



**ENERGIAKLUB**  
CLIMATE POLICY INSTITUTE  
APPLIED COMMUNICATIONS

LESS – MORE  
Annual Report 2011







Photo: Evi Fábrián

*Ada Ámon, Director of the ENERGIACLUB Climate Policy Institute and Applied Communications*

## **DIRECTOR'S GREETINGS**

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Our annual reports could start with the words "Energiaklub performs a unique and necessary task" year after year. Looking back on the year 2011, such a starting note is especially reasonable.

If we consider the international events of the energy industry, this year was about how insupportable the myth of safe nuclear energy is. In 2011, the question was not only what happened and is really happening in Japan, but also whether there is life beyond Fukushima, beyond nuclear energy supply. Will renewables and energy efficiency finally get the role they deserve? While the Hungarian media was loudly broadcasting the events, we attempted to present them in an understandable way and to put the situation into context. Energiaklub commissioned two studies that analysed the appearance of the Fukushima events in Hungarian media. But we were not alone thinking that this problem is of outstanding importance: Ernő Petz, one of the former heads of the Paks Nuclear Power Plant himself called out against the "sneakiness of nuclear energy" in an article.

The topic of nuclear energy was closely followed by the issue of energy efficiency. Many believed that Germany committed to a new path because of Fukushima, but the truth is that the country simply returned to its former plan to replace nuclear power plants that had been cancelled earlier. It became obvious, not only in Western Europe but also here in Hungary, that neither energy supply goals, nor top EU climate protection goals can be achieved without energy efficiency.

For the Energiaklub, 2011 was undeniably a year about energy efficiency. Owing to our long-term strategic considerations, several projects of ours bore results this year. For example, our NegaJoule 2020 research attempted to map the energy situation of Hungary's building stock, filling an enormous gap. The success of our work is reflected by a wide range of positive feedback from the government and the media. Our "Macroeconomic impact analysis" project and research are built on these results, showing the positive impact of state subsidies for energy efficiency, and our model project focusing on low-income households both use the results of the NegaJoule 2020 research project. Another related research analyses the fuel poverty phenomenon.

We kept arguing for decreased energy use as well as increased utilization of renewables. We continued our solar energy promotion campaign, the Hungarian Solar League, and launched the Biomass League along it. We organized several conferences about biomass utilization, and we also published two studies on solar energy – one of them being our traditional annual solar market analysis.

Our annual report gives a brief overview of our programs, with special regard to our publications and events. To get more detailed information about our activities, visit our website: [www.energiaklub.hu](http://www.energiaklub.hu)

Cordially,

A handwritten signature in blue ink, appearing to be 'Ada Ámon', written in a cursive style.

## PROJECTS

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### **Control Energy Program**

This is one of the Energiaklub's most versatile programs, in its third year we published several studies and articles and organized a conference. In addition, we continued our data request lawsuits to give the public access to more information on, among other things, details of the planned nuclear power plant expansion and the (often secret) contracts of the preparation projects.

[www.energiakontrollprogram.hu/en](http://www.energiakontrollprogram.hu/en)

### **Energy and information – study**

Our study summarizes the data request experiences of the Energiaklub to date, including those in the course of the Control Energy Program. We investigated the realization of the freedom of information in the field of energy management, helping to publish public energy data that may even affect our everyday lives.

Date of publication: May 2011

Available on the CEP website, under Research

### **The energy policy of the second Orbán government – study**

Our study prepared in the course of our Control Energy Program examines the characteristics of the current government, with special regard to the impact of lobby interests on legislation and power techniques including old ones used in previous regimes and new ones. The evaluation made in cooperation with the Méltányosság Politikaelemző Központ (Centre for Fair Political Analysis) is largely based on an analyses of energy legislation and energy policy documents.

Date of publication: November 2011

Available on the CEP website, under Research

### **The Hungarian media coverage of the Fukushima events – studies**

The essay titled "Press analysis of the Fukushima power plant disaster" aimed to statistically analyse the events in Japan in the Hungarian online press. The very informative analysis reveals what other topics were linked to these news items. The study called "As far as Paks from Fukushima: the coverage of the power plant accident in the Hungarian online press" analyses the interpretation of the Fukushima accident in Hungary. One of the most important issues under examination was

whether any aspect that may influence the image of nuclear energy or that of the Paks Nuclear Power Plant positively or adversely was detectable in the accounts of the accident. The studies were prepared in cooperation with experts and media researchers.

