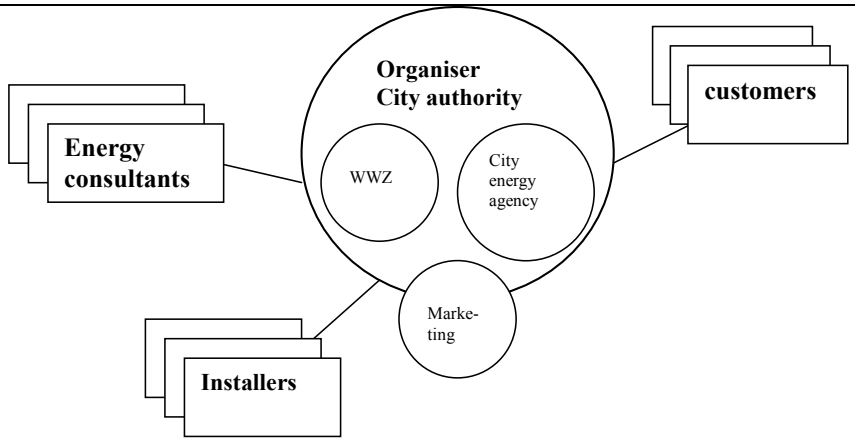
Projects

1 General information

Project Title	Solar campaign Zug
Target country / region / city	Switzerland, Zug
Initiator, and the role that the initiator has in the action / campaign	A project group was built to accompany the process of the campaign. The members of this group belong to different organisations: **City authority** • provided necessary information together with the **WWZ** (Wasserkraftwerke Zug) • Choice of energy contractors and plumbers • Providing the addresses of homeowners • Providing the information about the building • Providing the necessary plans, if not available from the builder • Sending of letters, E-mails
Other important parties and their roles	The **energy information center** of the city (which was created in June 2000) serves as a broker. The following services are provided: • Meeting point for interested home-owners • Arrange for an energy consultant • Control of the consulting activity • Co-operation in teaching and informing energy consultants • Creation and advising of the list of plumbers • Control of the accounts of the energy consultant awards The services of the **energy consultants** include: • Participation at the information meeting at the start of the campaign and the exchange of experiences at a mid-term meeting. • Inspection of the object and collection of important facts, further energy consulting on-site about other topics (e.g. cladding). Length of consulting task: ca. 2 hours. One and Two-family homes: • Control of offers, consulting, creation of the building application, creation of the application for financial contribution. Apartment buildings: • Creation of the feasibility research and concept, acquisition of offers, control of offers, consulting of builder, creation of building application, creation of the application for financial contribution. • Passing on of the available facts to the energy information center of the city **Plumbers** Through an advertisement (public and direct) interested plumbers had been chosen.

Organisation of the campaign / action *(Organisation chart)*	
Goals	• Installation of 50 systems of new solar equipment within 1 ½ years • Establishing of standardised procedures in realising solar equipment installations • To provide cost-effective solutions for customers, and eliminate any administrative obstacles • To motivate architects to involve solar energy in their designs • To motivate enterprises to provide solar energy technics as an option
Tendering	Plumbers: Through an advertisement (public and direct) interested plumbers had been chosen.
Project Timeline	The project started in 2000 and the 50th equipment had been installed in january 2001.
Type of solar heating products promoted *(SWH / space heating, single-family / collective etc.)*	Thermal solar equipment (collectors). One- and two-family homes, appartement buildings.
General description of the campaign / action	Through high subsidies and expanded services additional incentives were created to install solar equipments. This should create new structures of market to gain momentum in the solar energy market. The first 50 customers who installed solar equipment after July 1st, 2000, could profit from a broad range of services: Energy consulting, the acquisition of offers, the preparation of the building application and the subsidy application was provided free or at a reduced price. Qualified energy contractors and plumbers were paid for their services. Thermal solar equipment (collectors) was backed with an additional sum of CHF 100/m^2 collector surface (supplemental to the regular subsidy of CHF 500/m^2). The campaign lasted until the 50th equipment had been installed.
Project Strategy *(f.i. strategy chart)*	
Results of the project	50 new systems of solar equipment had been installed
Target group (s) *(check all that apply)*	X Private house-owners (existing dwellings) O developers / builders of new dwellings O Housing associations X Installers O Architects X Elderly homes

Actions on demand side *(check all that apply)*	X	General information / publicity to consumers
	X	Subsidy / incentive
	O	Promotion of specific products
	X	Sales of products (as part of the project)
	O	Leasing of products (as part of the project)
	O	Solar contracting (as part of the project)
	X	Installation of products (as part of the project)
	X	Supervision from planning to commissioning
Media, publicity and promotion actions used in the campaign (demand side)	X	Press releases
	O	Brochures
	O	Internet marketing / Web site
	X	Event marketing / Promotion events (workshops, excursion)
Actions on supply side *(check all that apply)*	X	Information to installers
	O	Education of installers (basis for tender qualification)
	X	Procurement / tendering of products
	X	Procurement / tendering of installation services
	X	Quality control on products
	X	Quality control on installers
	X	Checks on commissioning / delivery
Information sources about the campaign	info@hao.ch (Martina Hüsler)	
Contact person and contact data for more info:	Martina Hüsler Roland Grab (Städtische Energieberater)	

2 Analysis of strong / weak points, success / failure factors

2.1 INTERNAL success factors / strong points

Please give an analysis of the **internal** success factors (strong points concerning the campaign set-up, communication, execution, …) of the campaign / action. Why did it work?

- Much more customers than expected

2.2 INTERNAL failure factors / weak points

Please give an analysis of the **internal** failure factors (weak points / bottlenecks concerning the project set-up, communication, execution, decision makers who should have been involved,…) of the project. What caused major problems / weak points?

2.3 EXTERNAL success factors / strong points

Please give an analysis of the **external** conditions (critical factors in the environment in which the project was executed). Why did it work?

- Further demand of solar systems is stimulated

2.4 EXTERNAL failure factors / weak points

Please give an analysis of the **external** conditions (critical factors / bottlenecks in the environment in which the project was executed). What caused major problems? What action could be taken to influence these factors? What would you change in a similar campaign / action?

2.5 Which recommendations would you give other parties who want to imitate the project? (lessons learned)

2.6 What other parties could act as initiator for a project like this?