



HOLISTIC – Mödling

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University of Applied Sciences Wiener Neustadt, Campus Wieselburg

CONCERTO Event in Torino

Nov 27th 2009



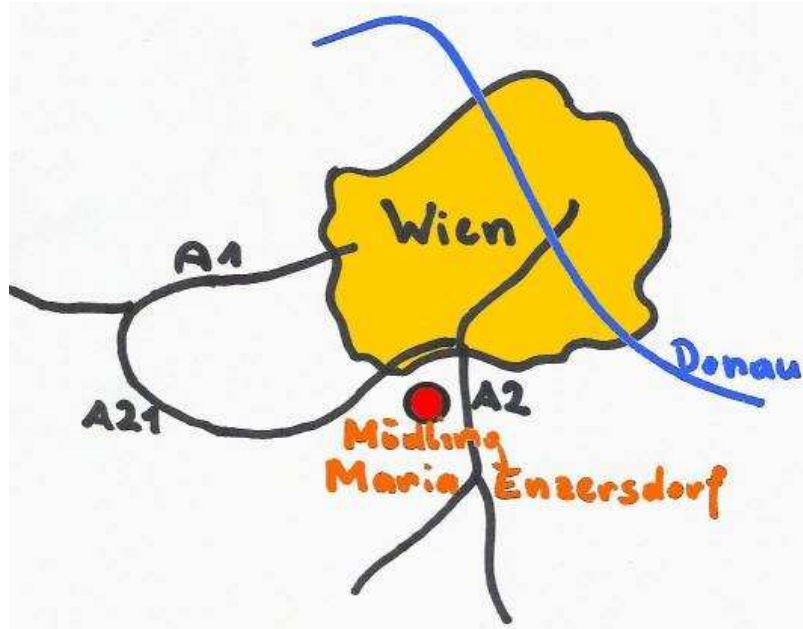
HOLISTIC is a project of the CONCERTO initiative co-funded by the European Commission under the Framework Programme

Agenda

- Status quo in Mödling
- Best practice: Solar Partnership
- Acceptance of citizens –
Socio economic aspects



Site description



- Community Mödling is 16km to the South of Vienna.
- Around 23,000 inhabitants.
- 12,000 households on an area of 10km².
- Half of the community is covered by pines.
- Commercial business and services.





Up to May 2012

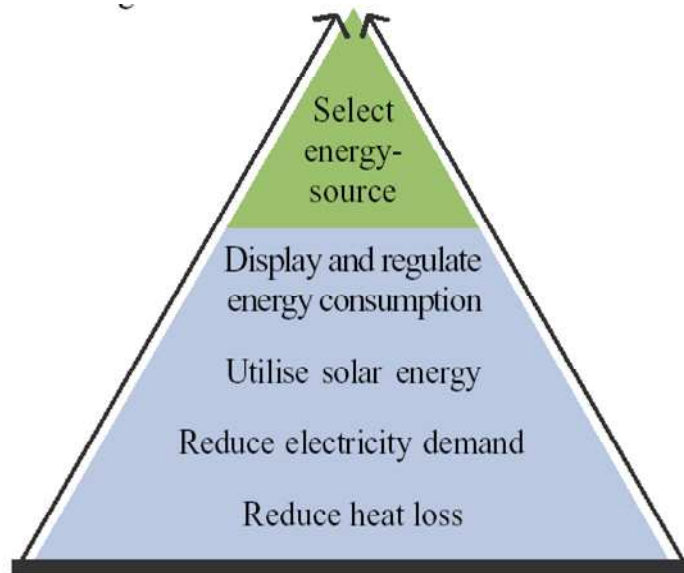


We will achieve ...

- 10% Energy savings
- 11% CO2 savings
- 15% Renewables



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Source: Rødsjg Husbanken

- To advance to a **climatic protection region**.
- To foster **local energy supply** and to implement **energy efficiency measures** on short-term.
- To achieve the **self-sustaining energy system** on the long-run.



... about 23,000 m² gross floor area are foreseen for retrofitting in Mödling:

Till 2009

- App. 5,300 m² public buildings (5 Kindergartens)
- App. 6,000 m² private buildings (social housings)

In 2010

the other half of mainly private buildings.





New eco-buildings



... about 10,000 m² gross floor area are foreseen for constructing in Mödling:

Till 2009

App. 3,400 m² - public and private buildings.

In 2010

App. 2,000 m² - office building.



