



Federal Ministry
for Economic Affairs
and Energy



As at: June 2019

Communicating the Energy Transition in an International Context

Corporate Design Manual



Corporate Design Application and Specifications

Foreword

The energy transition is Germany’s path to a secure, environmentally friendly and economically successful future. Germany has decided to fundamentally re-structure its energy supply by phasing out fossil fuels and nuclear power and shifting towards renewable energy sources. By 2025, between 40 and 45 per cent of energy is to be generated from renewable sources, and by 2050 their share of the energy mix is to rise to at least 80 per cent.

The Federal Government wants as many countries around the world to follow its example and to adapt energy transition strategies to their own needs. Germany can benefit in a variety of ways from other countries taking their cue from the pace, scope and specific features of its energy transition.

Many countries across the world plan to restructure their energy systems or have already begun doing so. The demand is there for solutions, technologies and know-how. The task now is to draw attention to the solutions, technologies and know-how which Germany has to offer.

In 2016 the Federal Ministry for Economic Affairs and Energy launched a communication project tasked with communicating the energy transition in an international context. It will play a key role in galvanising and convincing both those involved in shaping the energy transition in their own countries and those who help form opinions at local level. It is a collaborative project which bundles tried and tested offers, networks and initiatives and includes new offerings. The Federal Ministry for Economic Affairs and Energy invites all state and semi-state actors, as well as non-governmental organisations to get involved. There are two focus groups:

- Energy transition decision-makers**
- Governmental institutions: ministries, authorities, state energy agencies, regulators, business developers, development banks, regional and municipal representatives
 - Politicians: members of parliament, staff employed by parliamentarians and parliamentary groups, (regional/provincial) governors, senators
 - Businesses (energy, energy efficiency, climate action, financial industry, investors), clusters

- Energy transition multipliers**
- Business organisations: (national, EU, international) associations, chambers of (foreign) trade
 - Science and research: universities and colleges, institutes, consultants (not basic research but policy-advising applied researchers)
 - Media: print, digital, radio, local TV, foreign correspondents in Germany
 - NGOs: think tanks, foundations, environmental, energy and climate action NGOs, civil-society representatives
 - Networks and international organisations: International Energy Agency (IEA), International Renewable Energy Agency (IRENA), Renewable Energy Policy Network for the 21st Century (REN21), United Nations (UN), World Energy Council (WEC)

The energy transition is not a solo effort on Germany’s part. Rather, it is a joint venture, one of its key features being the sharing of ideas and experience. That is the core message of all external communications.

This Corporate Design Manual sets a visual framework for the communication project, thus ensuring a high recognition factor. Nevertheless, it still leaves room for individual actors’ specific design elements. The corporate design defines a colour system, key visuals

and uniform visual imagery and contains suggestions for designing and structuring texts and pictorial elements. The Corporate Design Manual has a clear objective: to ensure the uniformity of all publications used to communicate the energy transition in an international context.

The examples of how the manual is applied shown below – be they flyers, brochures, agendas or roll-up banners – are intended to illustrate how to design similar or entirely new products.

Important: as different actors are responsible for specific products, differences also arise in the interpretation and use of this manual. The following distinctions are made:

- **Originator: BMWi**
This refers to products for which BMWi is responsible. In these, for example, the BMWi logo always appears in the top-left corner, the copyright is stated accordingly in the publication details, etc.

- **Originator: energy partnerships**
This refers to products issued as part of the energy partnerships’ activities. Here, the logo of the respective energy partnership appears in the top-left corner, in order to clearly identify the originator. The publication details name the office in the respective country responsible for signing off the product.

This special case is marked with a coloured background in the Corporate Design Manual.

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Photo credits
BMWi

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Distinguishing between originators

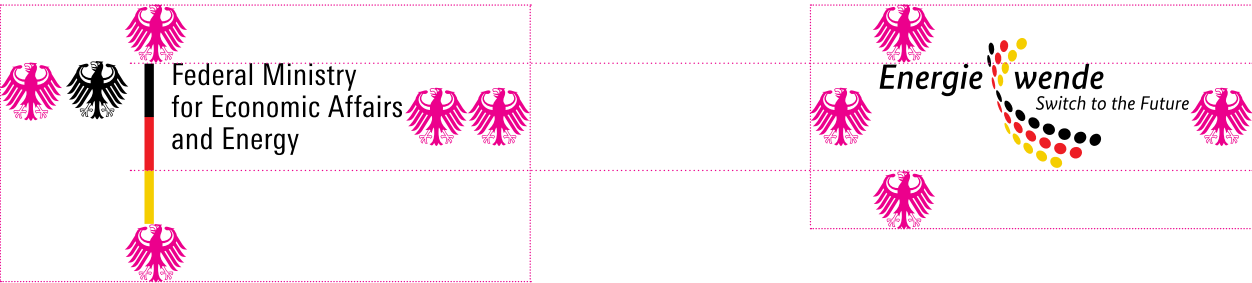
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Basic elements

Originator: BMWi



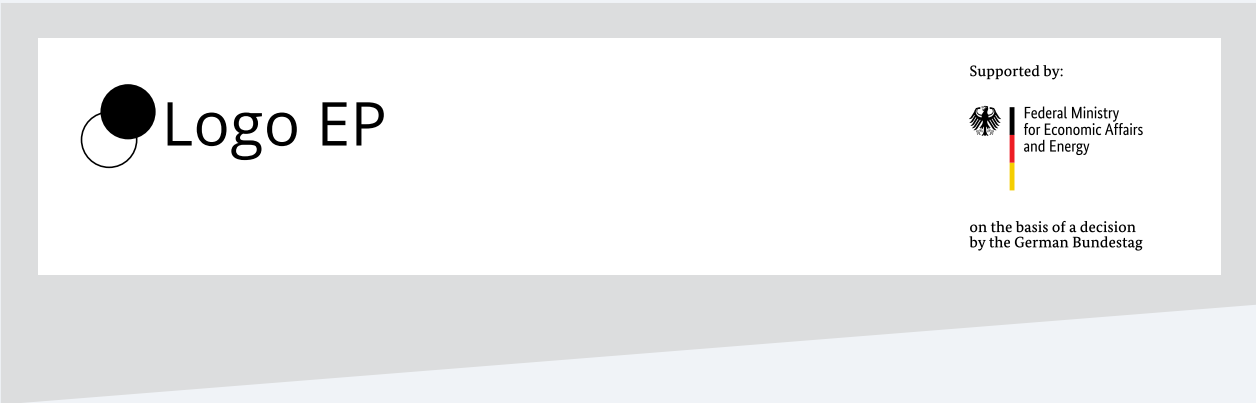
The Federal Ministry for Economic Affairs and Energy uses the “Energiewende – Switch to the future” logo as a communicative framework for all topics relating to the energy transition and all related material published either by the Federal Ministry itself or in the context of its bilateral partnerships. The logo ‘Energie-wende – Switch to the future’ may be used together with the BMWi logo, and should always be placed to the right of it. The logo may not be altered.

The logo, a combination of a word mark and graphical mark, is always used against a white background. It is surrounded by a white space which must remain empty. To guarantee a sufficient amount of white space around the logo, the width of this protected area equals that of the eagle.