Date of publication: November 2011

Available on the CEP website (Hungarian only)

### **Control Energy Program – *investigative articles***

The Energiaklub made it its mission in 2011 as well to examine certain sensitive issues in depth, and make them understandable for a wide range of the public. In order to achieve this we announced a tender for investigative articles. The first of the three winning articles titled "Publicity in the energy sector" paints an extraordinary picture about the accessibility of energy sector data of public utility, secretive state enterprises, lawsuits running for years. The article titled "What does the state want in the energy sector?" summarizes the symptoms and possible outcomes of the desire to bring also the energy sector under state control. The third article titled "Hungarian atom 2.0" exposes the business of the century, the planned expansion of the Paks Power Plant: what interest relations enable the investment to get a green light and how they can spend 3 to 4 thousand billion forints without significant societal control.

Available on the CEP website, under Investigative Articles .

### **Energy and Publicity – *conference***

The conference organized by the Energiaklub and the Control Energy Project aimed to present the complicated relationship of energy and publicity. How and where can energy information be accessed? What details are public and what are kept in secret? How did the Hungarian press cover the Fukushima power plant accident? Participants received answers to these and other questions.

Date of the conference: November 2011

Number of participants: 60

A report on the conference is available on the CEP website .

### **NegaJoule2020**

In 2010, we assessed technical characteristics of Hungary's building stock and household energy use, consumption habits and investment willingness in the course of a nationwide survey. With the help of these data we created a model of the country's residential building stock, then calculated the extent of energy saving achievable through different energy efficiency investments. Our gap-filling analysis received considerable press coverage, and we presented its results on several state administration forums with success.

Publication of the research report: May 2011  
[www.negajoule.hu/en](http://www.negajoule.hu/en)

### **Figyelőnet Green column – series of articles**

Based on our research results, we published a series of nine articles in the Figyelőnet online magazine, presenting the energy consumption characteristics of our residential buildings in an understandable but informative way. Readers could get to know the specific characteristics of the most typical building types, the possibilities for building modernization and the related energy savings. The series got higher than average readership and received an award – probably as a result of its practical style in addition to the topicality of its subject.

The series of articles are Available in the Sajtószoba section of the NegaJoule website (Hungarian only)

### **EC-Linc**

Our program organized in cooperation with social organization (such as the Pest County Organization of the Hungarian Red Cross and Habitat for Humanity) and the local government of the 3rd district of Budapest provides direct, personalized energy management advice to low-income households. As a result, households struggling with high utility bills may save tens of thousands annually. The program is a model project, therefore it may be an example for organizations working in social fields or local governments.

### **EC-Linc – advisor training**

The first step of our program was a five-day training where we trained seven advisors (Red Cross volunteers) using several new, interactive, practical training methods.

### **Macroeconomic impact analysis**

In our research titled “More efficient apartments – Macro economic impacts” we examined what employment, administration or foreign trade impact building energy management subsidy programs may have. Our results showing a clearly positive impact of the subsidies were presented in several state administration forums. The study can be accessed on the Energiaklub's website under Publications.

### **RES Champions League**

The Hungarian version of the international Renewable Energy Sources (RES) Champions League, the Hungarian Solar League reached its second year. Almost 100 Hungarian local governments competed in 2011 for the prize of the sunniest municipality. This year's winner also participated in an international award ceremony.

Our solar energy promotion program was completed with a Biomass League this year.  
[www.napkoronabajnoksag.hu](http://www.napkoronabajnoksag.hu) (Hungarian only)

### **Hungarian Solar League, solar energy and biomass – conference**

This conference organized according to the needs of local governments provided useful tips to make the energy use of municipalities sustainable or modernize them, with regard to the possibilities provided by renewable energy sources. From the planning process preceding investments, through the experiences of realized projects, through potential obstacles, error possibilities, through different financing options, we covered several topics.

Date of the conference: May 2011.

Number of participants: 90.

