



European DHC statistics

- Towards better documentation and analysis

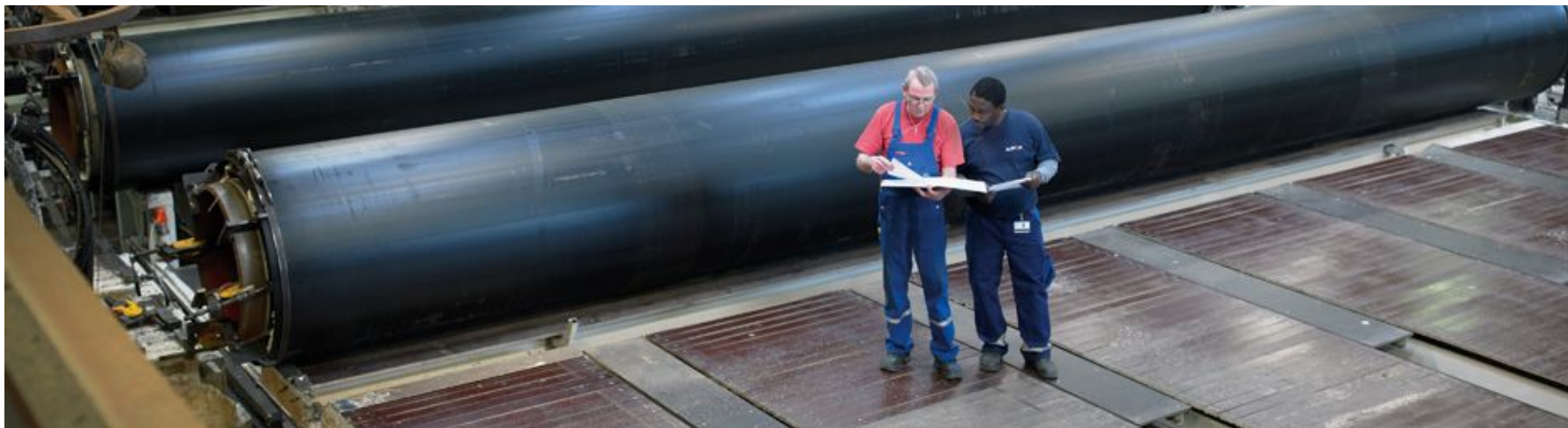
From statistics to market growth, industrial perspective

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Agenda

- Introduction
- Who is LOGSTOR
- Stakeholders and their need for statistics
- The industrial perspective
- The LOGSTOR perspective
- The human factor
- Conclusion



