

Sparkasse OÖ: Our employees are our greatest capital for energy efficiency!

"We are convinced that true innovation and progress are only possible by involving our employees."

Maximilian Pointner, Member of the Board of Directors



"How can we reach our colleagues?" This question was the first step in launching the Sparkasse Oberösterreich's internal energy-efficiency campaign. The goal: increasing employees' enthusiasm for energy efficiency and encourage conscious energy-efficient behaviours. The submission of more than 100 ideas for energy-saving measures and almost 30% electricity savings in the central administrative building in Linz (sBC) clearly show the success of the initiative.

Regional, customer-oriented and innovative

Sparkasse OÖ describes itself as a "local supplier of financial services". As a traditional regional bank, it puts emphasis on offering an extensive network of branches and quality customer services. Around 2 million Euro are invested annually in the modernisation of its locations and expansion of its network. In addition, Sparkasse OÖ focuses on future-oriented banking solutions and business banking platforms.

What was achieved?

Reduction of annual electricity consumption at sBC in Linz
minus 28% since 2010
(430,000 kWh)

Constant total electricity consumption
despite 12% increase in floor area

Reduction of energy consumption per m²
minus 25% at key locations
(basis 2010)

Staff training

- 87% of staff trained on energy topics

LED lighting retrofit (2016-18)

- in 6 branches: complete refurbishment
- in 20 branches: partial refurbishment
- in 28 branches: refurbishment of effect and advertising lighting



Being. Energy. Conscious – The Employee Energy Efficiency Campaign

Energy is an important cost factor for companies. Sparkasse OÖ recognised this at an early stage and decided to bring its employees on board. It was clear to them that committed employees are key to energy savings. Rather than imposing energy-efficiency measures from top-down, all employees were invited to make suggestions under the form of an ideas competition. An information and communication platform was set up on the intranet for this means. The platform also offered information on topics related to energy efficiency and on the company's energy consumption. The weekly updates were lightened up by humorous articles, such as "Saving energy with the Easter Bunny" or "Tips for keeping a cool head on hot days".

The platform received almost 30,000 visits, around 280 per day, during the 5-month initiative. Employees submitted 114 ideas for energy efficiency measures. As recognition, each one received an electricity monitoring device. The 5 best ideas were rewarded with e-bikes or shopping vouchers. External experts evaluated the submissions in regard to their savings potential, level of innovation and transferability to other banking centres.



"In the future, our technical monitoring system will enable us to centrally control and optimise the most important energy parameters of each of our banking centres."

Gerhard Hochreiter,
Head of Facility Management

SPARKASSE 
Oberösterreich



Implementation is well under way

Even the best ideas are only effective if they are implemented. A number of suggestions were implemented immediately (e.g. motion detectors in less frequented rooms). Others were put in place step-by-step after an assessment of their economic viability. For example, in the "Spotlight" project, the lighting in the workspaces and lobbies of several buildings was converted to LED. Under the heading "Take a break", standby consumption and energy-efficient office equipment were addressed. Some measures were even incorporated into the long-term corporate policy, such as introducing energy officers at every branch and training staff on energy topics. The employees are particularly proud of the "Smart Guide", a folder that creatively illustrates the most important ideas and summarises them with nifty slogans. Even more innovative proposals, which might have been ahead of their time, were not simply filled-away. Technologies continue to develop. For example, it now makes economic sense to convert effect lighting to LED, so it is being carried-out at all bank locations.

There's more: getting energy monitoring ready for the future

Energy monitoring is the foundation of the bank's efficiency measures. "Energy guzzlers" can only be eliminated once they have been identified. Energy consumption data is currently mostly entered manually into an energy monitoring tool, but this will soon change. The data from 3 pilot branches are already transmitted online to the head office. If necessary, adjustments can be made. Important parameters such as weekend and night-time temperature reduction can be controlled centrally. In addition, the new system is designed to provide prompt feedback on energy-saving measures and therefore fosters energy-saving behaviours.

E-bikes for the city: fast and green from A to B

The Sparkasse is also getting into e-mobility: five e-bikes are available for business trips between inner-city locations and can be easily reserved via an app. Helmets and saddlebags ensure that cyclists as well as laptops and documents arrive safely at their destination.

The company – key facts & figures

**Allgemeine Sparkasse
Oberösterreich**

Founding year
1849

Products
Banking services for private and corporate customers

Employees
over 1,700

Banking centres
162

Customers
more than 400,000

Operating income
58 million Euro

Legal structure
Stock company (main shareholder: Anteilsverwaltung Allgemeine Sparkasse, about 57%)