Logo size when used in layout

- A4: 100 %
- A5: 90 %
- A6: 90 %
- DIN long format: 90 %

Originator: energy partnerships



Use and positioning of the promotional logo

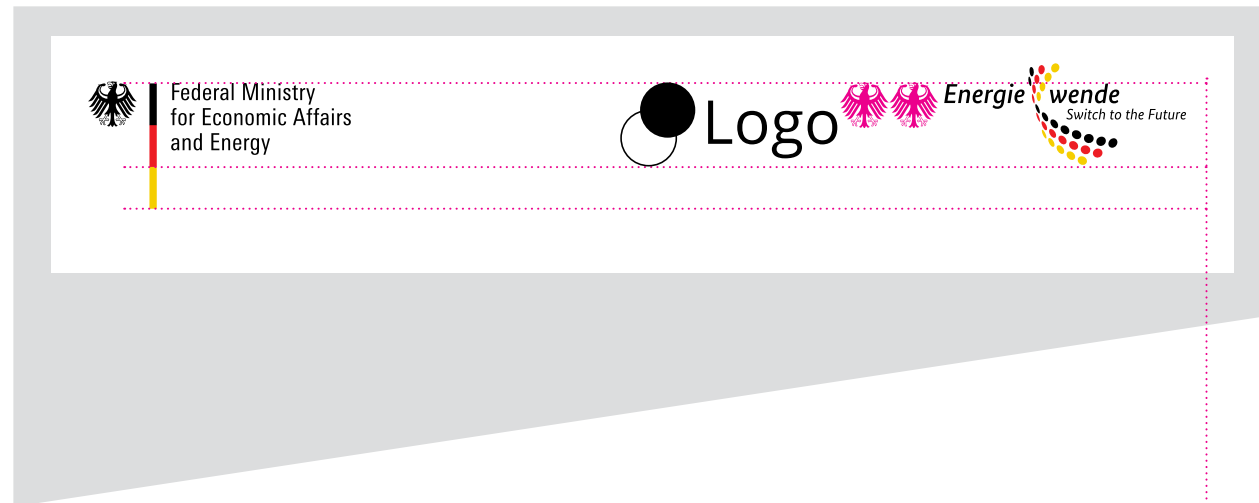
The BMWi promotional logo is always used if the originator of the product is an energy partnership. In this case, the partnership’s logo is always placed to the left, with the promotional logo to the right. The promotional logo is available in English, French and Spanish.

Examples of energy partnerships

The design of logos for energy partnerships, energy dialogues and any other bilateral cooperation arrangements are subject to local market conditions. Nevertheless, they must fit with the general design presented here.



BMWi brand zone, placing additional logos



The brand zone is a defining design element that contains the logo and strengthens the public image of the originator. It also serves to accommodate typographical elements and additional logos.

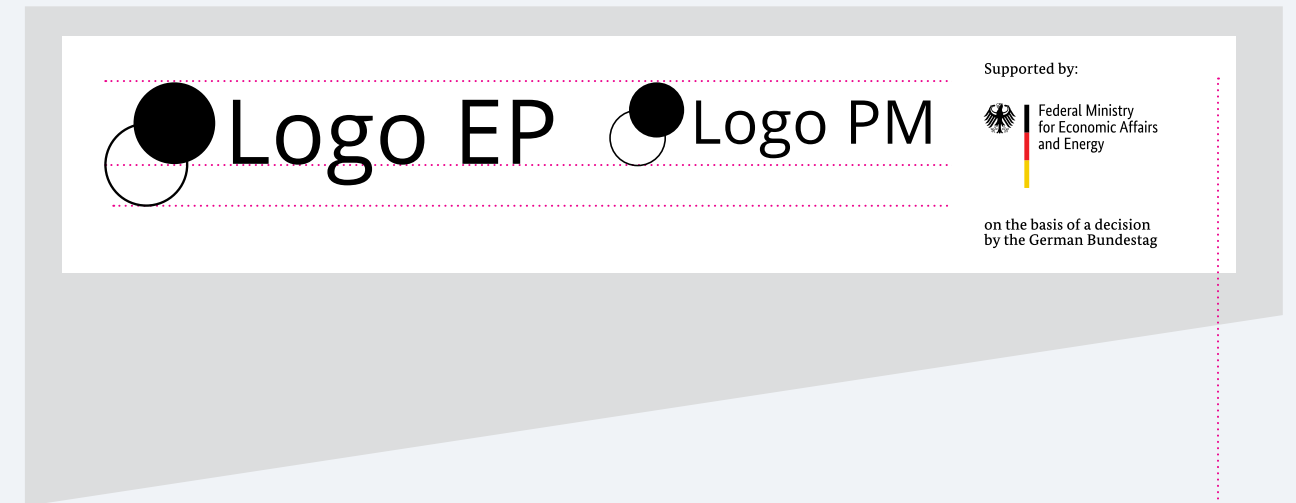
The height of the standard brand zone is the same as the protected zone. The width is variable and depends on the format in which the brand zone is being used.

Additional logos may only ever be placed in the designated areas. They should never be placed anywhere else.

Comparable logos (e.g. of partner ministries) are also placed in the brand zone. Energy partnership (and other bilateral partner) logos are placed bottom right on the front cover. Other subordinate partner or cooperation partner logos are placed on the inside cover or on the imprint page.

Logo

Energy partnership brand zone, placing additional logos



Logo

Fonts

The following fonts are used in all publications used to communicate the energy transition in an international context:

Serif

Merriweather bold

Merriweather regular

Merriweather italic

Sans Serif

Open Sans bold

Open Sans semibold

Open Sans regular

For the use of fonts and font sizes, see the table on page 28.

To download fonts as freeware:
<https://www.fontsquirrel.com/fonts/merriweather>
<https://www.fontsquirrel.com/fonts/open-sans>

Colours

The primary colours dark blue and light grey are used in all publications and design elements.

Dark blue



CMYK 100 | 50 | 0 | 45
RGB 18 | 69 | 125

Light grey



CMYK 0 | 0 | 0 | 15
RGB 230 | 230 | 230*

Energy partnerships can choose their own spot colour from the range of available colours (recommended). The chosen spot colour, rather than dark blue, will then always be used on the back cover. Colours can be used in the following gradations: 100%, 70%, 40% and 15%.

 Yellow CMYK 0 30 100 0 RGB 232 196 37*	 Green CMYK 60 0 100 0 RGB 149 192 61*
 Orange CMYK 2 82 100 7 RGB 215 65 4	 Dark green CMYK 100 0 70 55 RGB 11 96 69
 Red CMYK 0 100 65 10 RGB 183 18 69	 Grey CMYK 25 0 0 70 RGB 100 110 117
 Dark red CMYK 15 100 50 55 RGB 106 9 46	 Purple CMYK 70 71 43 0 RGB 109 93 123
 Light blue CMYK 80 0 10 0 RGB 99 180 220*	 Salmon CMYK 0 60 52 0 RGB 216 142 124*
 Blue CMYK 90 0 0 40 RGB 42 123 166	 Beige CMYK 35 38 40 0 RGB 180 167 157*

* These colours should be used for printed products. They are not suitable as colours for texts destined to be viewed on a screen (websites, videos, etc.): due to the lack of contrast against white/light grey backgrounds they do not conform to the BITV 2.0 directive.

The back cover of every publication will also be printed in this defined spot colour instead of dark blue.

Other colours are theoretically possible, but need to be agreed with the Public Relations Division (LB2) in the Federal Ministry for Economic Affairs and Energy.

Illustrations

The complex and multidimensional topic of energy transition is communicated using a specially developed set of seven illustrative infographics. Elements of these seven graphics can be used like a toolbox to create additional, smaller graphics. The full illustrations can be disassembled into individual elements. See page 18 for examples and how to use the building blocks in the toolbox.

- Topics (top to bottom)
- 1| Renewable energies
 - 2| Political dialogue
 - 3| Energy efficiency
 - 4| Energy transition infrastructure
 - 5| Jobs and education
 - 6| Effects of climate change
 - 7| Good v. bad