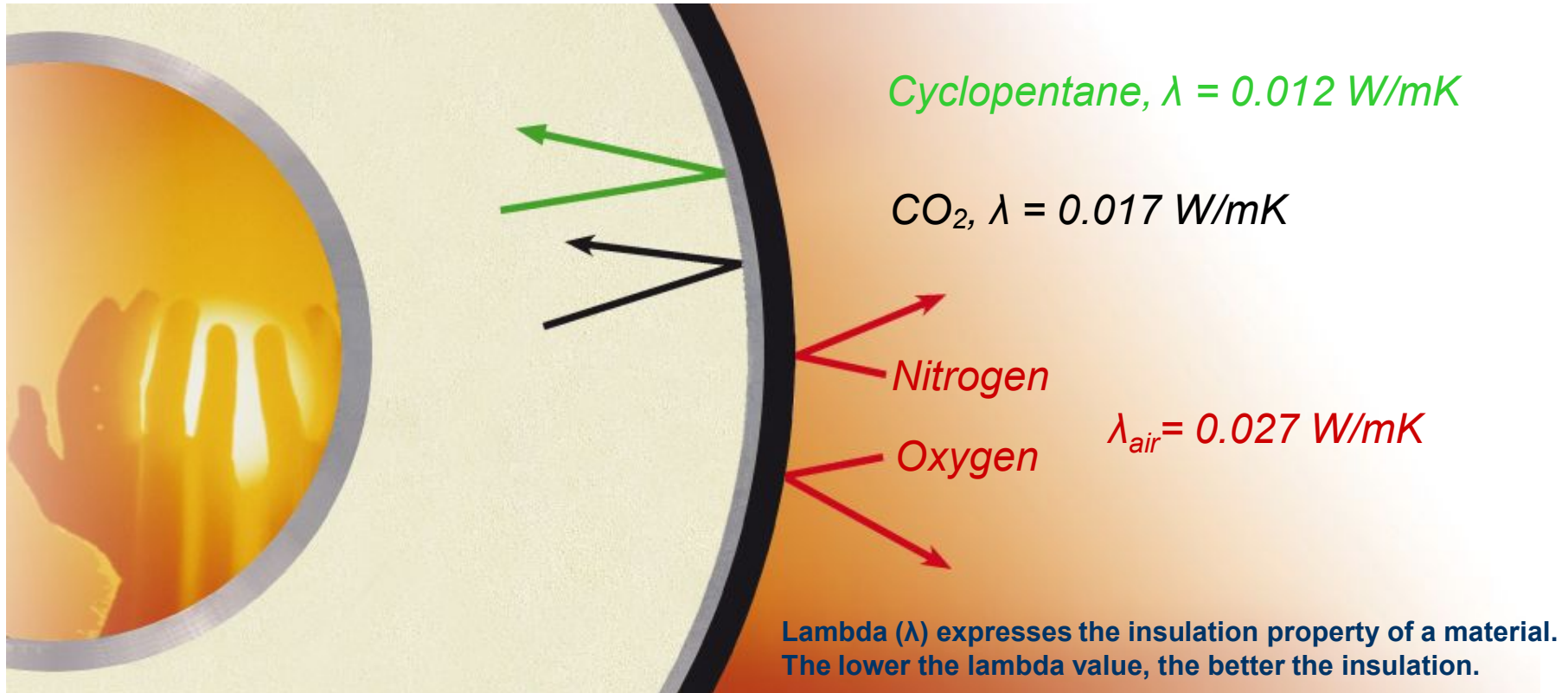
The concept of district heating

LOGSTOR's solution



- We invented the pre-insulated pipe technology
- Complete pipe system
- Designed to minimize installation and operating costs
- Key issues: Quality, durability and lifetime beyond 30 years.
- Optimum insulation ensures low operating costs
- Reduces heat losses
- Reduces CO₂ emissions

Energy efficiency / heat loss



- **Built-in diffusion barrier**
 - Prevents ageing of insulation
 - Reduces energy losses

