

Projects



1 General information

Project Title	Solar campaign Lucerne
Target country / region / city	Switzerland, Lucerne
Initiator , and the role that the initiator has in the action / campaign	<ul style="list-style-type: none"> • City authority of Lucerne as an organiser, organisation and financial support
Other important parties and their roles	<ul style="list-style-type: none"> • Energy consultants (chosen in a pre-selecting process) contracted and paid by the city authority. They help customers to find the best solutions concerning solar equipment and energy sources in general • Plumbers (chosen in a pre-selecting process) as sole, general contractor for the customer. He is responsible to coordinate and organise all tasks related to the installation of the system • Providers (chosen in a pre-selecting process) contracted and paid by the city authority. They help customers to find the best solutions concerning solar equipment and energy sources in general • ewl (Energie und Wasser Luzern) as a power partner provides know-how and tries to get new customers for fuel-switch (change from oil to gas)
Organisation of the campaign / action (Organisation chart)	<pre> graph TD A((Aktionsträger Stadt Luzern Umweltschutz)) --- B[Anbieter/Lieferant] A --- C[Werkvertragspartner] A --- D[Kunden] A --- E[Marketing] A --- F[Power Partner ewl Verkauf AG] A --- G((Baubewilligungsbehörde)) A --- H((Energiefond Verwaltung)) </pre>
Goals	<ul style="list-style-type: none"> • Creating new structures of market to gain momentum in the solar energy market • To interest new customers and to involve the as multipliers in gaining further customers • To provide cost-effective solutions for customers, and eliminate any administrative impediments • To decrease general energy consumption and to increase of the share of

	<ul style="list-style-type: none"> renewable energy sources To support the replacement of inefficient boilers, expand the gas network for efficient gas-solar combinations To motivate architects to involve solar energy in their plans To motivate enterprises to provide solar energy thechnics as an option
Tendering	<p>A tender procedure was conducted to choose plumbers, providers and energy consultants. The selection was based on the following criteria: willingness of plumbers to act as sole, general contractors for the customer and to be responsible to coordinate all tasks related to the installation of the system. Providers had to guarantee continued maintenance support in form of replacement parts and service support. Energy consultants are responsible to find the best solutions concerning solar equipment and energy sources. Plumbers, providers and energy consultants had to be chosen in the pre-selecting process, otherwise they were not allowed to participate.</p>
Project Timeline	The project was initiated in 2002 and will end in ?.
Type of solar heating products promoted (SWH / space heating, single-family / collective etc.)	Solar heating installations for single-family homes
General description of the campaign / action	<p>Compact Solar heating equipment in single-family homes is easy to install and provides ecological heating at a cost-competitive basis. Nevertheless, many people expect additional expenses for solar energy equipment. For them, the most convenient solution to replace a defective boiler is to install a conventional one again. Installing solar heating equipment instead requires additional effort. E.g. house owners might have to get permission and they need to find out about possible subventions.</p> <p>The Solar Campaign in Lucerne was initiated in 2002 to help interested homeowners who are willing to install solar equipment. It is the goal of this campaign to make it easier for these home owners to deal with providers, plumbers and financial institutes. The Lucerne city authority co-ordinates tasks concerning organisational and financial support. Financial contributions are provided for actual installations</p>
Project Strategy (f.i. strategy chart)	
Results of the project	<p>35 equipments have been installed so far 49 equipments have been decreed heating reconstruction with sun energy: 16 Fuel-Switch: 9</p> <p>The total expanse of all equipment covers 1130 m²</p>
Target group(s) (check all that apply)	<ul style="list-style-type: none"> X Private house-owners (existing dwellings) X 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 X 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 X Brochures X Internet marketing / Web site http://www.stadtluern.ch/behoerden/sid/uws_solaraktion_d.asp X Event marketing / Promotion events (workshops, excursion)
Actions on supply side (check all that apply)	X Information to installers X 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	X http://www.stadtluern.ch/behoerden/sid/uws_solaraktion_d.asp
Contact person and contact data for more info:	Bernhard Gut, Stadt Luzern Umweltschutz Sälistrasse 24 6002 Luzern

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?

- Easy handling for the customer due to professional support

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?

- Extra investment subsidy
- City authority as an organiser

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?

- Many interested home-owners, but still too many impediments (mistrust, financial impediments)

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

- Have more time to support customers and to stay in contact

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

- Communities
- Companies
- Other organisations interested in solar energy