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... supplied by drinking water, solar irradiations, biogas, wood gas

Till 2009

- Drinking water hydro storage
- Solar roof program
- Solar partnership

In 2010

- Biogas CHP for sewage water plant
- wood gas for HTL (college) Mödling



... driven by perception, competencies and engagement

- Till 2009
Communication concept, Interviews,
PR, various articles
www.holistic-moedling.at
banners, posters, events
leaflets, solar partnership
- In 2010
Citizens' participations
Trainings, Promotion



**FH Wiener Neustadt
Campus Wieselburg**
(Marketing, Management, Sozialwissenschaften)

**HOLISTIC SOLAR:
Ausgewählte Fallbeispiele für ganzheitliche Förderpolitik
basierend auf kommunaler Marktforschung**

David Wöhr, Wilfried Hölzlmeier, Thomas Farnleitner
HOLISTIC - MÖDLING, 2009
3010 Wieselburg | E: david.woehr@fhwn.ac.at | www.holistic-moedling.at

HOLISTIC - MÖDLING	ZIELE	LÖSUNGSVORSCHLÄGE
<ul style="list-style-type: none"> Einfließen der kommunalen "Gemeindeförderpolitik" (HEUTE Anfang bis 2010 in Mödling, danach über die Stadt hinaus) in die die Wähler werden als gute Idee aufgegriffen umfassende Bürgerbefragung auf Basis der kommunalen Ressourcen Erkenntnis über die Bedürfnisse der Wähler Einbindung der Wähler in die Entwicklung der Förderpolitik 	<ul style="list-style-type: none"> Erkenntnis über die kommunalen Ressourcen Erkenntnis über die Bedürfnisse der Wähler Erkenntnis über die Bedürfnisse der Wähler Erkenntnis über die Bedürfnisse der Wähler 	<ul style="list-style-type: none"> Erkenntnis über die kommunalen Ressourcen Erkenntnis über die Bedürfnisse der Wähler Erkenntnis über die Bedürfnisse der Wähler Erkenntnis über die Bedürfnisse der Wähler

KOMMUNALE MARKTFORSCHUNG

Die große Mehrheit der Wähler ist für die Förderung der Solaranlagen. Die große Mehrheit der Wähler ist für die Förderung der Solaranlagen. Die große Mehrheit der Wähler ist für die Förderung der Solaranlagen.

BEWERTUNG der FÖRDERPROGRAMME

Die Überprüfung der Förderung der Solaranlagen ist ein wichtiger Bestandteil der kommunalen Marktforschung. Die Überprüfung der Förderung der Solaranlagen ist ein wichtiger Bestandteil der kommunalen Marktforschung.

