

► **From meter to decision basis**



*Connection with Brunata's strategy:  
Increases availability of value-adding services*

**Background**

*In 2008, Brunata a/s formulated a company strategy which contributed to focusing on Brunata's future as a meter company delivering a decision basis for optimisation at users and utility suppliers rather than just metering. In 2009, when COP15 inspired everyone to think about climate and environment, Brunata really rediscovered how we deliver meter data as a basis of decisions and changed user behaviour. It turns out that when consumers know how much water, heating, etc. they use and what it costs, they automatically reduce their consumption by 10-40 per cent. Brunata therefore aims for the company's products to have a clear value for consumers and society generally in terms of optimisation of resources.*

Policy/Catalyst	Activity	Result	Dilemma / Future
To visualise meter results so they constitute a useful decision basis	<ul style="list-style-type: none"> <li>➤ Further developing Brunata's WebMon Visual in order to strengthen its usefulness for end users</li> <li>➤ Finding a simple way of presenting relatively complicated data and "hard-coded" functionality on the basis of pre-defined measuring points in a report</li> <li>➤ Increasing visibility, e.g. through exhibitions, installation at climate citizen and loan of the climate suitcase, and using visibility to influence behaviour</li> </ul>	<ul style="list-style-type: none"> <li>➤ Even better user interface in WebMon and WebMon Visual</li> <li>➤ More reporting options</li> <li>➤ Loans and increasingly sales of the climate suitcase "WebMon Visual Mobile" in the current financial year</li> </ul>	<p>Dilemma: When measurements are refined and occur every few minutes, the need to transmit large data volumes via the internet increases. This may result in a deviation between what Brunata can deliver and what the user can access.</p> <p>Task: Brunata is particularly aware of the need to offer the users a solution corresponding to their requirements and available technology, while at the same time developing the technology behind the system to meet any capacity challenges.</p>

To be one of five sponsors of the [www.KlimaKbh.dk](http://www.KlimaKbh.dk) campaign, aimed at making the citizens of Copenhagen active climate citizens, who can meet Copenhagen's goal of being CO2 neutral by 2025

- Free loan and installation of measuring equipment in the Climate House at Højbro Plads
- Free installation of measuring equipment in a super climate citizen's home with a view to measuring consumption and savings, visualising the consumption and sharing the information at the campaign website
- Financial support towards implementing klimakbh.dk activities (for further documentation, please contact [marketing@brunata.dk](mailto:marketing@brunata.dk))
- Participation in coordination meetings with other sponsors and partners
- Lecturing at a climate event at one of the other partners in klimaKBH.dk

To optimise resources via energy guidance

Brunata has entered into partnership with COWI (consulting engineering company) concerning energy advice to residents, companies and other building owners. In the collaboration, Brunata supplies meter data for e.g. temperature, humidity, water and energy, while COWI provides advice on the basis of these data with a view to potential energy savings, improved interior climate, sustainability, operating and plant economy.

- Contribution to specific activities and content of the campaign
- Procurement of documentation and decision basis for savings
- Strengthening of the collaboration between public and private organisations
- Improved relations and collaboration between participating organisations
- Marketing of Brunata as a cleantech company

- At the time of writing, a meeting of Brunata, COWI and a customer is planned.

Dilemma: Does it constitute bribery if Brunata a/s loans equipment to a municipality which is a potential customer of the company?

Task: We do not think so. The collaboration has not involved product orders and we have very clearly formulated what we supply on loan.

Future: Streamline procedures for written agreements and descriptions of similar activities

Dilemma: Is it a good idea to establish this kind of collaboration rather than an advisory function in-house?

Task: During the 2010-11 financial year, the collaboration will be evaluated with a view to delivery and future advice.

Future: More effective marketing of the concept so that it produces a positive financial result.