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Steering Committee of the Energy Efficiency 21 Project

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Item 3 of the provisional agenda

RESULTS OF A WEB SURVEY ON THE ENERGY EFFICIENCY 21 PROJECT

Note by the secretariat

The UNF/UNFIP project “Energy Efficiency Investment Project Development for Climate Change Mitigation (ECE-CIS-99-043) established an innovative Internet communications network that is linking local participants, non-governmental organizations with private sector counterparts in countries where the Internet is increasingly used as a communications medium.

Within the new phase of the EE21 Project, the site might be strengthened to allow international investors, including those seeking to participate in Kyoto Protocol projects, to identify a range of investment opportunities, which can be analysed on-line with value, added pre-feasibility information and subsequently bundled together as investment packages.

I. THE WEB SURVEY

1. In line with the policy of the Steering Committee of the EE21 Project to seek the opinion of its members and contacts, a new Web Survey was designed and posted at the EE21 website. The anonymous survey is a continuing effort within a programme for independent evaluation and for self-evaluation of past and current activities.

A. Survey questions

2. The first group of questions goes along the line of the 3 main objectives of the UNFIP project, i.e.:

- (a) Develop communications and skills in the private and public sectors at the local level to identify, develop, finance and implement energy efficiency projects in municipal lighting, hospitals and district heating that meet environmental, health and institutional strengthening priorities;
- (b) Strengthen energy efficiency policies in the five participating countries, assisting municipal authorities and national administrations to introduce economic, institutional and regulatory reforms needed to support investments in energy efficiency projects focusing, in particular, on energy efficiency demonstration zones;
- (c) Promote opportunities for commercial banks and companies to invest in energy efficiency projects through existing investment funds, or if warranted through a new fund managed by an international financial services company, assisted by commercial banks in the region;

The second group of questions is oriented towards:

- (a) The usefulness of the various publications, both as CD-ROM and as paper work, issued by the EE21 project;
- (b) The usefulness of the services provided by and through the EE21 website.
- (c) Another key question is how the EE21 Project is contributing to the Sustainable Development process, and to the efforts of linking energy saving with climate change mitigation and environmental protection on a long-term sustainable basis.

3. For more information about the survey's questions and the rate of response (prepared by Mr. Dimitre Vavov, November 2005), please see Appendix A.

B. Survey process

4. By mid October 2005, the EE21 website posted the new survey including seven individual questions. The survey offered a choice of four possible answers: Very useful; Useful; Somewhat useful; Not useful.

II. ANSWER COLLECTION AND ANALYSIS

5. By the end of November the website had collected over 150 individual answers (for details see Annex I). Of those answers:

- 90 are “Very useful” or 58% of all votes
- 52 are “Useful” or 34% of all votes
- 5 are “Somewhat useful” or 3% of all votes
- 7 are “Not useful” or 5% of all votes.

The rate of approval answers (Very useful + Useful) is very high, at 92%. Two of the questions received full approval:

- the planned EE21 investment fund (Would you consider it useful for your professional activities to have direct access to energy efficiency investment project finance from the planned EE21 investment fund?);
- the EE21 publications (How useful have been the publications, both as CD-ROM and as paper work, issued by the EE21 project?).

6. Low level of response: while the number of answers received with 30 calendar days was sufficient to allow us to make analysis and establish trends, the level of participation by the EE21 Contacts is disappointing. An email message from the UNECE secretariat inviting participation in the survey was sent to over 200 individual contacts. The level of participation is below 10%. Part of the problem could be within the List of Contacts itself, where some individuals may have now different interests. Still, the response seems slow, bearing in mind that the email message clearly indicated that the results would be presented to the Ad Hoc Group of Experts on 1 December 2005.

7. The web survey is anonymous. The only information gathered by the website statistics module is the IP (Internet Provider) address from which the vote has come. Such an IP address can be eventually related to geographical location using available programmes with IP Address locators. Using statistics with the IP address of the voting party, we can assume (without being certain) that while answers came from over 40 different IP addresses:

- 19 of those are related to at least 3 (or more) questions
- 13 of the above 17 answered all 7 questions.