www.holistic-moedling.at



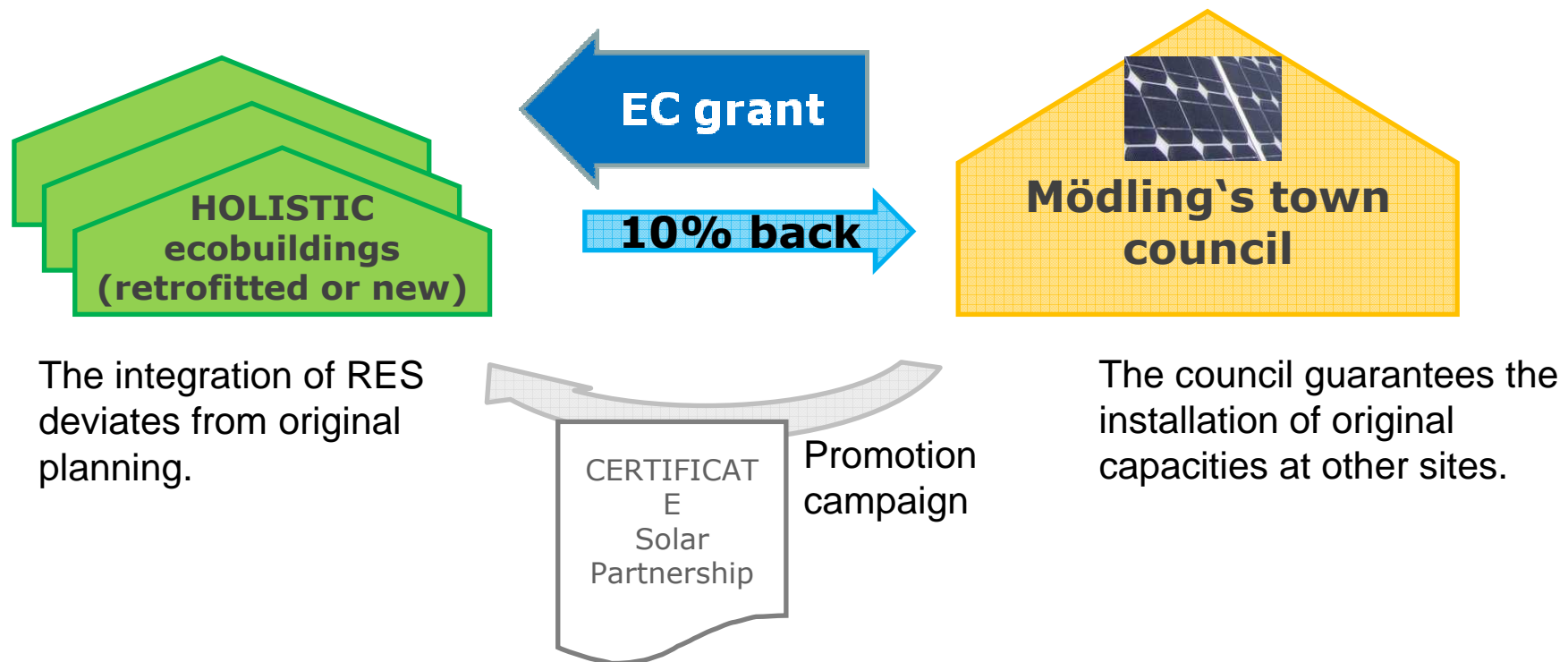


Solar Partnership

as a model of citizens' participation



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Certificate Solar Partnership



The certificate is set against a light green background with a faint grid pattern. At the top right is the logo of the City of Mödling, featuring a black dragon on a yellow shield above the text 'stadt GEMEINDE Mödling'. The main title 'SOLAR PARTNERSCHAFT' is centered in large, white, outlined letters. Below it, the text 'mit Max Mustermann' is centered, followed by the address 'Musterstraße 12, 3456 Musterort'. A central statement reads 'Hiermit wird eine jährliche CO₂ Reduktion von 123 t', with a small note below stating '[berechnet auf Basis europäischer CO₂-Äquivalente]' and 'Kalkulationsquelle: G. Fanning, eigene Berechnungen, europäischer Strommix'. The word 'bestätigt.' is centered below this. On the right side, there are five logos: HOLISTIC, CONCERTO, TBB (with website www.atb-becker.com), FH (with 'Wiener Neustadt' and 'Wieselburg' below), and SOLAR4YOU. At the bottom, there are two lines of text: 'Bürgermeister LAbg Hans Stefan Hintner Stadtgemeinde Mödling' on the left and 'Dr. Michael Heidenreich HOLISTIC-Projektteam' on the right.

stadt GEMEINDE
Mödling

SOLAR PARTNERSCHAFT

mit
Max Mustermann
Musterstraße 12, 3456 Musterort

Hiermit wird eine jährliche CO₂ Reduktion von
123 t
[berechnet auf Basis europäischer CO₂-Äquivalente]
Kalkulationsquelle: G. Fanning, eigene Berechnungen, europäischer Strommix

bestätigt.

HOLISTIC
CONCERTO
TBB
www.atb-becker.com
FH
Wiener Neustadt
Wieselburg
SOLAR4YOU

Bürgermeister LAbg Hans Stefan Hintner
Stadtgemeinde Mödling

Dr. Michael Heidenreich
HOLISTIC-Projektteam



Solar partnership



- Eco-buildings (retrofitted or new) which **can not fulfill requirements for EC grants** (no PV, no solar thermal panels)
→ to fulfill requirements they may participate in **solar partnership** → receive EC grants, spend 10% of it to a „**public**“ **PV-plant**

Benefits for Mödling`s town council:

- Public relations
- Town council commits itself to fulfill requirements



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Socio economics – Acceptance of citizens