1| Renewable energies



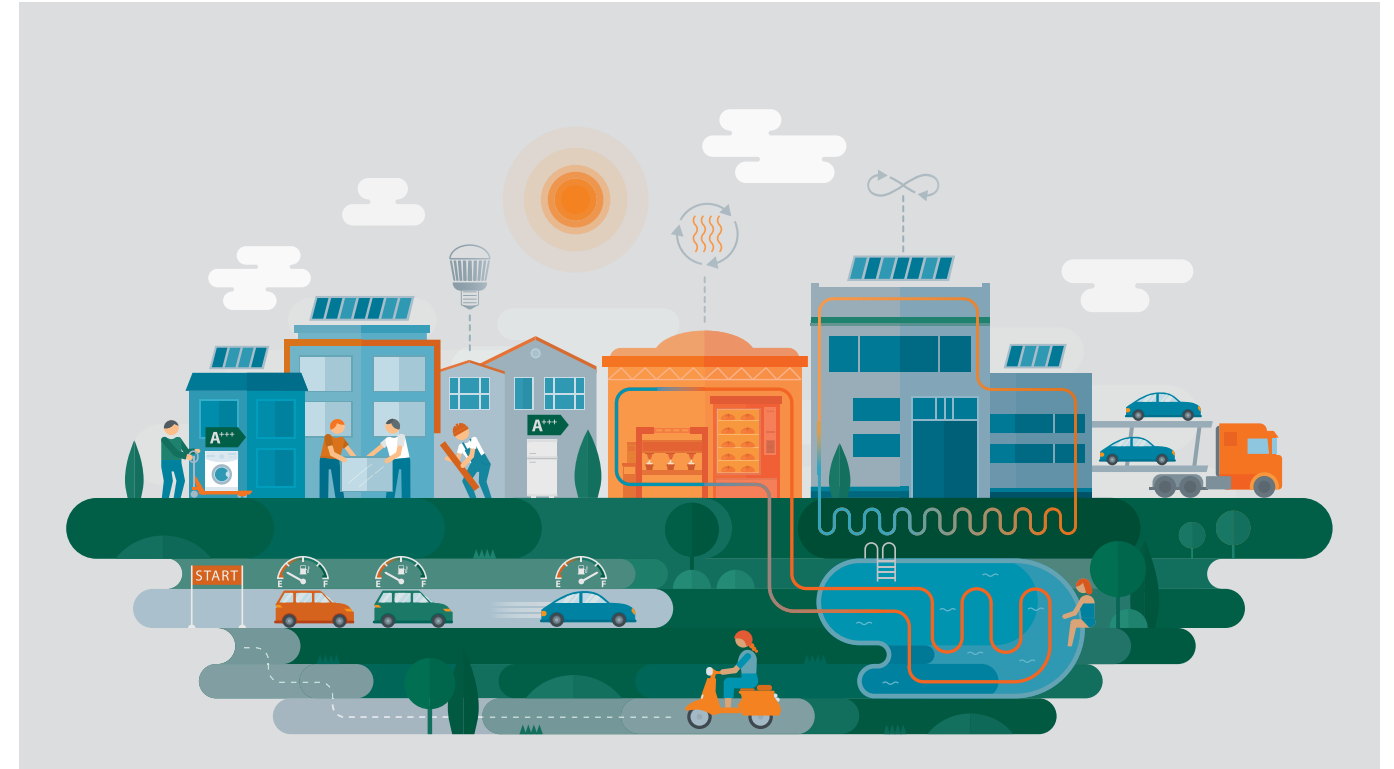
Generating power from renewable energies such as wind, solar, hydropower, geothermal, biogas and biomass.

2| Political dialogue



Political dialogue encompasses meetings of international experts, knowledge-sharing and receiving delegations – not only across Germany but around the world. The goal is mutual learning.

3| Energy efficiency



Energy efficiency covers the private sector (e.g. heat insulation of buildings, energy efficient domestic appliances), the industrial sector (e.g. using waste heat from production facilities) and the mobility sector (driving further on less fuel).

4| Energy transition infrastructure



The energy transition makes great demands of the infrastructure. Challenges arise in regard to the electricity and gas grids and storage, for instance. Overground and underground grid connections are established and storage capacities are developed or expanded (e.g. storage batteries, pumped storage plants, gas storage) to ensure these challenges can be met.

5| Jobs and education



The production and construction of renewable energy generation plants (e.g. wind turbines, photovoltaic modules) generate positive employment effects, which are also felt in the services sector (maintenance and repairs).

New training and career opportunities are also created.

6| Effects of climate change



The global energy transition is a project that will occupy an entire generation. Alongside the expansion of renewable energies and energy efficiency, it is of equal significance to put practical efforts into climate change mitigation. Any failure to meet the UN climate targets will have direct consequences for the entire global community (rising sea level, increasing incidence of temperature extremes, etc.). So mitigating climate change means standing up for a future that is safe, environmentally friendly and economically successful.

7| Good vs bad



Different countries have different strategies for restructuring their energy systems. As such, there are excellent opportunities to learn from one another. Common to them all, however, is the aspiration to follow a path away from fossil energy, reducing emissions that are harmful to the climate and deploying efficient technologies.

Toolbox of illustrations

Full illustration



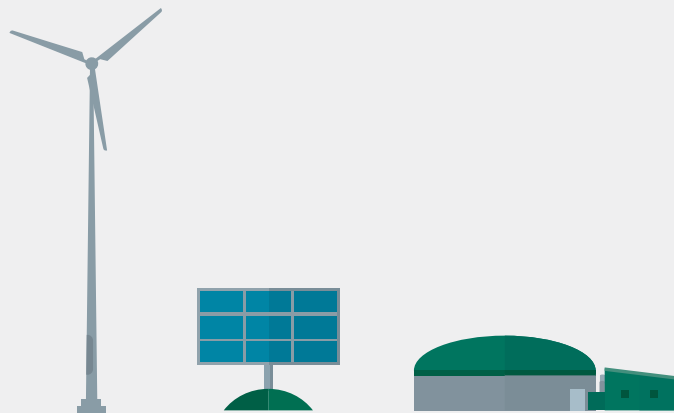
- to illustrate a complex of issues
- on front cover or large-scale advertising materials
- individual elements can be added or removed
- orange can be replaced by spot colour
- only against a light grey background

Elements



- to illustrate compact sub-topics
- for inside pages, smaller-scale advertising materials, thematic boxes or agendas
- individual elements can be rearranged as required
- orange can be replaced by spot colour
- only against a light grey or white background

Individual components



- to illustrate specific topics, e.g. wind power
- each element can be isolated from the larger graphic
- for inside pages, thematic boxes and as elements in infographics
- only against a light grey or white background

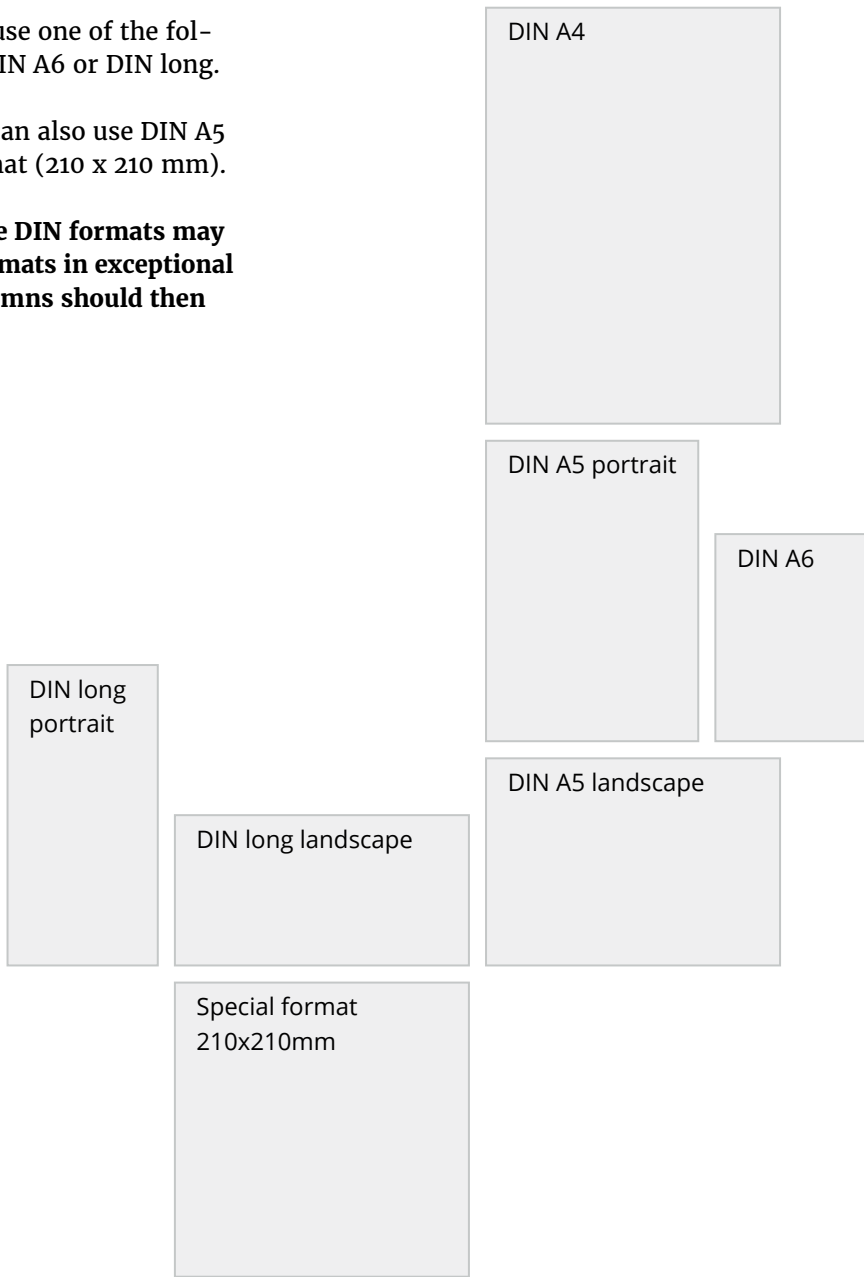
Publications

Formats

All publications should preferably use one of the following formats: DIN A4, DIN A5, DIN A6 or DIN long.