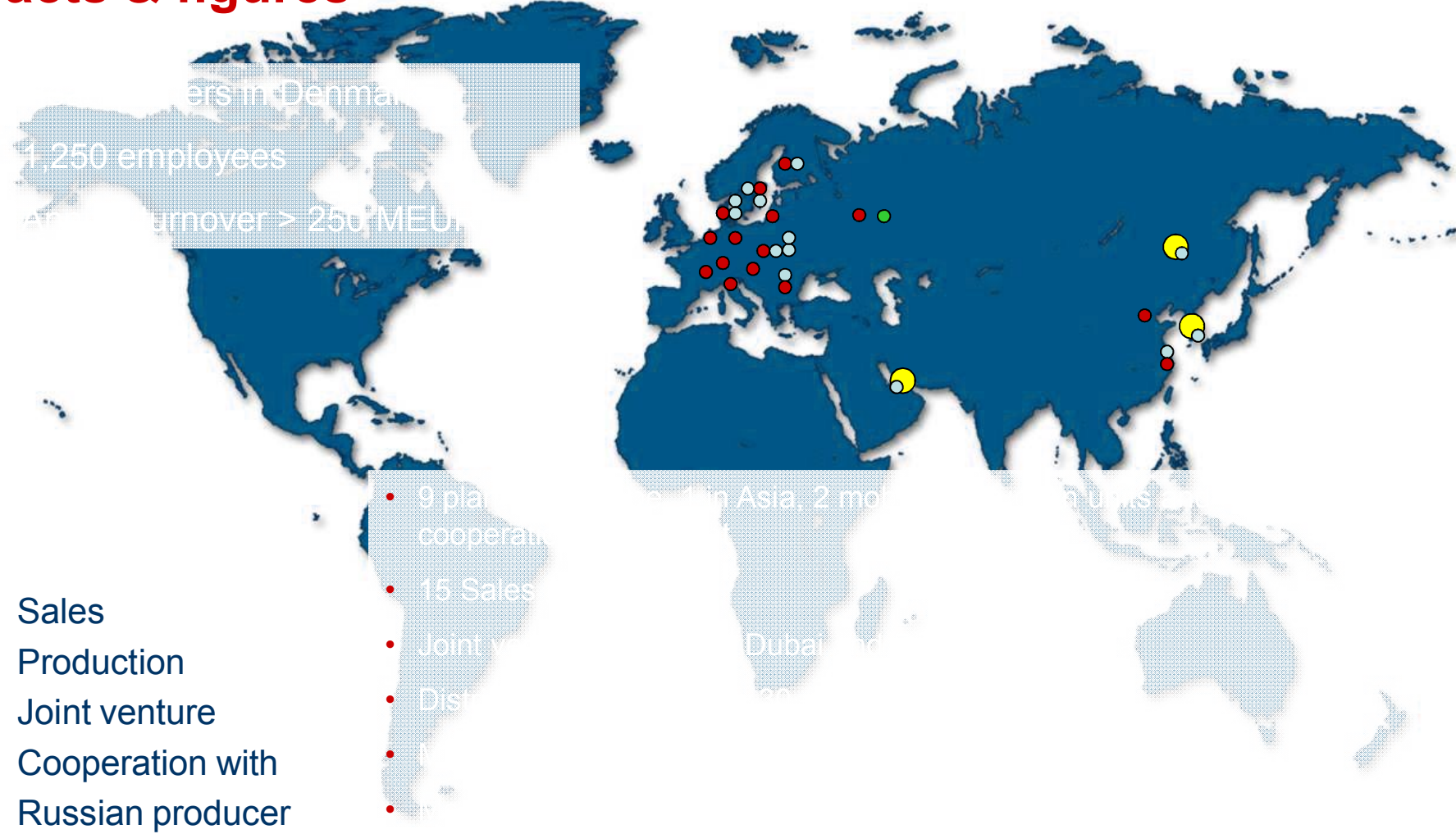
- Result:**
- Lower operating costs
 - Less environmental impact