2nd survey in Mödling

259 personal interviews
representative for the entire population
October 2009



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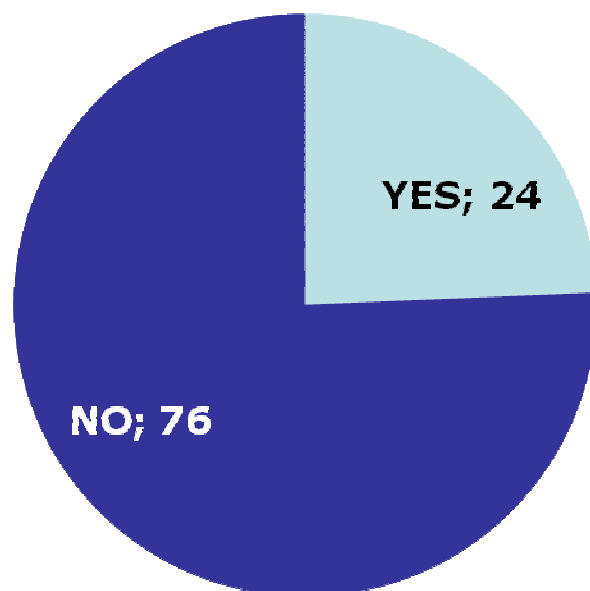


Awareness of the HOLISTIC project



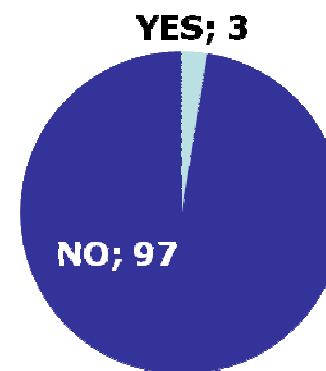
Have you heard of the HOLISTIC project before today? 2009