In exceptional cases, publications can also use DIN A5 landscape or a shorter DIN A4 format (210 x 210 mm).

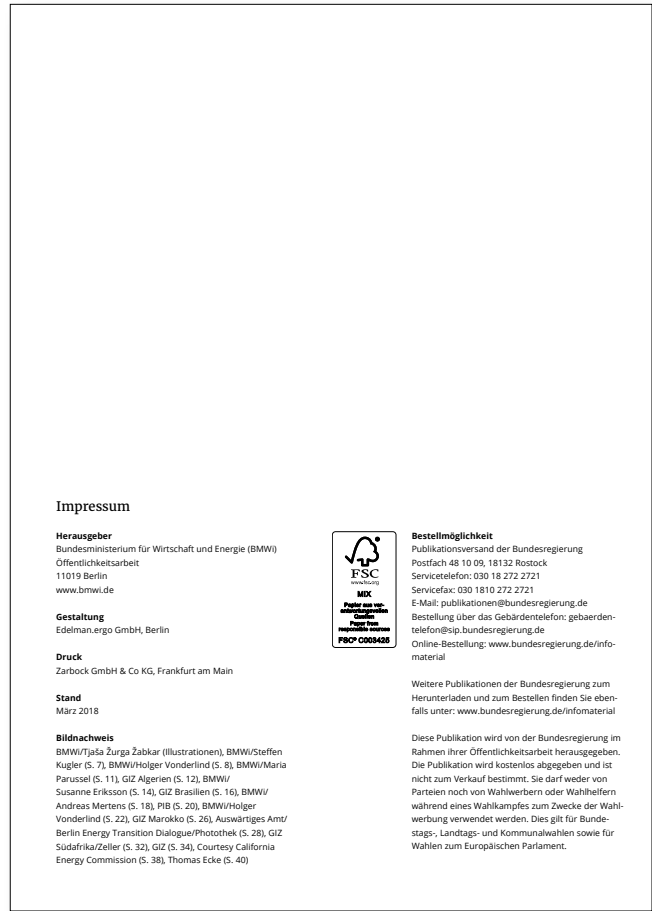
Country-specific equivalents to the DIN formats may be used instead of the specified formats in exceptional cases. The grids, margins and columns should then be adapted accordingly.



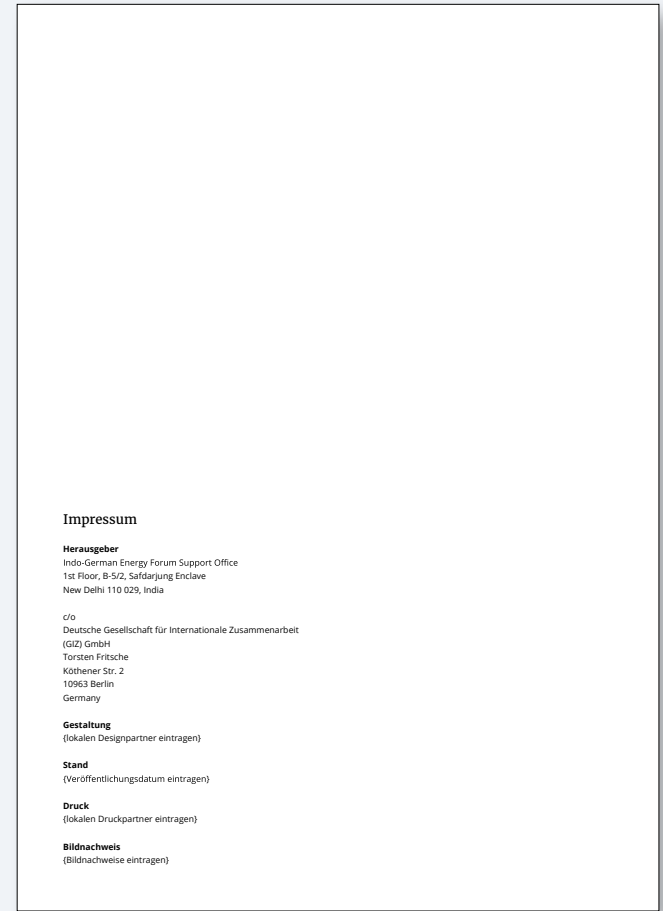
Publication details

Where possible, the publication details should be included on the cover page U3. The font for this is Open Sans bold/regular, 8pt.

Originator: BMWi
FSC certification is required; all other publication information accords with the requirements of the German Government.



Originator: energy partnerships
The publisher is always the implementing office within the country, with reference also made to the GIZ office in Berlin.



Paper recommendations

Originator: BMWi

- Uncoated, 100% recycled papers**
RecyStar Polar (Papyrus)
Vivus 103 (Berberich)
- Coated, 100% recycled papers**
Circle Silk Premium White (IGEPA)
Vivus Silk (Berberich)

- Coated art paper made from virgin fibre**
Profisilk (IGEPA)
Heaven 42 (IGEPA)
MultiCard 1S (Papyrus)
Affichenpapier (Berberich)

Originator: energy partnerships

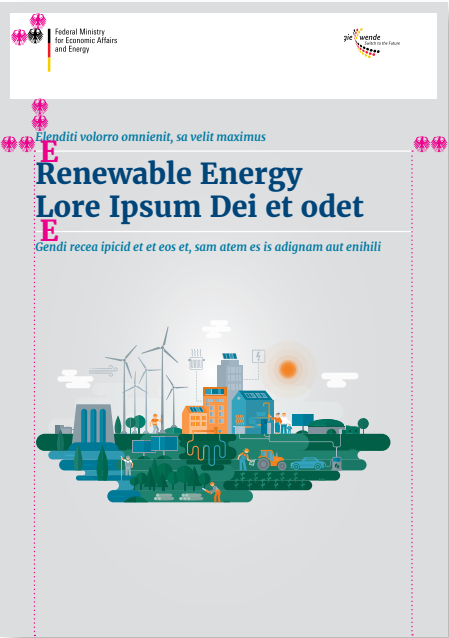
If possible, the same paper is used as for BMWi, or a local equivalent.

Layout

Front cover

Publication design follows clear layout rules in order to guarantee uniformity and recognisability of the energy transition in an international context. The layout is flexible enough to provide sufficient room for publications to be adapted to specific countries’ individual communication products, especially for the use of graphical elements that are already established.

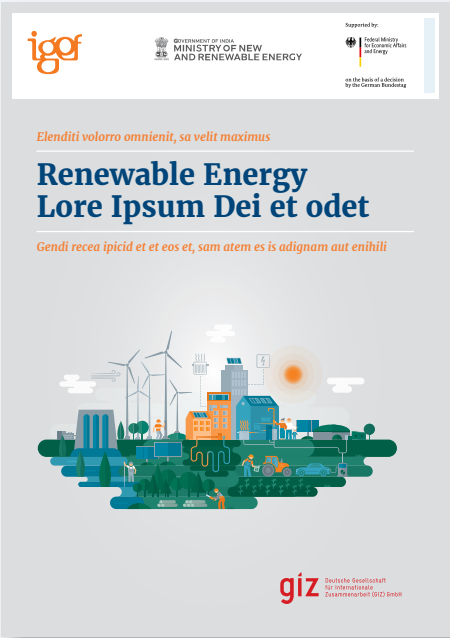
Cover designs for BMWi



- Brand zone**
- A4: W 200 mm, H 40 mm
- A5: W 140 mm, H 36 mm
- A6: W 92 mm, H 36 mm
- DIN long: W 97 mm, H 36 mm

The title font size can vary and can be customised depending on the amount of text. Proportions must, however, be maintained. Maximum width: up to two eagles from margin.

