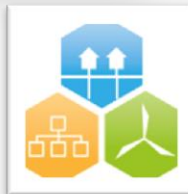


# District heating in new buildings in Aarhus

## Challenges and opportunities



Elsebeth Arendt

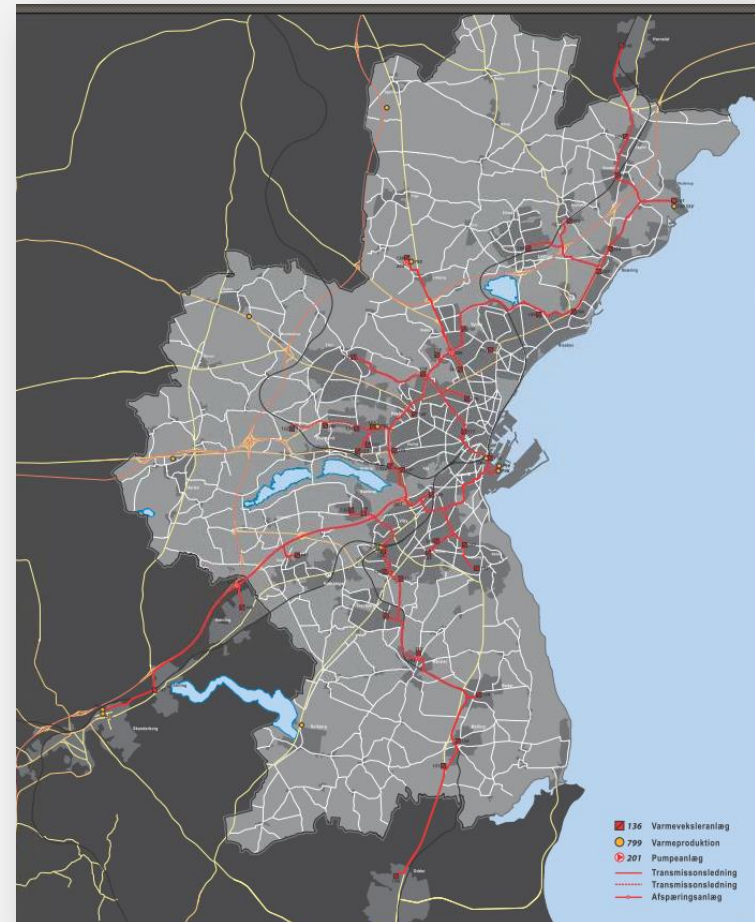
[elar@aarhus.dk](mailto:elar@aarhus.dk)

10 years at AffaldVarme Aarhus

- 2 years as manager
- 8 years as director of district heating

AffaldVarme Aarhus

- 2,000 GWh annual sales
- 53,000 customers
- Supply 95% of the citizens in Aarhus with district heating.



# Different challenges

## Different customers - different challenges

- The private estate market (Construction companies)
  - Mainly families, building a standard house
- The professional estate market
  - Mainly Cooperative Associations, building apartments
- The developer/investor
  - Preparing the property for resale

# Constructions companies

## Our experience at the beginning

- Statement: “You can’t build a low-energy house using district heating as energy source”
- We did not agree, so we called for a meeting with the companies
- Advertise the company, who can provide a low-energy house using district heating
- Today we have 15 construction companies on our homepage



# Constructions companies

We cooperate with the municipality

- They advertise district heating
- With the deed of the property, the new landowner receive our brochure
- Our account managers contact the potential customer

Today more then 90 % of the private estate marked  
choose district heating



# The professional estate marked



Another challenge

It's not about "common sense", but about politics

Some Cooperative Associations board of directors want a sustainable profile

- Energy without solid or liquid fuel
- Self sufficient
- Controlling the price

Some even prefer electric heat instead of district heating

- Save cost to pipes etc.

# The professional estate marked

## Our solution

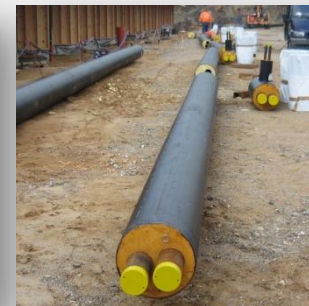
- We have to influence the decision makers
- We have to be better to tell about district heating as a sustainable product
- We have to participate in the public debate



# The developer/investor

## A new challenge

- They want to save the cost to develop the area with district heating (50,000 DKK. per property)
- It is the new property owner's problem, that there is no district heating





# The developer/investor

## Our solution

- We have to have competitive prices
- All the new builder's primary focus is price