Basis: Total, n=259



Have you heard of the HOLISTIC project before today? 2007

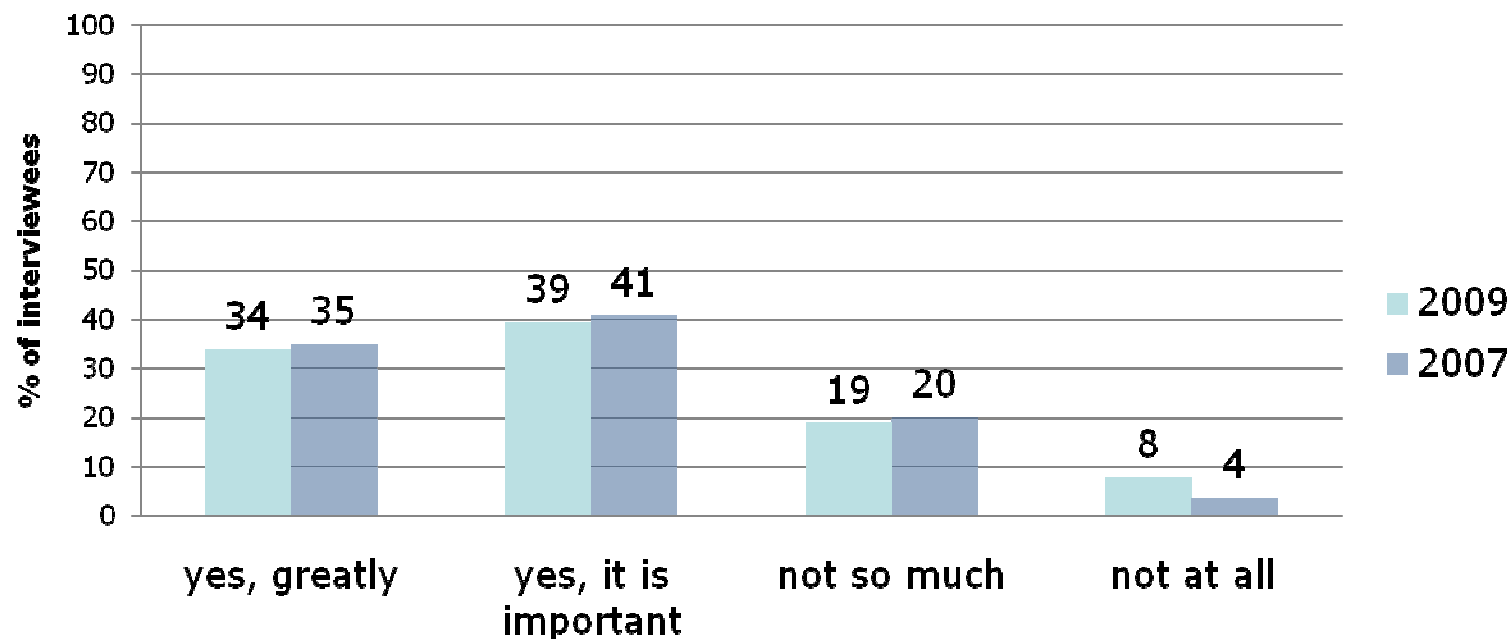
Basis: Total, n=240



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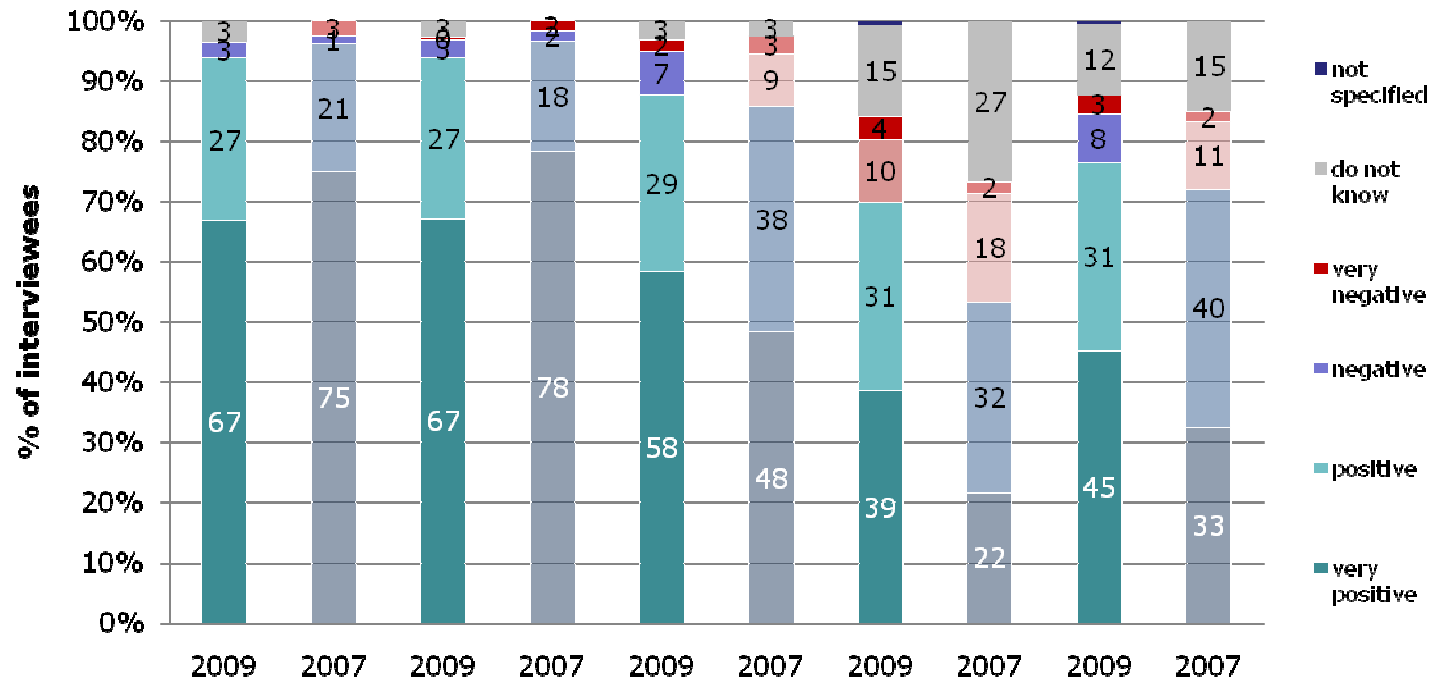