A report on the conference is Available on the website of the Suncrown Championship (Hungarian only).

### **German best-practices for Hungarian mayors – study trip**

In the framework of the Hungarian Solar League, almost 20 mayors and local experts had the opportunity to visit realized renewable investments, practical examples.

### **Coach BioEnergy**

The Coach BioEnergy is an international project supported by the European Commission's Central Europe Program. Its goal is promoting sustainable biomass use in the Central European region. The Energiaklub built a unique database in Hungary with an international expert team, where interested parties can find best practices, lifecycle analyses, the 42 technology descriptions and efficiency calculation tools in Hungarian. The Energiaklub also gave a presentation at the Berlin conference of the Fraunhofer Institut that holds the project together.

[www.coach-bioenergy.eu](http://www.coach-bioenergy.eu)

### **Biomass utilization – magazine**

Two issues were published of our magazine prepared in international cooperation, which presents biomass projects successfully realized in the countries of the region. We sent the publication mainly to mayors and biomass experts.

Date of publication: October, December 2011

### **Biomass – conferences**

With regard to the success of our conference in Szekszárd discussing the practical aspects of biomass utilization and the increased interest in it, we had to repeat the event in Kecskemét. There were over a hundred mayors and local energy professionals who could attend insightful presentations on several subjects and participate in workshops.

Conference dates: Sept and Nov 2011.

Number of participants: 110 and 70.

Conference reports are Available on the Energiaklub website under News.

### **Best practices - collection**

In the course of our conferences and other programs we see several best practices and renewable energy investments to follow. We are trying to collect and publish their most important technological criteria and data. This year we added 7 examples from Hungary and 10 from the EU.

### **Fuel poverty**

We launched our research project in order to help create the Hungarian definition of fuel poverty, and to assess it among those affected, as well as to start a constructive debate. In our study paper completed in 2011 we propose a possible local definition.

### **Fuel poverty – roundtable discussion**

Before finishing the study, we discussed the main research conclusions with the affected social organizations, and incorporated their view in the final draft.

Date of the event: May 2011.

Number of participants: 10

### **Municipal Climate Change Strategy**

Climate change results in a wide range of professional tasks for local governments from adapting through revising local energy strategy. The government of Gyöngyös officially approved the Climate Change Strategy prepared in cooperation with the Energiaklub. In Eger, the first phase of the local climate protection plan's preparation was conducted through the assessment of consumption data of almost 60 public buildings, starting with an interactive training session for local government experts and local NGOs. The plan has been accepted since.

### **Faluház Energy Advisory Office**

We participated in the energy efficient renovation of Hungary's largest residential building as a communications partner. The building also hosts an office where our colleague not only provided useful tips and organized thematic information days, but also gave lectures to school groups and wrote articles. [www.faluhaz.eu/en](http://www.faluhaz.eu/en)

### **Effects of the Faluház renovation - analysis**

We prepared this analysis as part of the international Staccato project, about the renovation of Hungary's largest residential building. Monitoring results show what energy savings can be reached from a given budget for a specified technology. The analysis is a helpful tool for planning similar energy efficiency investments. Date of the analysis: June 2011. Available at the Faluház website

### **Lakcímke certificate**

Our Lakcímke certification program has entered its fourth year, not only promoting the energy certificate but also providing household energy efficiency and renovation tips to those who want to decrease their energy bills. The program's website and the calculator on it modelling the energy classification of one's home were visited by almost 10 thousand people. [www.lakcimke.hu](http://www.lakcimke.hu) (Hungarian only)

## **PUBLICATIONS, PAPERS, OPINIONS**

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### **What role can renewables play in Hungary's heat supply – *study***

Our study revolves around the possibilities of renewable-based heat production, also known as “the abandoned giant”, filling a gap. The detailed analysis presents the Hungarian and international situation from applicable technologies through the legal background and policies, including best practices.

Publication: September 2011.

The study can be accessed on our website under Publications.

### **Analysis of the Hungarian solar energy market 2010 – *study***

This was the third issue of our analysis assessing the solar energy situation in Hungary, prepared each year with the help of questionnaire surveys, expert interviews and other types of data analysis.

Publication: March 2011.