Answers were received from IP addresses located in Belarus, Bulgaria, Czech Republic, France, Hungary, Norway, Republic of Moldova, Serbia, Switzerland, Ukraine, and United States.

8. Void answers: in all web surveys there is a risk that random visitors will decide to participate in a poll without having the necessary background or expertise. The November 2005 web survey was no exception. One response, from a computer system related to the Paris office of SITA-Societe Internationale de Telecommunications Aeronautiques, of “not useful” to all 7 questions was discounted. A second case of void answers involved a triple negative vote on question 1 from the same IP address: 204.50.14.17 located in North Vancouver, Canada. Such multiple voting on a single question was considered self-disqualifying.

9. In order to seek additional comments and opinions from selected contacts with the countries involved in the Energy Efficiency Investment Project Development for Climate Change Mitigation project, a second personalized email message was sent from the UNECE in the first week of November 2005. Following are the main comments received.

From Molnár László, Energy Efficiency, Environment and Energy Information Agency, Hungary

- In a time of high energy prices, the improvement of energy efficiency is in line with the priority list of the EU energy commissioner, Piegals and with the new Green Paper on EE.
- Emphasize the importance of the cooperation of the financial community and the energy industries with companies and municipalities, with the owners of buildings, etc., under the auspices of UNECE.
- Underline the special problems in the regions where Energy Efficiency is low e.g. in Ukraine, Russian Federation.
- Focus on best practices.

From Ole Veiby, Vekst Foundation, Norway

- Vekst Foundation considers the EE21 plan to launch an investment fund as a follow up to the Energy Efficiency Investment Project very important
- The need for heat supply systems renovation in North-west Russia is high, municipalities and cities do not have resources, private companies are established to manage, renovate and operate heat centrals, Russian financing is expensive (14% three-year repayment) and not sufficient, therefore international co-financing is necessary. The EE21 investment fund may be the answer.

III. THE USE OF THE EE21 PROJECT WEBSITE

10. While the results from the November 2005 survey are strongly positive, they do nevertheless express the view of a limited circle of individuals. In order to better assess the role of the EE21 website and determine whether it might carry a message to a broad worldwide audience, we have to look at the statistics gathered for www.ee-21.net daily.

11. The EE21 website became active in April 2001. Since then its activity had grown multiple times. The best way to measure the interest to the EE21 website is by using web statistics for the average number and origin of daily visits.

(a) **Daily visits**: from 10-20 during the first two years, the number of daily visits increased to 30-40 in 2003, then to 80-100 in 2004 and 160-180 for 2005.

Note: while it is an established fact that the EE21 website is an object of interest for service programmes of the search engines of Google and MSN, visits from those sites account for less than 10% of all visits to the website. The work of the webmaster, measured in the number of visits, is less than 1% from the 160-180 daily visits. Therefore 90% of the visits are interested individuals and parties from many countries all over the world.

(b) **Websites**: from 200-300 for the first two years, the number of monthly sites bringing visitors to the EE21 project grew to 500-900 in 2003, 1000-1400 in 2004, and currently is in the range of 1700-2100.

(c) **News section**: statistics for the most read articles place news messages at the top. The News section of the website proves to be an effective tool for bringing messages to a broad audience. Most of these news messages have been opened between 500 to 1000 times, with

the “Steering Committee Fifteenth Session, May 2004” holding the current highest number of hits at 1175.

(d) Searches: the EE21 website is regularly visited by the service programmes of Google, MSN and Yahoo. The content posted on the EE21 website is therefore well referenced and can be accessed with a very high rate of probability by searches within the field of energy efficiency and climate change mitigation. Proof for this can be seen in an analysis of the combination of key words used in Internet searches lead visitors to www.ee-net.21. In most of the included searches the EE21 Project website comes out within the sites on the very first page of the listed multiple results.