Facts & figures

- 1000+ partners in Denmark
- 400-250 employees
- Annual turnover > 250 MEUR

- Sales
- Production
- Joint venture
- Cooperation with Russian producer

- 9 plants in Asia, 2 more in Europe
- 15 Sales offices in Europe
- Joint venture in Dubai
- Distribution in 100+ countries
- 100+ projects in 100+ countries
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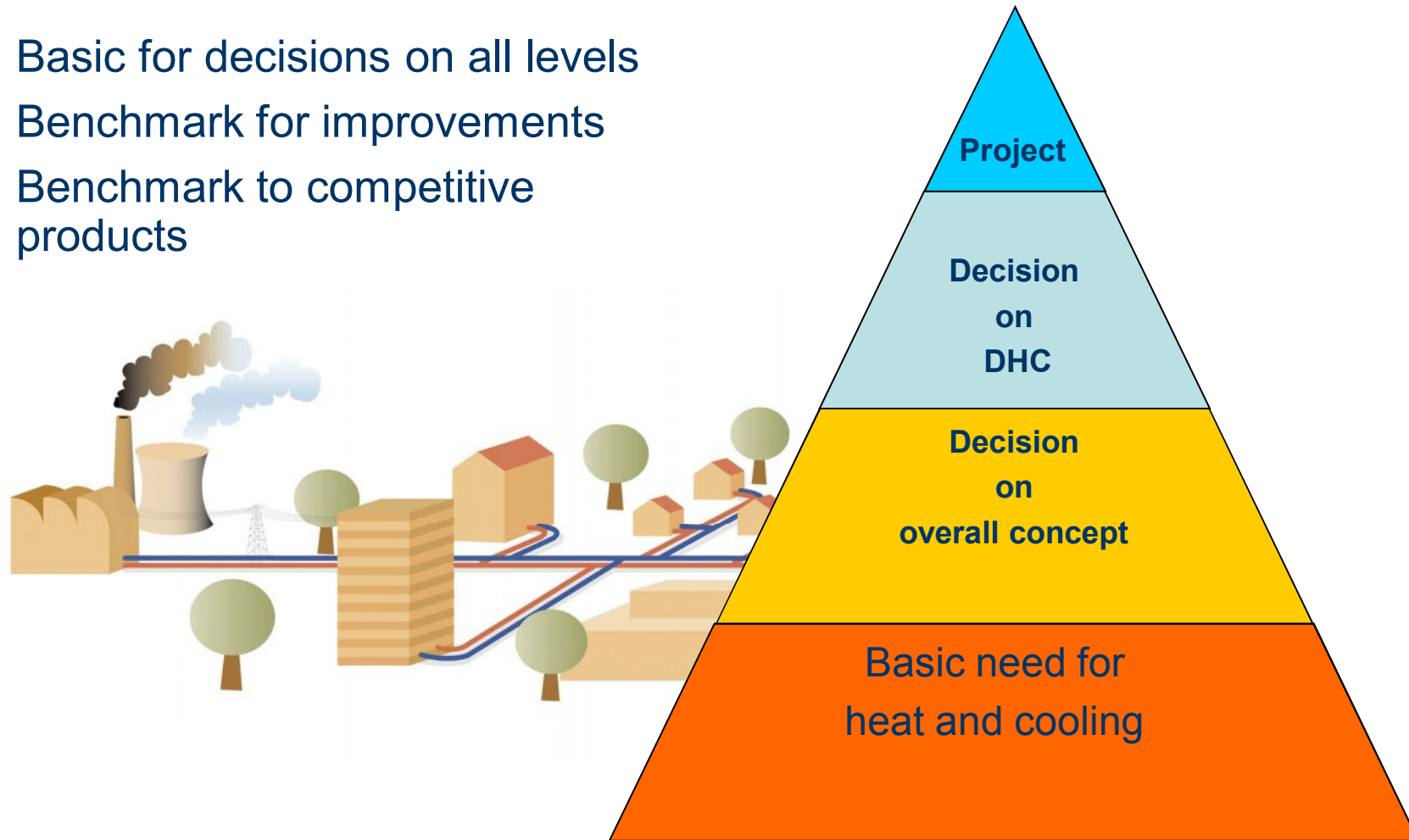


DHC Stakeholders



The need for statistics

- Basic for decisions on all levels
- Benchmark for improvements
- Benchmark to competitive products



The industrial perspective

- Basic demand for business case
 - How is market conditions and why?
 - What are the prospects?
 - Sales potential / top line?
 - Costs and investments needed?
 - Cash flow?
 - What is my return on investment?
 - Risks versus opportunities?