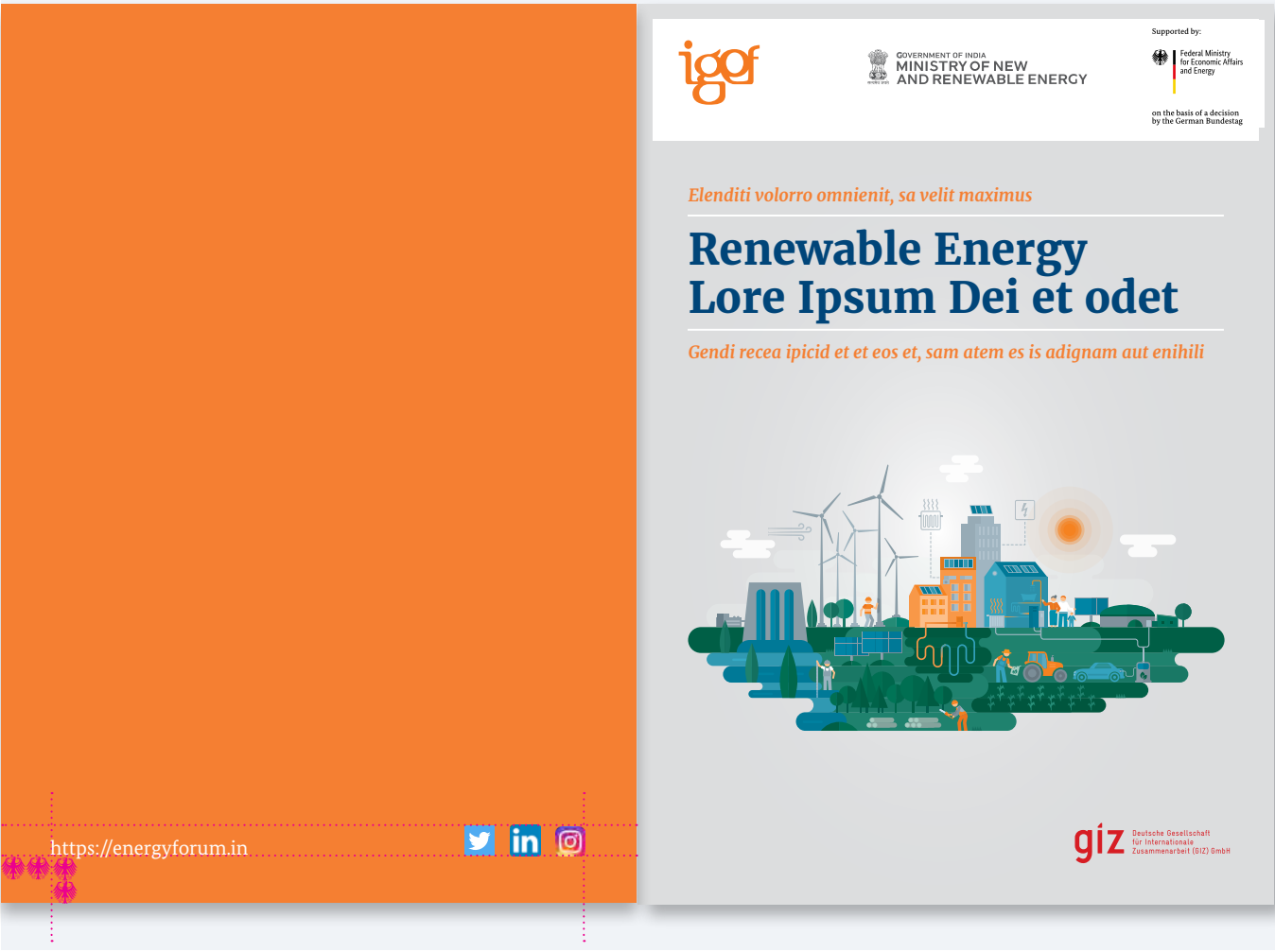
Cover designs for energy partnerships



- Line**
- White, 1,75 pt
- Background**
- Light grey with radial gradient, 15% light grey in centre
- Customisable**
- Subheadlines 1 and 2 in country-specific spot colour

Back cover

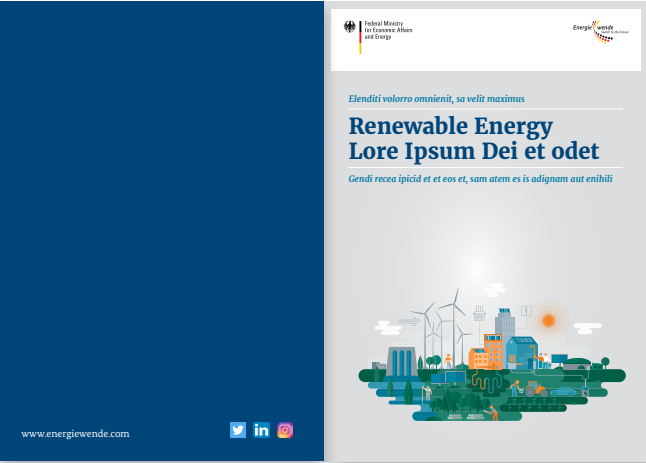
Example: Indo-German Energy Partnership



The back cover provides space for individual elements to be adapted to the specific bilateral partnership. The sending energy partner’s URL is quoted bottom left in white; social media icons are placed bottom right. The chosen spot colour is used as background colour. The same typography is used as for the subheadline on the front cover. Minimum size of social media icons: 5 mm, placed flush right. The distance to the margin is the same as for elements on the front cover.

Back covers are designed identically, regardless of the originator. If no clearly identifiable bilateral partnership can be named as the originator, dark blue is used for the background colour.

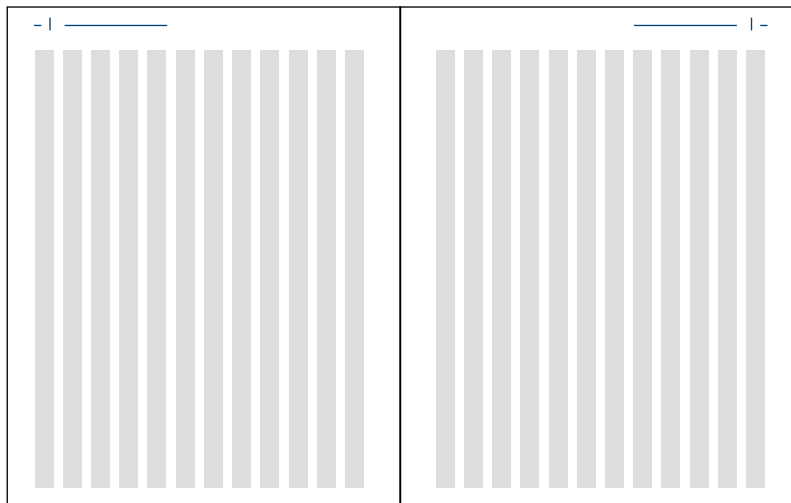
Example: No clearly assignable bilateral partnership



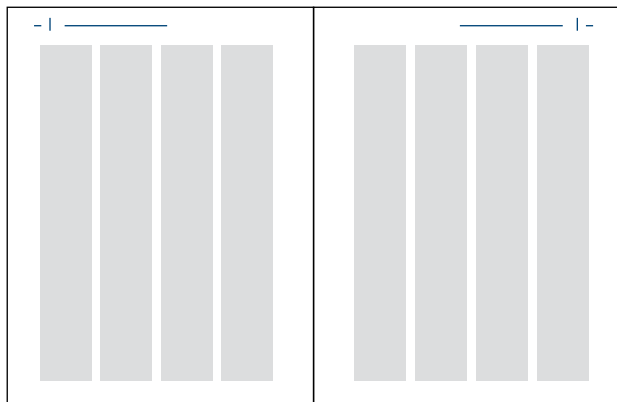
Inside pages

Design grid

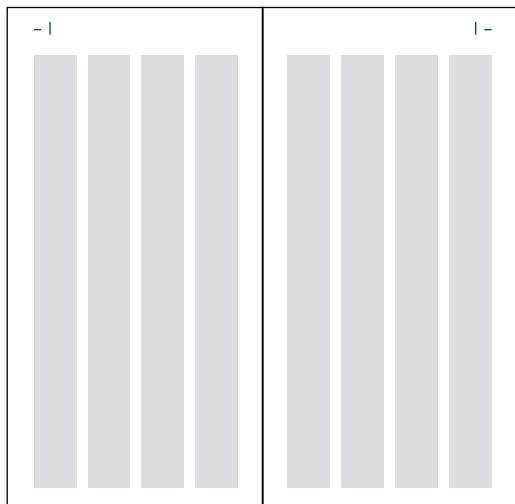
Type area outer margin: 15 mm
Type area top margin: 25 mm
Type area inner margin: 20 mm
Type area bottom margin: 15 mm
Column width: 10 mm
Column spacing: 5 mm
Distance between format
margin and header: 11,5 mm



