed, but for the above reasons this was not employed as originally planned.

OTHER ACTIONS RELATED TO DONATE YOUR ENERGY

This brief paragraph aims to pull together a diversity of varying activities carried out within the recruited companies that are related to Donate Your Energy. Examples are listed:

1. Grupo Disfrimur carried out consistent research on energy efficiency and investment in technology to save transport related energy.
2. Abbott fund lunch time energy talks and also energy demonstration stands for their staff on a continual basis. Abbott also fund a TEA energy campaign which is rolled out to schools.
3. Abbott's site energy associate also attended a number of external energy courses.
4. It was a feature of Donate Your Energy in Riga that staff reported that they were focusing on energy conservation at home.

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TASKS AND DELIVERABLES

Within this Work Package there were ten tasks and each will be briefly covered below.

TASKS

Task 1: None of the above would have been possible without establishing a technical and administrative framework for the scheme (Deliverable 4.1). Further to this deliverable, experience gained during recruitment and working with the companies mentioned were shared amongst the partners. This enabled problems to be solved and solutions shared. The project meetings were very useful in this context.

Task 2: The methodology for companies to measure pre-campaign energy consumption and monitor ongoing consumption was developed and made available and provides a robust method for organizations to measure consumption (Deliverable 4.2). The companies in Riga found these templates useful. But as mentioned above the other companies possessed their own methodologies for measuring and monitoring their energy consumption already. The consortium decided that it was up to each partner to feed in and support these in-house company-methodologies in whatever way possible. Retrospective data, end of campaign data and where possible ongoing monitoring data were sought by the energy agencies involved. In summary the Consortium partners, where possible, enabled the use of the developed template. However where companies did not use the template, the relevant partners supported the companies in accomplishing alternative actions.

Task 3: As mentioned above, four companies were recruited to take part in the pilot scheme. Case studies of these companies are provided within Work Package 5 deliverable: specifically Deliverable 4.5.

Task 4: Participating companies and their staff agreed the charities to benefit from their savings and donations. At the time of writing Abbott are in the process of raising the donation draft and presenting it to the Children's Ward of Tipperary hospital.

Task 5: Sample Covenants were agreed and signed and presented by all but Grupo Disfrimur (Appendix I). Reasons as to why Grupo Disfrimur did not formalise their agreement at this early stage are commented on elsewhere. In the case of Abbott, presentation of this covenant to the charity did not happen due to the restricted time resources of staff and protection of corporate social image. The companies involved specifically opted out of high profile events due to two main reasons:

- Lack of resources; chiefly time resources
- Their wish to guarantee savings and donations before promises were made in the public eye

Task 6: As explained earlier successful energy saving campaigns were launched and implemented.

Task 7: Energy consumption was recorded and final savings were identified and are presented above.

Task 8: The agreed proportion of energy cost savings was donated to the selected charities. In the case of Abbott, they wanted to be 100% sure of what was saved and that their promise of a donation from savings was absolutely genuine. At the time of writing Abbott are in the process of raising the donation draft and presenting it to the Children's Ward of Tipperary hospital.

Task 9: Templates for website pages were developed. The aim of these pages was to provide feedback to staff on the progress of their energy saving efforts and ultimately on the benefits of their donations. In general this could not happen in the companies due to a lack of staff time resources in updating the web page and also for the reasons explained in relation to Abbott's wish to ultimately present a genuine donation. However, final end of campaign Web pages have been published which include savings counters.

<http://www.energyxchange.eu/en/donate.php>

However, Grupo Disfrimur developed and maintained a webpage complying with task 9:

<http://www.grupodisfrimur.com/noticiasdeltalle.php?id=150>

A Facebook page was developed for Disfrimur/ARGEM and is being monitored. Facebook pages for the other companies can be developed as required.

Furthermore an example of awareness raised on our partner's websites is given by this link:

http://www.sef.lv/pub/?doc_id=28466

Task 10: The Evaluation of the initiative and the reporting on its implementation in the pilot sites is located herein.

