

Play the Game: Energy Efficiency Can Be Fun—Seriously!

Play our Multiple Benefits game for entertainment and education; a skill building tool. To help develop alternative business cases when Profit Is Not Enough

Dr. Catherine Cooremans, University of Lausanne and Dr. Clemens Rohde, Fraunhofer Institute for Systems & Innovation Research

Sunday November 17

8:30 am - 4:30 pm

Offered at \$145 (includes 2 breaks / lunch on your own)

When working in a corporate world, this type of financial offer is insufficient to move the decision from No to Yes. Convincing companies to adopt energy-performance actions can no longer hinge on simply what has historically been called "The bottom-line numbers." It requires understanding their needs and the ability to speak their languages. Languages that include production time, organizational change, labor skill levels, capital or operations investments. Learning these new languages implies a multi-disciplinary approach to sell energy efficiency projects, which goes beyond the traditional energy-saving argument. It involves analyzing not only the energy benefits of projects but also their non-energy benefits, or benefits that directly contribute to strengthening a company's business model. This approach entails the need for methods and training to enable professionals to better understand and analyze their respective needs as well as common needs and communicate in each other's language. In this context, the goal of Europe's Multiple Benefits¹ project (a European Horizon 2020-funded project) is to develop and disseminate a method and a "toolbox" that enables energy engineers to account for all of the benefits of energy-efficiency projects and to communicate them in a manner that is adapted to the interests and perspectives of key decision-makers.

To assist in gaining acceptance of this method, an innovative "serious game" was developed: The Serious Multiple Benefits Game. As the name indicates, a serious game employs the creative characteristics of gaming to achieve serious goals. The Multiple Benefits Serious Game consists of a combination of virtual and real activities, with the aim of developing participants' ability to deal with a complex problem in a global and systemic way. Teamwork is also an opportunity for learning and sharing. The player's mission in the game is to identify the highest impact energy performance action (i.e. based on contribution to the business model) for Pickles, a company active in the food industry.

The purpose of the workshop is to become familiar with the M-Benefits method, the concepts underlying it, to play the game and to be able to apply the M-Benefits toolbox to energy-efficiency projects and walk away able to speak a new language and walk away with a tool you can use to teach corporate players a new language.

Workshop format: Lecture; highly interactive, plus hands-on activities

Who should attend: All levels of behavioral work

About the instructors:



Dr. Catherine Cooremans Investment Decision-making, University of Lausanne

Catherine Cooremans holds a PhD in Economic and Social Sciences, Business Management orientation (University of Geneva, 2010) and an Executive Master in Business Management (2002). She is an international and national expert in energy management, energy-efficiency projects, and in strategic & financial evaluation of investment projects. Since 15 years, Dr Cooremans is doing research, teaching and consulting in the field of energy-efficiency investment with a focus on developing the business case for energy-efficiency projects. She has conceived and managed during 5 years (2013-2017) the Certificate of advanced studies in Energy Management at University of Geneva. As senior researcher at University of Lausanne, Dr Cooremans is co-leader of the ongoing EU H-2020 project M-BENEFITS Valuing and Communicating the Multiple Benefits of Energy-Efficiency Projects. Catherine Cooremans is also an expert collaborating on energy audits and energy management programs with Swiss cantonal energy offices and electricity producers. Catherine Cooremans is the author of several publications in the field of energy efficiency and energy management. She is a member of the editorial board of Energy Efficiency.



Dr. Clemens Rohde, Fraunhofer Institute for Systems & Innovation Research

Clemens Rohde studied civil engineering at the Technische Universität Darmstadt and graduated at the end of 2002. From 2002-2007 he continued to work at the TU Darmstadt as a research assistant and was involved in national and international projects in the field of environmental engineering. His focus here was on waste management and technology as well as life cycle assessment in product development and waste management. In 2007 he obtained his PhD and then worked for 3 years as a senior researcher and faculty manager in the faculty of civil engineering and geodesy at the Technische Universität Darmstadt.

He joined the Competence Center Energy Policy and Energy Systems at the Fraunhofer Institute for Systems and Innovation Research ISI as a research assistant in September 2010. He has been the coordinator of the Business Unit Energy Efficiency in the Competence Center Energy Technology and Energy Systems since January 2012.

His research areas include assessments of energy efficiency potentials in industry, private households and the tertiary sector, the analysis of technological and organizational measures to improve energy efficiency in the aforementioned sectors and energy efficiency indicators on the national and international level.

Clemens Rohde is an internationally recognized expert on energy efficiency with numerous presentations and publications on the topic. He is consulting the German federal government, the European Commission and the IAE.