Type area outer margin: 15 mm
Type area top margin: 20 mm
Type area inner margin: 20 mm
Type area bottom margin: 11 mm
Column width: 24.5 mm
Column spacing: 5 mm
Distance between format
margin and header: 10.5mm

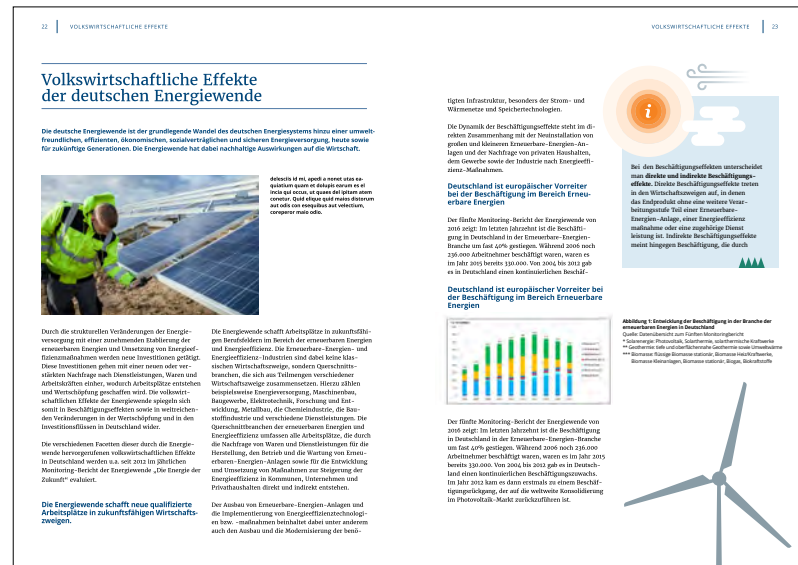


Type area outer margin: 10 mm
Type area top margin: 20 mm
Type area inner margin: 10 mm
Type area bottom margin: 11 mm
Column width: 17.5 mm
Column spacing: 5 mm
Distance between format
margin and header: 10.5 mm



DIN long

Examples



Typography

Left justification is always used.
See the following list for fonts and font sizes.

Element	Font	Colour	DIN A4	DIN A5	DIN long	DIN A6
Title						
Headline	Merriweather Bold	Dark blue	p.18	p.18	p.18	p.18
Subheadline	Merriweather Bold Italic	Spot colour	p.18	p.18	p.18	p.18
Inside pages						
1st Headline (H2)	Merriweather Regular	Dark blue	23pt, lsp 24pt	18pt, lsp 24pt	18pt, lsp 24pt	18pt, lsp 24pt
2nd Headline (H3)	Open Sans Bold	Dark blue	11pt, lsp 13pt	11pt, lsp 13pt	11pt, lsp 13pt	11pt, lsp 13pt
3rd Headline (H4)	Open Sans Bold	Dark blue	9,5pt, lsp 13pt	9,5pt, lsp 13pt	9,5pt, lsp 13pt	9,5pt, lsp 13pt
4th Headline (H5)	Open Sans Regular	Dark blue	9,5pt, lsp 13pt	9,5pt, lsp 13pt	9,5pt, lsp 13pt	9,5pt, lsp 13pt
Leader	Open Sans Bold	Dark blue	9pt, lsp 13pt	9pt, lsp 13pt	9pt, lsp 13pt	9pt, lsp 13pt
Running text	Merriweather Regular	Black	8,5pt, lsp 13pt	8,5pt, lsp 13pt	8,5pt, lsp 13pt	8,5pt, lsp 13pt
Topline	Open Sans Regular	Dark blue	8pt, chsp 90, Upper case	8pt, chsp 90, Upper case	–	–
Page nos	Open Sans Bold	Dark blue	8pt	8pt	8pt	8pt
Captions	Open Sans Bold	Black	7,5pt, lsp 10pt	7,5pt, lsp 10pt	7,5pt, lsp 10pt	7,5pt, lsp 10pt
Footnotes	Open Sans Regular	Black	7,5pt, lsp 10pt	7,5pt, lsp 10pt	7,5pt, lsp 10pt	7,5pt, lsp 10pt
Graphics						
Title	Open Sans Bold	Black	9,5pt, lsp 13pt	9,5pt, lsp 13pt	9,5pt, lsp 13pt	9,5pt, lsp 13pt
Values, data	Open Sans Regular Open Sans Bold	Black	7,5pt, lsp 10pt	7,5pt, lsp 10pt	7,5pt, lsp 10pt	7,5pt, lsp 10pt

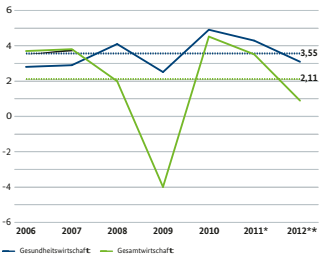
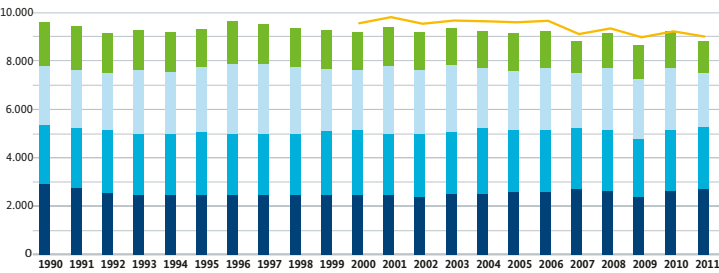
Graphics

Graphics and individual elements of the illustrations can be variably positioned within the grid on the inside pages of all publication formats. They are always placed against a white background or in an info box (10% blue). See page 11 for colours. The primary colour is always dark blue, the secondary colour light blue; a preselected spot colour can also be used. See page 11 for a list of other colours which can be used.

See previous page for typography.

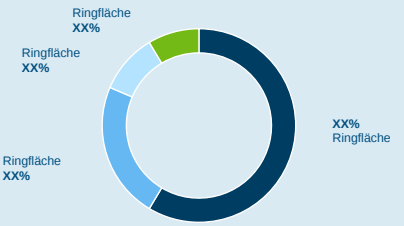
The design and use of individual infographics must be coordinated with the Federal Ministry for Economic Affairs and Energy. The various elements described in this Manual are preferable.

Examples:



Headline lorem ipsum

Us, tem que reium rematur, inullibus escim eat-
estis quisquam, soluptatem quos eaquaectis dem
eumentio doluptur moluptibus vel is natur. Pa
non non est eos et ut voluptatur asped quos eum
dolupta tatquati quos doluptat archilia qui omni
quatun estia volorer chiliqui quis mi, torendaestis



et, serovidebis exped que consequi vollandiorum
harchil laborporrum fuga. Et voluptas et ellabore
niandit, samusda cusanimolent vende velit
versperepedi sant harum esto estio. Ihilitati aut re
nonsed quam quo minciunt de nobitat

Photographs

Photographs are not used on front covers as title motifs, but rather as key design elements on a publication’s inside pages or to visually promote a particular bi-lateral partnership’s specific projects. The following basic rules apply:

- Photos should underline the topic to which they relate
- Photos should not function as mere decorative elements
- Photos should never be posed or only of symbolic value
- Photos should be life-like and depict real-life situations linked to the energy transition
- Photos should be aesthetically pleasing, not too detailed, the colour and content evoking a positive atmosphere
- Photos depicting a combination of people and real-life energy transition situations are preferable to those depicting only one of the two

The Federal Ministry for Economic Affairs and Energy has a stock of photographs around the topic of the energy transition. Feel free to contact the Federal Ministry in this regard.