DELIVERABLES

The consortium have worked with the companies concerned to provide all five deliverables defined by the annex. The list of said deliverables are presented below and are very much the result of successful collaboration with the companies concerned:

Deliverable 4.1: A framework and methodology for implementing the Donate your Energy initiative in companies.

Deliverable 4.2: A methodology for companies to measure pre-campaign energy consumption and monitor ongoing consumption.

Deliverable 4.3: Sample 'Covenant' agreement which will be signed by participating companies and charities and presentation made to staff at high profile event.

Deliverable 4.4: Website resource to provide feedback to staff on the progress of their energy saving efforts and ultimately on the benefits to their chosen charities of their donations, including, where possible, a running total of savings achieved.

Deliverable 4.5: A report on the implementation of the initiative in the pilot sites (contained herein).

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OVERALL EVALUATION AND CONCLUSIONS ON THE IMPLEMENTATION OF THE SCHEME

The energy savings and results listed above are irrefutable. Deliverables and tasks were all accomplished. Where this was not fully possible the reasons were beyond the control of the consortium partners who steadfastly stuck to the tasks and timelines of Donate Your Energy.

In the light of our experience future projects which engage with companies might take into account the following learning which effectively represents what we should do differently next time:

1. Recognise the extremely busy and focussed nature of the private sector.
2. Recognise the restricted resources companies possess most significantly in terms of time or man hours.
3. Recognise that companies prefer not to future cast the value of potential donations to charity.
4. Recognise that companies take their social corporate responsibility extremely seriously and that decisions around such matters are rife with complications, decision-making and generally take lots of time. This point feeds back into (2) above.

It is the belief of the project partners that Donate Your Energy and its motivation of energy conservation behaviour change has been successful and we would like to mention finally the outstanding behavioural drivers it possessed. It is our belief that these should be included in future IEE projects which strive to motivate such behaviour change:

1. Commitment and pledging.
2. Altruistic intentions.
3. Environmental protection.
4. Monetary gain.
5. Normative example.
6. Measurement, monitoring and feedback.



APPENDICES

APPENDIX I: DONATE YOUR ENERGY PLEDGES

Ekonomē Energiju Un Ziedo Labdarībai

Apliecinājums

Labdarībai

SIA GRIF piekrīt ziedot Latvijas Bērnu fondam VRN 40008018725 daļu no līdzekļiem, kurus mūsu personālam izdosies ietaupīt pateicoties enerģijas izmaksu samazināšanai energotaupības kampaņas rezultātā. Kampaņa tiks realizēta centrālā ofisā, tirdzniecības nodaļā, filiālē „Darba aizsardzības speciālisti” un veikalā pēc adreses Maskavas ielā 361, Rīgā no 2009. gada 1. aprīļa līdz 31. decembrim.

Energotaupības kampaņas beigās ziedotās enerģijas izmaksu ietaupītās daļas apjomam jābūt 30 %.

Paraksts 

Datums: 05.03.2009.

Vārds, uzvārds: Aleksandrs Grigorjevs

Uzņēmuma nosaukums: SIA „GRIF”

Adrese: Maskavas 361, Rīga

Šīs deklarācijas izpilde nav obligāta.

Ekonomē Energiju Un Ziedo Labdarībai

Apliecinājums

Labdarībai

SIA Laneks piekrīt ziedot Biedrībai „Nacionālā narkomānijas apkarošanas asociācija” daļu no līdzekļiem, kurus mūsu personālam izdosies ietaupīt pateicoties enerģijas izmaksu samazināšanai energotaupības kampaņas rezultātā. Kampaņa tiks realizēta centrālā ofisā pēc adreses Lubānas ielā 143, Rīgā un trīs filiālēs (Jūrmalas gatve 3a, Satekles ielā 1 un Biķernieku ielā 24b) no 2009. gada 1. marta līdz 31. decembrim.

Energotaupības kampaņas beigās ziedotās enerģijas izmaksu ietaupītās daļas apjomam jābūt 50 %.

Paraksts 

Datums: 06.02.2009.