Does it matter how your electricity is generated?

Basis: Total, 2009: n=259; 2007: n=240



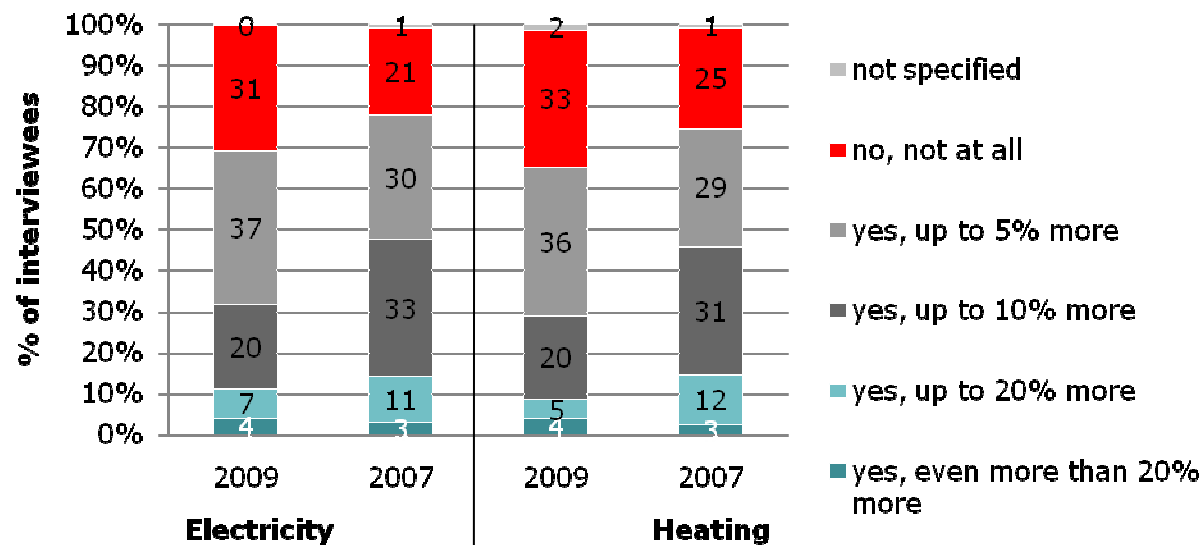
What is your opinion of renewable energy? Part I