Sample photos available from the Federal Ministry for Economic Affairs and Energy



Other applications

Agendas

A one-page agenda is designed as shown here. The background is 10% blue or 15% light grey and the brand zone is set out as described on page 8/9. Illustrative elements may be included from the illustration toolbox to suit the topic. For multipage agendas the brand zone and headline, including illustrations, are omitted.

Headline: Upper case, Open Sans Semibold, dark blue, variable size
Sub-header: Upper case, Open Sans Regular, dark blue, 12pt, lsp 16pt

Table:
Time: Open Sans Bold, dark blue, 10pt, lsp 14pt
Running text: Open Sans Regular, black, 10pt, lsp 14pt

Agenda design for BMWi



Agenda design for energy partnerships



Flyers

The illustration below shows a tri-fold flyer. The front and back covers are 105 mm wide, while the content pages are 1 mm narrower. The design follows clear layout in order to guarantee uniformity and recognisability of the energy transition in the international context. The layout is flexible enough to provide sufficient room for publications to be adapted to specific countries' individual communication products, thus ensuring key recognisability and providing a means of differentiation.

Flyer design for BMWi



Brand zone

DIN long: W 97 mm, H 36 mm

Logo size: 90%

The title font size can vary and can be customised depending on the amount of text. Proportions must, however, be maintained. Maximum width: up to two eagles from margin.

Flyer design for energy partnerships



Files

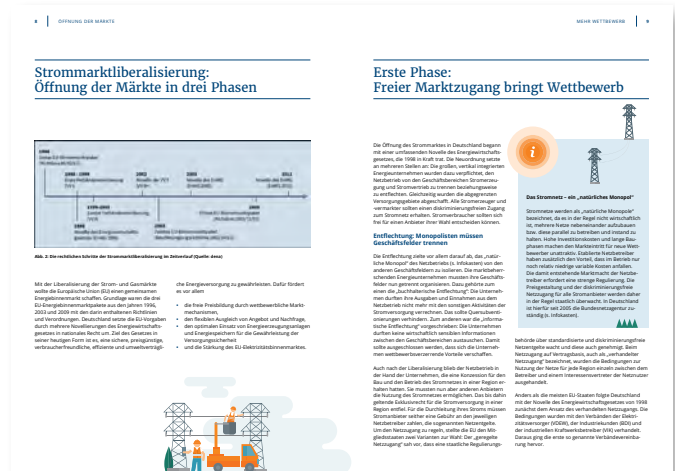
The design of files follows clear layout rules in order to guarantee uniformity and recognisability of the energy transition in the international context. The layout is flexible enough to provide sufficient room for publications to be adapted to specific countries' individual communication products, thus ensuring key recognisability and providing a means of differentiation.

Brand zone

A4: W 200 mm, H 40 mm

Logo size: 100%

The title font size can vary and can be customised depending on the amount of text. Proportions must, however, be maintained. Maximum width: up to two eagles from margin. The back cover of the publication provides space for individual adaptations. This means that the originator's URL appears in white at bottom left, with references to their social media activities to the right. The chosen spot colour is used as background colour. The same typography is used as for the subheadline on the front cover. Minimum size of social media icons: 5 mm, placed flush right. The design of the back cover is identical, regardless of originator.



Fact sheets

Fact sheets are set up for A4 and they are designed as shown below. The background colour is 10% blue or 15% light grey and the brand zone is set out as described on page 8/9. Elements taken from the toolbox of illustrations can be incorporated to reflect the relevant topic.

Headline: Upper case, Open Sans Semibold, dark blue, variable size
Sub-header: Upper case, Open Sans Regular, dark blue, 12pt, lsp 16pt

Fact sheet design for BMWi



Bundesministerium
für Wirtschaft
und Energie



Energie.wende
Wandel zum Wohlstand



ENERGIEWENDE IN BRIEF
SONNENSTROM IN DER MIETWOHNUNG

Das Mieterstromgesetz erweitert die Förderung von Solarstrom in Deutschland. Nun können auch Mieter den auf dem Dach ihres Hauses erzeugten Solarstrom direkt und zu günstigen Konditionen beziehen.



Dank Mieterstromgesetz künftig kein teurer Ausbau mehr: Solaranlagen auf Wohngebäuden in der Stadt.

Das Potenzial von vermieteten Mehrfamilienhäusern nutzen

Während Hauseigentümer bereits in der Vergangenheit von der dezentralen Stromerzeugung und dem Eigenverbrauch aus eigenen Solarstromanlagen profitieren konnten, war dies insbesondere für die vielen Mieter in den deutschen Städten weitgehend ausgeschlossen. Mit dem im Sommer 2017 verabschiedeten Mieterstromgesetz haben sie nun die Möglichkeit, Strom direkt von einer Solaranlage auf dem Dach ihres Mietshauses zu nutzen. Das ist für Mieter deshalb interessant, weil sich bei dieser Direktbelieferung einige Kostenbestandteile, die üblicherweise im Strompreis enthalten sind, einsparen lassen. So entfallen etwa die Netzentgelte, die auf dem kurzen Weg vom Dach in die Wohnung das Stromnetz nicht beansprucht wird.

Aufgrund der gesunkenen Stromgestehungskosten für Photovoltaikanlagen und deren gestiegene Wettbewerbsfähigkeit, aber auch aufgrund ungenutzter Dachflächen in urbanen Ballungsräumen sieht der deutsche Gesetzgeber nun für die Betreiber von Photovoltaik-Mieterstromanlagen, also den Vermieter oder ein von ihm beauftragtes Unternehmen, eine bedarfsgerechte monatliche Solarstromförderung nach dem Erneuerbare-Energien-Gesetz (EEG) vor.

Vorteile des Mieterstroms: „Wer profitiert?“

Neben Mietern profitieren die Immobilienwirtschaft, Vermieter sowie kommunale Energieversorger von den Neuregelungen. Sie ermöglichen eine weitere Beteiligung der Bevölkerung an der Energiewende und tragen so auch zur höheren gesellschaftlichen Akzeptanz bei.



KURZ ERKLÄRT

Was ist Mieterstrom?

Mieterstrom ist Strom, der in einer Solaranlage auf dem Dach eines Wohngebäudes erzeugt und direkt an die Mieter im jeweiligen Gebäude oder zugehörige Nachbargebäude geliefert wird. Überschüssiger Solarstrom kann ins öffentliche Netz eingespeist oder zwischengeschaltet werden. In der Praxis investiert ein Vermieter nicht unbedingt selbst in eine Solaranlage oder übernimmt die Rolle eines Stromanbieters. Diese Aufgaben kann er Dritten übertragen, beispielsweise dem örtlichen Stadtwerk.

Wer bekommt eine Förderung?

Das Mieterstromgesetz sieht vor, dass Betreiber von Solaranlagen mit einer Leistung von bis zu 100 kWp für jede geleistete Kilowattstunde (kWh) von ihrem Netzbetreiber einen Zuschlag erhalten. In Zeiten, in denen nicht ausreichend oder kein Solarstrom zur Verfügung steht, kann bspw. auf Netzstrom zurückgegriffen werden. Diese ergänzenden Strommengen werden nicht gefördert.

Wie hoch ist die Förderung?

Der Zuschlag berechnet sich aus der aktuellen EEG-Einspeisevergütung für Strom aus Solaranlagen. Zusätzlich erhält der Mieterstromanbieter den Erlös aus dem Stromverkauf an die Mieter. Diese zahlen für den gekauften Solarstrom keine Netzentgelte, netzseitige Umlagen sowie weniger Steuern, was sich wiederum in einem günstigeren Mieterstromtarif widerspiegelt. Überschüssiger, ins Netz eingespeister Solarstrom wird dem Anlagenbetreiber nach EEG vergütet.

Wie wird eine Überförderung verhindert?

Jährlich können Solaranlagen mit insgesamt 500 Megawatt Leistung eine Förderung für Mieterstrom erhalten. Der Zuschlag ist in das EEG 2017 eingebettet. Das sorgt dafür, dass die EEG-Vergütungen bei hohem PV-Zubau schneller sinken. So wird die neu installierte PV-Leistung in Deutschland gezielt gesteuert und dadurch ebenso die Förderkosten für neu hinzukommende PV-Mieterstromanlagen begrenzt.