Vārds, uzvārds: Aleksandrs Ufočkins

Uzņēmuma nosaukums: SIA „LANEKS”

Adrese: Lubānas 143, Rīga, LV-1021

Šīs deklarācijas izpilde nav obligāta.

APPENDIX II ENERGY AND WATER CONSUMPTION DATA

GRIF

| Month | Energy consumption (kWh) | | Gas | | Water | |
|--------------|--------------------------|----------------|----------------|---------------|---------------|--------------|
| | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 |
| 1 | | | | | | |
| 2 | | | | | | |
| 2 | | | | | | |
| 3 | | | | | | |
| 4 | | | | | | |
| 5 | | | | | | |
| 6 | 254.78 | 309.47 | | | 16.9 | 18.72 |
| 7 | 308.87 | 338.65 | | | 16.9 | 15.30 |
| 8 | 281.29 | 325.55 | | | 16.9 | 8.44 |
| 9 | 313.56 | 336.83 | | | 16.9 | 10.81 |
| 10 | 279.82 | 230.25 | 150.42 | 102.30 | 16.9 | 9.05 |
| 11 | 311.08 | 280.50 | 420.36 | 240.10 | 16.9 | 8.90 |
| 12 | 424.31 | 300.40 | 789.9 | 656.20 | 17.85 | 9.50 |
| TOTAL | 2173.71 | 2121.65 | 1360.68 | 998.60 | 119.25 | 80.72 |

DONATE YOUR ENERGY
donating energy cost savings to good causes

LANEKS

| Month | Lubānas iela 143 | | Jūrmalas gatve 3a | | Satekles iela 1 | | Biķernieku iela 24b | | |
|--------------|---------------------|-----------------|----------------------|----------------|-----------------|----------------|------------------------|----------------|---------|
| | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | |
| ELECTRICITY | 1 | 1528.48 | 1855.38 | 585.13 | 1206.12 | 252.6 | 216.92 | 293.45 | 283.38 |
| | 2 | 1368.43 | 1224.83 | 474.91 | 1053.4 | 226.26 | 132.9 | 243.19 | 247.69 |
| | 2 | 1185.87 | 1425.13 | 1820.27 | 879.83 | 159.22 | 159.24 | 258.26 | 269.1 |
| | 3 | 1712.18 | 1540.96 | 579.87 | 521.88 | 356.23 | 320.61 | 362.61 | 326.35 |
| | 4 | 1488.32 | 1339.49 | 403.15 | 362.84 | 34.65 | 31.19 | 255.51 | 229.96 |
| | 5 | 1501.91 | 1351.72 | 390.76 | 351.68 | 185 | 166.50 | 161.08 | 144.97 |
| | 6 | 1653.82 | 1488.44 | 337.08 | 303.37 | 179.31 | 161.38 | 268.9 | 242.01 |
| | 7 | 1708.39 | 1537.55 | 362.23 | 326.01 | 190.02 | 171.02 | 352.43 | 317.19 |
| | 8 | 1752.69 | 1577.42 | 513.12 | 461.81 | 195.98 | 176.38 | 246.08 | 221.47 |
| | 9 | 2152.93 | 1937.64 | 734.46 | 661.01 | 227.06 | 204.35 | 376.2 | 338.58 |
| | 10 | 2099.16 | 1920.35 | 1031.7 | 980.61 | 216.57 | 200.32 | 390.48 | 351.43 |
| | 11 | 1733.32 | 1600.45 | 1193.49 | 1074.14 | 170.94 | 160.54 | 333.36 | 300.02 |
| 12 | 1528.48 | 1855.38 | 585.13 | 1206.12 | 252.6 | 216.92 | 293.45 | 283.38 | |
| TOTAL | 16988.59 | 15719.15 | 7366.13 | 5923.18 | 1914.98 | 1751.53 | 3004.91 | 2741.09 | |
| GAS | 1 | 1091.53 | 1465.98 | | | 209.05 | 460.67 | 495.06 | 1183.81 |
| | 2 | 820.69 | 1555.74 | | | 209.05 | 399.01 | 495.06 | 755.23 |
| | 2 | 821.96 | 1394.18 | | | 209.05 | 399.01 | 495.06 | 755.23 |
| | 3 | 489.61 | 465.13 | | | 209.05 | 198.60 | 495.06 | 470.31 |
| | 4 | 133.95 | 127.25 | | | 156.81 | 148.97 | 285.17 | 270.91 |
| | 5 | 93.58 | 88.90 | | | 72.5 | 68.88 | 0 | 0.00 |
| | 6 | 104.34 | 99.12 | | | 72.5 | 68.88 | 0 | 0.00 |
| | 7 | 131.76 | 125.17 | | | 72.5 | 68.88 | 0 | 0.00 |
| | 8 | 164.93 | 156.68 | | | 72.5 | 68.88 | 0 | 0.00 |
| | 9 | 969.29 | 678.50 | | | 124.62 | 95.20 | 0 | 0.00 |
| | 10 | 1197.56 | 840.10 | | | 470.92 | 340.50 | 1470.82 | 1030.02 |
| 11 | 1682.07 | 1200.30 | | | 387.04 | 390.54 | 576.94 | 509.31 | |
| TOTAL | 5789.05 | 5175.34 | 0.00 | 0.00 | 1847.49 | 1848.32 | 3323.05 | 3035.78 | |