(e) Referrals: since its creation four years ago the EE21 Project website has also established its presence in other websites. The website statistics logs allow us to find out which websites refer its own visitors also to the EE21 website. Naturally, the UNECE website has several referrals and description to the EE21 Projects with links to the website. Other organizations involved in the EE21 Project also have links to the EE21 website, like the UN Foundation, RUSDEM (Russian Federation), ENSI (Norway), EnEffect (Bulgaria, ARENA-ECO (Ukraine)).

Other organizations, active in the field of sustainable energy and energy efficiency, have elected to include links to the EE21 website, such as the US DOE Office of Energy Efficiency and Renewable Energy (EERE), the Austrian Energy Efficiency Agency, the Greek Centre for Renewable Energy Sources CRES, the Municipal Network for Energy Efficiency MUNEE, the Ukrainian Arena -Eco. Some national ministries also post information on the EE21 Project, for example the Russian Ministry of Education and Science and the Belgian Ministry of Economy, Self-employed and Energy. For a list of websites which have referred visitors to the www.ee-21.net website for the month of November 2005 see Appendix C.

IV. CONCLUSIONS

12. To summarize the main results from the November 2005 survey:

- The Web Survey has a high rate of approval (currently at 92%).
- The EE21 website has established itself as an effective tool for communication and for dissemination of activities within the EE21 Project.
- A good foundation has been established for Internet publicity for individual projects and business plans developed by the participating countries as part of the “Energy Efficiency Investment Project Development for Climate Change Mitigation”.

ANNEX I

Results from the EE21 Web Survey: October-November 2005. The number of answers (as of 26 November 2005) is listed in the following order: Very useful + Useful + Somewhat useful + Not useful = Total

The percentage is calculated in groups of 2 each: (Very useful + Useful) – (Somewhat useful + Not useful)

1. How do you believe the EE21 Project and its UNF/UNFIP component is contributing to the Sustainable Development process, and to the efforts of linking energy saving with climate change mitigation and environmental protection on a long-term sustainable basis?
17+8+1+6=32 answers 78% - 22%
2. Please assess how useful have been the publications, both as CD-ROM and as paper work, issued by the EE21 project?
13+10+0+0=23 answers 100% - 0%
3. Do you consider the activities of the EE21 project to promote opportunities for banks and companies to invest in energy efficiency projects?
10+7+1+0=18 answers 94% - 6%
4. Would you consider useful for your professional activities to have direct access to energy efficiency investment project finance from the planned EE21 investment fund?
16+5+0+0=21 answers 100% - 0%
5. Do you find valuable the services provided by the EE21 website?
1+7+1+0=19 answers 95% - 5%
6. Does the EE21 project develop skills at the local level to identify, develop, finance, and implement EE projects in municipal lighting, hospitals and DH that meet environmental, health and institutional strengthening priorities?
13+7+1+0=21 answers 95% - 5%
7. Does the EE project strengthen EE policies in the five participating countries, assisting municipal authorities and national administrations to introduce economic, institutional and regulatory reforms needed to support investments in EE projects focusing, in particular, in EE demonstration zones?
10+8+1+1=20 answers 90% - 10%

Poll No.	Total	Very useful	Useful	Somewhat useful	Not useful	Approval	Disapproval
1	32	17	8	1	6	78%	22%
2	23	13	10	0	0	100%	0%
3	18	10	7	1	0	94%	6%
4	21	16	5	0	0	100%	0%
5	19	11	7	1	0	95%	5%
6	21	13	7	1	0	95%	5%
7	20	10	8	1	1	90%	10%
Total	154	90	52	5	7	92%	8%
In %	100%	58%	34%	3%	5%	92%	8%

ANNEX II
(English only)

Internet searches leading to visits to the ee-21.net website
Sample Data from the period September - October, 2005