Basis: Total, 2009: n=259; 2007: n=240



Would you accept to pay more for using renewable energy rather than conventional energy?

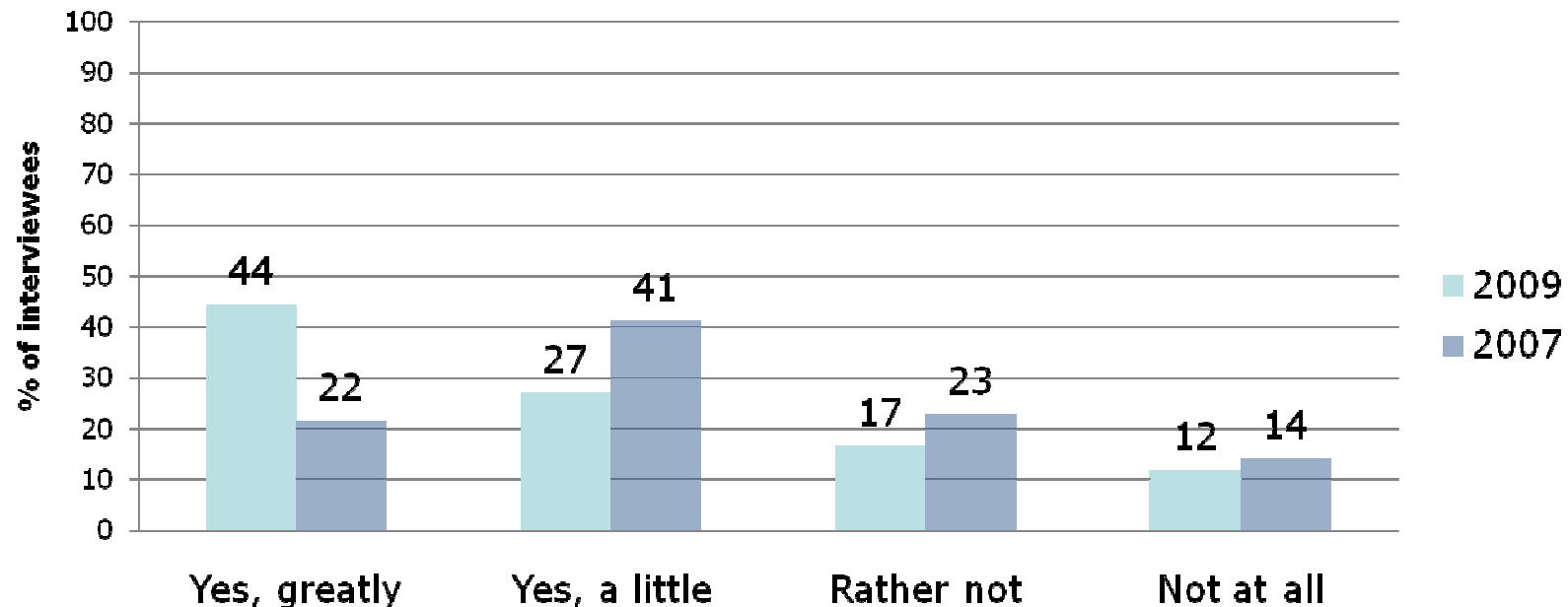
Basis: Total, 2009: n=259; 2007: n=240



Attitude towards energy topics

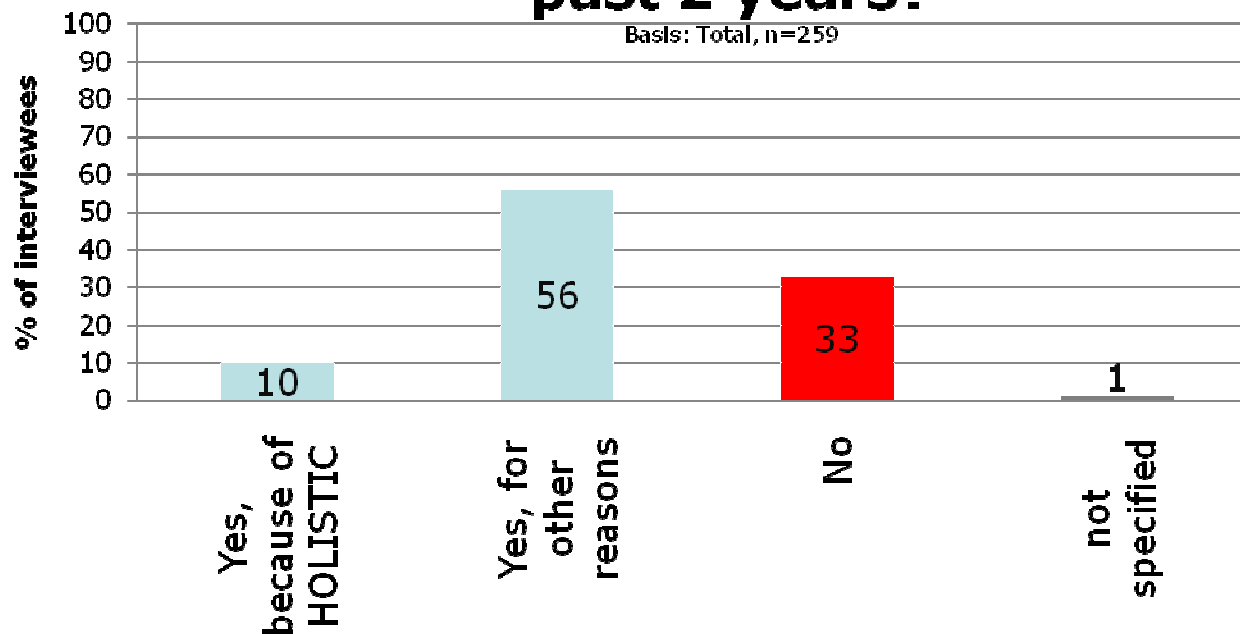
Do you think your personal activities may influence the global warming problem in a positive way?