Information: on our website, under Publications.

### **National Energy Efficiency Action Plan – *policy paper***

Along with the other EU member states, Hungary also had to review its first submitted National Energy Efficiency Action Plan and its results, and revise it. We sent our expert opinion to the ministry in charge. In relation to it, we also organized round-table discussions and a conference.

### **The possible role of underground carbon storage in subduing the climate change in Hungary – *study***

The option of underground carbon storage has received increasing attention in international negotiations despite the fact that this method has numerous uncertainties. In order to assess the real potential of this procedure, the study analyses three scenarios based on the intensity of applying this technology.

Publication: November 2011.

Available: on our website under News.

### **“National Energy Strategy 2030” draft – *policy paper***

The Energiaklub formed expert opinion on this document that shall determine the next two

decades of energy policy in Hungary. In our opinion, we first summarized the main points where we believe the document needs revision, then analysed the problematic issues in detail.

Publication: June 2011.

The expert opinion is available on our website under Publications.

### **The ombudsman's position on the planned expansion of the Paks Nuclear Power Plant – *policy paper***

Based on the complaint submitted by the Energiaklub, the Parliamentary Commissioner for Future Generations examined the Parliament's resolution pertaining to the expansion of the Paks Nuclear Power Plant, and the circumstances of its adoption. The report stated that the resolution was adopted without assessing whether a new nuclear plant is necessary, and they failed to inform the public of the preparations. The Commissioner initiated further proceedings, including conducting the necessary inquiries.

Date of the expert opinion: 22 April 2011.

The opinion and our related article are available on the Control Energy Program website.

### **Who are affected by the new gas price regulation and how? – *quick analysis***

Based on the results of our 2010 representative survey of the public, we conducted a quick analysis of the gas price issue in view of the promised changes and the decree dated 31 December. Our analysis was highly discussed in the press.

Publication: January 2011.

The analysis and our related article are available on our website under Hírek (Hungarian only).

### **Aarhus Convention & Nuclear – *study***

Along with other NGOs from the region, the Energiaklub prepared an analysis for the publication of Vienna-based Ökoinstitut. Each organization gave a report on the processes in its country, its experiences, and on how access to information and social participation are implemented in nuclear energy issues. The publication presents the experiences for common consideration in a uniform way.

Date of publication: June 2011.

Available: on the project website.

[www.joint-project.org](http://www.joint-project.org)



### **EU energy efficiency directive – *policy paper***

Hungary takes part in assessing the draft of the EU's new energy efficiency directive. The Ministry for National Development invited us to contribute.

### **“Éghajlás földindulás” – *education materials***

Our education materials were ordered by over a hundred education institutions, the majority of which were elementary schools.

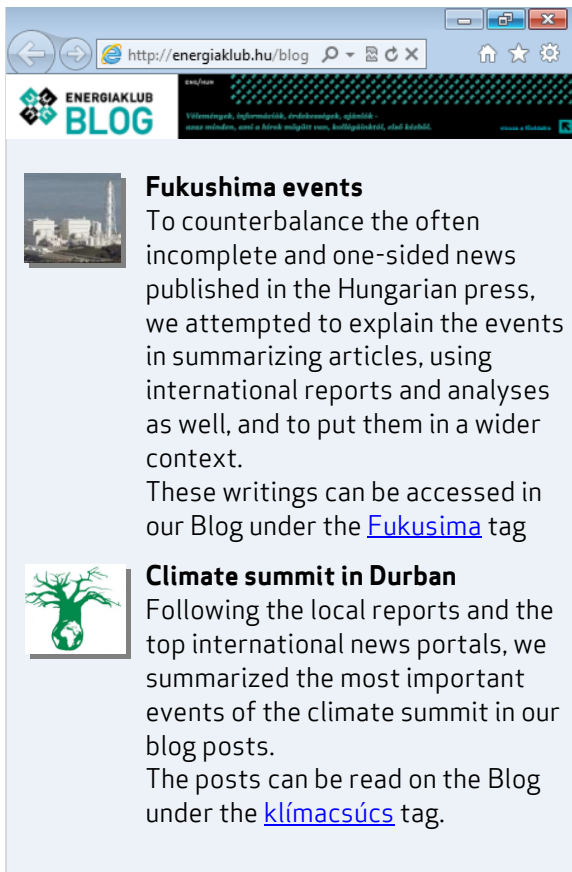
Information available on our website under Publications.

