

Limits of Energy Counseling: The Case of Styrian Architects

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Architects play a crucial role in the construction and restoration of buildings. They influence the decision making process of real estate developers and are responsible for the quality of the planning and construction process. Architectural offices act as change agents for a sustainable lifestyle and sustainability at the work place by fostering their energy efficiency. Within the project „Ahoch3“ 30 Styrian architectural offices were consulted about innovative technologies, regarding energy efficient behavior, and how to increase their use of renewable energy. The architects were familiarized with future-oriented technologies and gained advanced knowledge for their work environment.

In my presentation I will give an overview of our activities to start a learning process regarding innovative energy efficiency technologies and renewable energy technologies and about the impact of our efforts to reduce the energy consumption in the context of the offices of the architects. The first part is about success, the second part is about failure. I will propose some reasons why energy counseling for architects is too ineffective to be proposed as standard measure to improve the efficient use of energy.