| Month | Lubānas iela 143 | | Jūrmalas gatve 3a | | Satekles iela 1 | | Biķernieku iela 24b | |
|--------------|---------------------|---------------|----------------------|---------------|-----------------|---------------|------------------------|---------------|
| | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 | 2008 | 2009 |
| 1 | 37.44 | 28.8 | 69.84 | 0 | 5.76 | 14.4 | 3.6 | 4.32 |
| 2 | 43.2 | 30.24 | 29.52 | 0 | 7.92 | 0 | 5.04 | 3.61 |
| 2 | 43.2 | 36 | 45.36 | 3.61 | 9.36 | 7.2 | 25.21 | 28.08 |
| 3 | 57.6 | 43.2 | 64.8 | 82.81 | 7.92 | 10.81 | 15.84 | 4.32 |
| 4 | 46.81 | 45.41 | 48.96 | 47.49 | 15.12 | 14.67 | 12.24 | 11.87 |
| 5 | 59.04 | 57.27 | 32.41 | 31.44 | 7.2 | 6.98 | 38.88 | 37.71 |
| 6 | 37.44 | 28.8 | 69.84 | 0 | 5.76 | 14.4 | 3.6 | 4.32 |
| 7 | 43.2 | 41.90 | 28.8 | 27.94 | 9.36 | 9.08 | 7.2 | 6.98 |
| 8 | 36 | 34.92 | 18.01 | 17.47 | 10.81 | 10.49 | 9.36 | 9.08 |
| 9 | 45.36 | 44.00 | 18.01 | 17.47 | 7.92 | 7.68 | 25.92 | 25.14 |
| 10 | 50.4 | 48.89 | 18.01 | 17.47 | 20.16 | 19.56 | 7.2 | 6.98 |
| 11 | 53.28 | 51.68 | 18.01 | 17.47 | 12.96 | 12.57 | 8.64 | 8.38 |
| 12 | 43.2 | 41.90 | 18.01 | 17.47 | 7.2 | 6.98 | 43.92 | 42.60 |
| TOTAL | 478.09 | 445.17 | 310.38 | 280.63 | 108.01 | 106.02 | 194.41 | 181.16 |

Abbott

| Month | kWh saved | € saved |
|-------------|-----------|---------|
| 2009 | | |
| 1 | 4268 | 588 |
| 2 | 4268 | 588 |
| 2 | 4268 | 588 |
| 3 | 4268 | 588 |
| 4 | 6701 | 923 |
| 5 | 6701 | 923 |
| 6 | 6701 | 923 |
| 7 | 6701 | 923 |
| 8 | 4268 | 923 |
| 9 | 4268 | 588 |
| 10 | 4268 | 588 |
| 11 | 4268 | 588 |
| 12 | 4269 | 588 |

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donating energy cost savings to good causes

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