Ziel des Mieterstromgesetzes ist es, dass Mieter und Vermieter (Anlagenbetreiber) nicht nur stärker an der Energiewende beteiligt werden, sondern auch wirtschaftlich davon profitieren können. Es setzt die regulatorischen Anreize so, dass die Strompreise langfristig bezahlbar bleiben. Mieter profitieren von günstigen Stromtarifen, Vermieter über die Verpachtung von Dachflächen und/oder ein Anlagenbetreiber über eine langfristig geförderte Projekterlöse. Es entstehen zudem keine neuen Abhängigkeiten für die Mieter, denn diese können einen Liefervertrag mit dem Mieterstromanbieter abschließen, sie müssen es aber nicht.

Mieterstrom im Kontext der Energiewende

Die deutsche Energiewende profitiert insgesamt, weil das Mieterstromgesetz neue Impulse für den Photovoltaik-Ausbau setzt. So kann das jährliche Ausbauziel von 2,5 Gigawatt neuer Photovoltaikleistung in Deutschland schneller erreicht und dabei die Nutzung von Dachflächen insbesondere in urbanen Ballungsräumen forciert werden. Die günstige und verbrauchsnahe Erzeugung von Solarstrom sowie die Digitalisierung ermöglichen neue Geschäftsmodelle und neue Dienstleistungen.

Abbildung 1: Mieter und Vermieter profitieren wirtschaftlich von der Energiewende

Quelle: eigene Darstellung

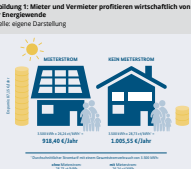


Abbildung 2: Mieterstrom - Vorteile und Vertragspartner

Quelle: eigene Darstellung



z.B.
1) Mieterstromanbieter (Anlagenbetreiber) = Flächennutzer
2) Mieterstromanbieter (Anlagenbetreiber) = EEG

Brand zone
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Logo size: 100%

Fact sheet design for energy partnerships



Partenariat Énergétique
Energiepartnerschaft
Algérie-Allemagne



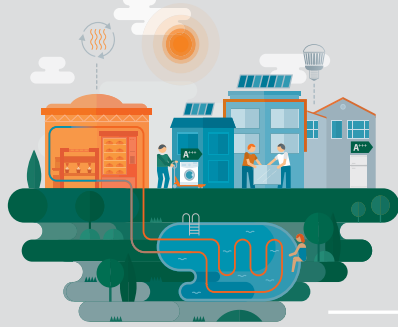
Ministère de l'Énergie

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Federal Ministry
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ÜBER DIE BILATERALE PARTNERSCHAFT
DEUTSCH-ALGERISCHE ENERGIEPARTNERSCHAFT

1. Allgemeines

Die Deutsch-Algerische Energiepartnerschaft ist die zentrale Dialog-Plattform für die energiepolitische Zusammenarbeit beider Länder. Sie bündelt die bilateralen Aktivitäten der deutschen Bundesregierung im Energiebereich und unterstützt den bilateralen Austausch zu aktuellen Themen auf politischer und technischer Ebene. Arbeitsgruppen unter fachlicher Leitung des Bundesministeriums für Wirtschaft und Energie (BMWi) behandeln unter Beteiligung von Wirtschaft und Forschung Fragen der Energiepolitik (z.B. Gesetzgebung, Marktentwicklung, Regulierung) sowie technische und sozioökonomische Aspekte von erneuerbaren Energien und deren Auswirkung auf die Klimapolitik.

Die Energiepartnerschaft zielt darauf ab, Erfahrungen aus der Umsetzung der deutschen Energiewende dafür zu nutzen, Algerien bei der Entwicklung und Umsetzung

der nationalen Energieversorgung zu unterstützen. Ein Schwerpunkt liegt dabei auf der Entwicklung förderlicher Rahmenbedingungen auf dem Energiemarkt.

2. Institutioneller Rahmen Verantwortlichkeiten und Stakeholder

Zuständig für die Gesamtkoordinierung der Partnerschaft ist in Deutschland das Bundesministerium für Wirtschaft und Energie (BMWi). In Algerien ist das Ministerium für Energie verantwortlich. Weitere zentrale Akteure auf deutscher Seite sind das Bundesministerium für Um-

welt, Naturschutz, und nukleare Sicherheit (BMU), das Bundesministerium für wirtschaftliche Zusammenarbeit und Entwicklung (BMZ) und das Auswärtige Amt (AA). Auf algerischer Seite spielen zudem die Elektrizitäts- und Gasregulierungskommission (CREG) und die zwei staatlichen Energieversorgungskonzerne Sonatrach und Sonelgaz eine aktive Rolle.

Operative Umsetzung

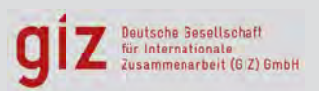
Die operative Umsetzung der Energiepartnerschaft erfolgt unter Leitung des BMWi und des algerischen Energieministeriums. Ein hochrangiges Steuerungsgremium auf Staatssekretärsbene ist für die Strategie der Energiepartnerschaft verantwortlich. An ihm nehmen Regierungsvertreter und staatliche Energiebehörden teil.

Zudem arbeiten zwei thematische Arbeitsgruppen zu folgenden Themen:

- Erneuerbare Energien
- Energieeffizienz

Die thematischen Arbeitsgruppen sind offene Gremien, an denen Akteure aus der Wirtschaft, Forschung und Zivilgesellschaft teilnehmen und ihre Projekte einbringen können. Sie stehen unter fachlicher Leitung der nationalen Ministerien bzw. nachgeordneten Behörden aus Deutschland und Algerien.

Die Energiepartnerschaft wird organisatorisch und inhaltlich durch Ansprechpartner bei der Gesellschaft für Internationale Zusammenarbeit (GIZ) in Algier und Berlin



The implementing partner may be indicated here.

Studies

The title font size can vary and can be customised depending on the amount of text. Proportions must, however, be maintained. Maximum width: up to two eagles from margin.

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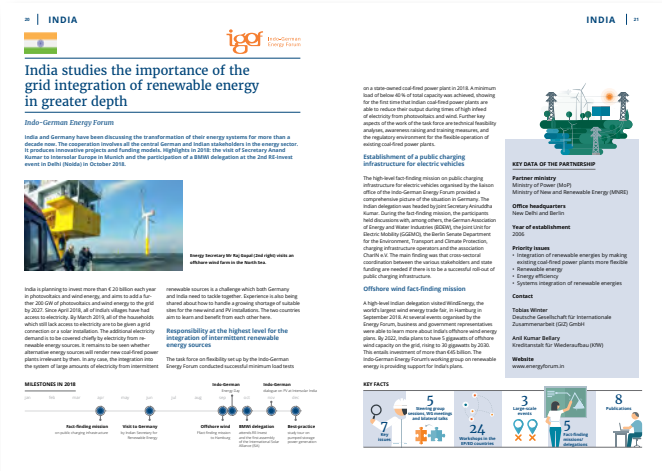
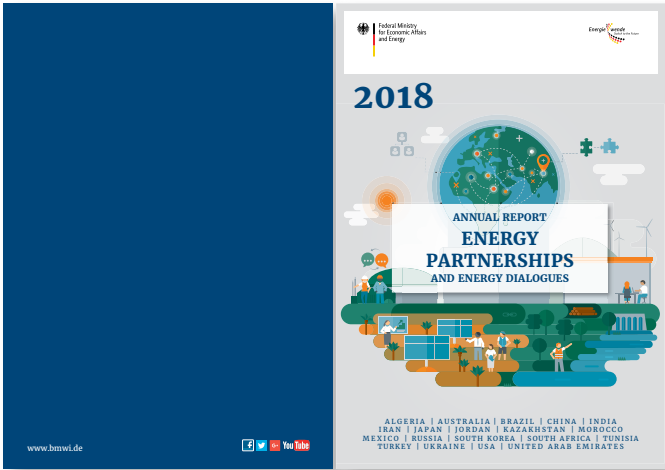
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Customisable
Subheadlines 1 and 2
in the spot colour



Annual reports

The annual report is designed uniformly, just like all the other materials. The layout includes graphics and images that are aesthetically appealing and focus attention on the energy transition. Coloured text boxes show the partnerships' core data. Milestones and key data are also included in the report.



Other formats

Design of roll-up banners for energy partnerships



Energy partnership PowerPoint presentations