Basis: Total, 2009: n=259; 2007: n=240

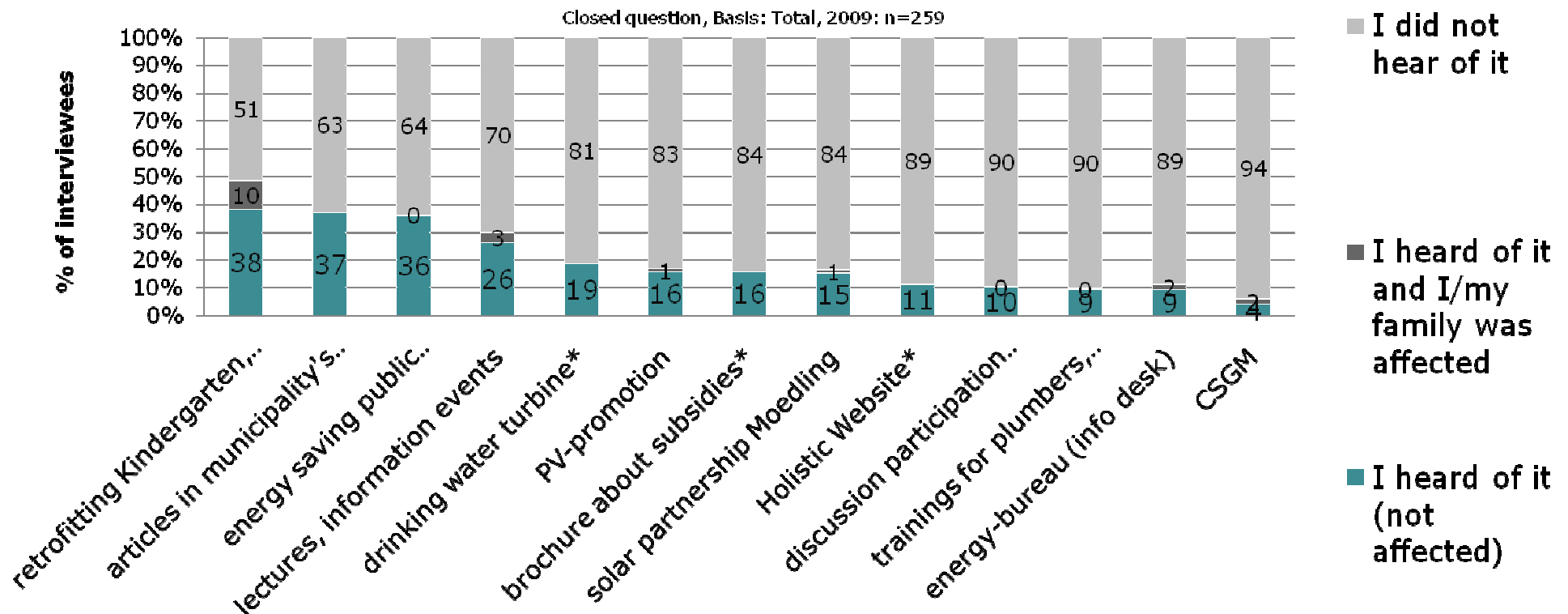




Have you consciously changed your behaviour on how you use energy in the past 2 years?



Which measures did you hear of?/were you affected?

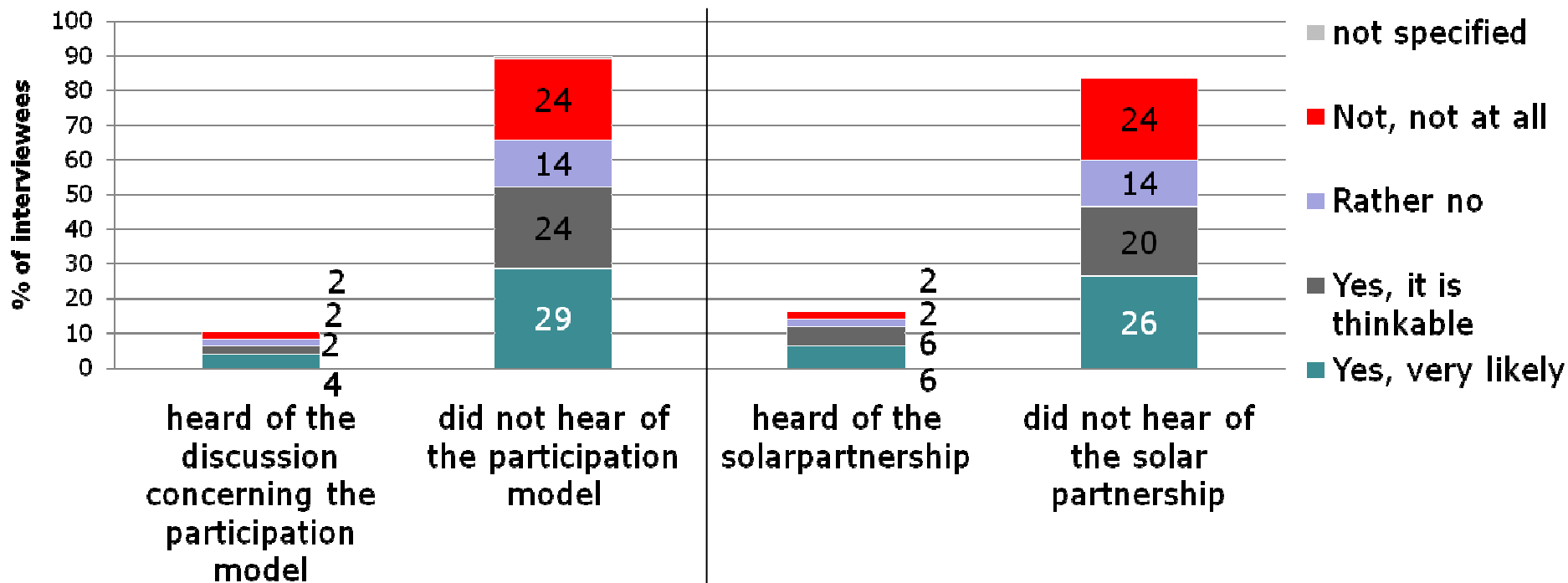


*) here it was not asked, whether people were affected/participated



Can you image to buy a share of a PV-plant together with other people?

Basis: n=259





Solar partnership means
a successful combination of
personal benefit and public benefit!



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