### **The Big Energy Hunt (Nagy energiavadászat) – *interactive game***

We developed a computer game presenting the importance of energy efficiency at home in an easy-to-understand and motivating way. The game is available on our website.

### **Newsletters**

We inform people interested and members of the press about our latest news as well as a selection of articles from the international industry press. In addition to our 230 Newsletters, we compiled special editions for schools and local governments, and several programs have their own newsletters, such as the Faluház project or the Solar League.



The screenshot shows a web browser window with the URL <http://energiaklub.hu/blog>. The page header features the ENERGIACLUB BLOG logo and a navigation menu. Two article teasers are visible:

- Fukushima events**: To counterbalance the often incomplete and one-sided news published in the Hungarian press, we attempted to explain the events in summarizing articles, using international reports and analyses as well, and to put them in a wider context. These writings can be accessed in our Blog under the [Fukushima](#) tag.
- Climate summit in Durban**: Following the local reports and the top international news portals, we summarized the most important events of the climate summit in our blog posts. The posts can be read on the Blog under the [klímacsúcs](#) tag.

## **OTHER EVENTS**

### **Energy Efficiency Policies in Hungary – *conference, round-table discussions***

Participants at the conference organized in cooperation with the Ministry for National Development included professional organizations, industry players, universities and representatives of the government and the civil sector. One of the novelties of this conference stressing the importance of an energy efficiency strategy was that the professional itinerary included energy efficiency in the industry and transport in addition to the energy efficiency issues of households and public buildings.

Following up our conference, we organized three individual round-table discussions focusing on residential buildings, public buildings and the industry, respectively, with the involvement of special players of each area.

Date of the conference: 25 May 2011.

Number of participants: 80.

### **The Covenant of Mayors in Hungary – *conference and training***

We organized a training program together with the Energy Cities (association of European Cities) about municipal energy management for mayors and professionals. The training involved several issues that may be needed for an efficient energy management plan, from Hungarian and international experiences through procurement options and other project financing possibilities, through examples of successful municipal projects.

Date of the conference: March 2011.

Number of participants: 50.

A report on the conference is available on our website under News.

### **Suggestions for financing renewable-based heat production in Hungary – *workshop***

The goal of the workshop organized in cooperation with the Öko-Institut was to launch professional debate about incentive options for renewable-based heat production, and to provide a platform for the affected parties (state administration, entrepreneurs, civil players) to present and reconcile their position.

Date of the workshop: 20 April 2011.

The report can be read on our website under News/Events.



### **Presentations, statements, trainings**

Energiaklub gave presentations on numerous conferences and events this year, including international events.

In the framework of our education program we talked about renewables and energy efficiency to NGOs and teachers, and we had at least two media appearances almost every week.

### **Press breakfast series on renewable energy sources**

Our press breakfasts aimed at presenting the state of renewable energy sources in Hungary, including solar energy, attracted a lot of attention.

The discussions resulted in several professional articles.

### **Our partners and sponsors in 2011:**

European Commission,  
National Civil Fund,  
Local Government of Eger Town, WWF,  
TASZ (HCLU), Hungarian Red Cross,  
Climate Alliance, Energy Cities,  
CAN Europe, Greenpeace,  
German-Hungarian Chamber of Industry and Commerce, European Climate Foundation,  
EBRD, Habitat for Humanity,  
AirClim, BPIE,  
Environmental Partnership,  
Ecofys, EcoRys, International Visegrad Fund,  
ManageEnergy, Open Society Institute,  
Öko-Institut, CEE Trust,  
Wuppertal Institut.



# RESEARCH COMMUNICATION TRAINING

FOR DECISION-MAKERS, STATE ADMINISTRATION,  
COMPANIES AND HOUSEHOLDS

ABOUT HUNGARIAN AND INTERNATIONAL CLIMATE  
AND ENERGY POLICIES, ENERGY-EFFICIENCY  
AND RENEWABLE ENERGY SOURCES