1. GOOGLE searches (using the main website address google.com)

energy efficiency of new electric stoves
financial engineering for an energy efficiency centre
emissions investment
hospital energy consumption kW
energy saving in boiler
1 ton of N2O equal to CO2
tenants associations Russia
project finance Geneva
heat isolation
energy efficient medical equipment
automatic street light control system
max distance from boiler to house
boiler retrofit wood pellet
Russian heat power boiler engineering
international comparison energy efficiency
biofuel installation project
importance of energy security
Energy security Risks
Energy Security Forum
Energy Audit Hospital
street lighting Ukraine
increasing house energy efficiency
energy efficient street lighting
Russia+thermal+insulation+water+heaters
project lightings
energy efficient lightning
street lighting in cities
auditing and management of energy projects for hospitals
Hungary Energy Efficiency Co-Financing Program" 2005
emissions brokers
recommendations for enhancing energy security
F.E. clean energy fund
energy efficiency boiler turbine generator
street light power reduction
street light power consumption
distribution Loss Reduction : power
Boiler Automation Project Proposal

2. GOOGLE searches from national GOOGLE websites:

street light automation (Turkey)
oxygen plant in Ukraine (Turkey)
what is efficiency of project (Japan)
"District Heating" "heat losses" (Poland)
carbon investment funds (the Netherlands)
energy efficiency ton CO2 cost (France)
street lighting projects (Argentina)
house heating system's boilers in Almaty (UK)
increasing steam boiler efficiency (UK)
Denmark cfl rebate (New Zealand)
heating control systems house (Canada)
sodium street lighting power consumption (Canada)
Thermo electric generator (Germany)
automatic street light (India)
Energy Efficiency potential in buildings; barriers (Russia)
FE Clean Energy Fund (Singapore)
energy saving heating solution hospital (Hungary)
how energy save street lighting system (India)
project on automatic street light control (India)
thermal power projects, benefits to owner (India)
Russian federation Kyoto mechanism (Germany)
Russia energy analysis (Sweden)
fe clean energy group (Austria)
high pressure mercury lamps and 400 W (Spain)
Private equity firms in Clean Energy (Singapore)
MEDEE energy model (Canada)
biofuel metan (Bulgaria)
"clean technologies" (Greece)
power consumption water heater (Greece)
street lighting, power consumption (Thailand)
heating project thermal water radiator (Serbia)

ANNEX III
(English only)List of websites referring visitors to the ee-21.net website
Sample Data for the month of November 2005

<http://www.unece.org/ie/se/eneffic.html>

http://www.unece.org/press/pr2005/05ireedd_p09e.htm

<http://www.reneuer.com/wwb/rencnpt.php>

<http://www.cleanairnet.org/cai/1403/propertyvalue-13962.html>

<http://www.cleanairnet.org/cai/1403/propertyvalue-13962.html>

[http://www.energyagency.at/\(en\)/links/klima.htm](http://www.energyagency.at/(en)/links/klima.htm)

(Austrian Energy Efficiency)

<http://www.discoversolarenergy.com/organizations.htm> (listed as EE 21)

<http://www.eere.energy.gov/AB/>

http://www.cres.gr/kape/links/dbs_uk.htm (The Centre for Renewable Energy Sources CREC is the Greek national entity for the promotion of renewable energy sources, rational use of energy and energy conservation)

http://www.elke.gr/default.asp?V_DOC_ID=2479 (ELKE, Hellenic Center for Investment

http://mineco.fgov.be/redir_new.asp?loc=/energy/rational_energy_use/rational_energy_use_nl_001.htm

(FOD Economie, KMO, Middenstand en Energie, Belgium)

http://www.energy-exhibition.com/Exhibition/Dem_zone/ee-21.php

(Russian Ministry of Education and Science)

http://www.energy-exhibition.com/Exhibition/Dem_zone/ee-21.php ENEFMUN

http://www.unfoundation.org/programs/environment/climate_grants.asp

<http://www.rusdem.com/>

<http://www.eneffect.bg/go.idecs?i=260>

<http://www.ensi.no/main.html> (ENSI, Norway, in English)

<http://www.ensi.no/no/rus/main.html> (ENSI, Norway, in Russian)