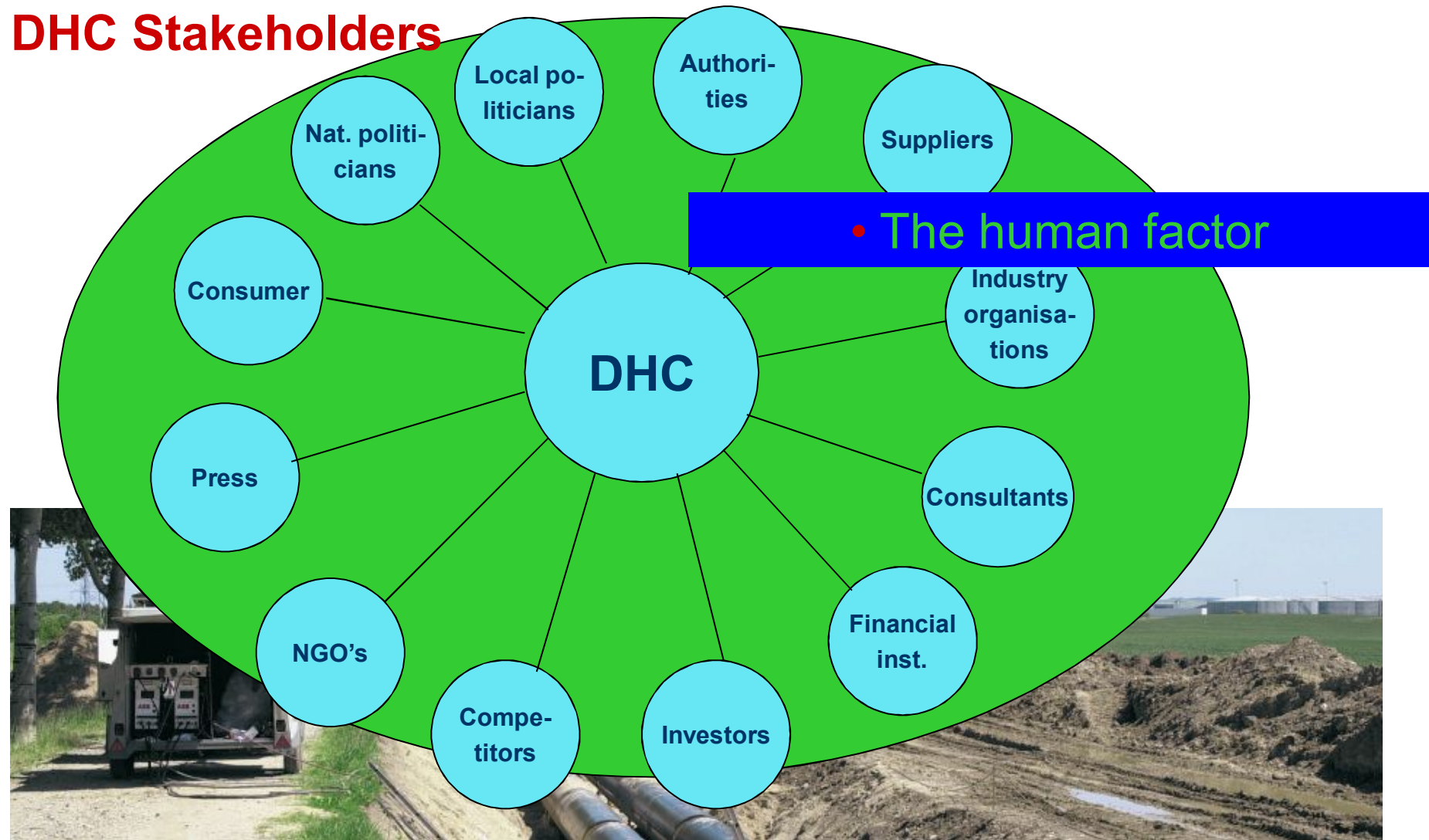


The LOGSTOR perspective

- Length of transmission & distribution network
- Age of network – expected lifetime
- Heat loss in network
- New investments – status & plans
 - Extension and consolidation of network
 - Reconstruction of network
- Number of consumers
- Number of DHC companies and plants
- Market share of DHC versus competitive products
- Consumer price for DHC



DHC Stakeholders



The human factor – the needs

- Everyone wants to be proud of what she/he is doing
- MY work is always a good topic
- Persons have life and contacts beyond 8 – 16
- Many want to be “ambassador” for DHC

- Give them the facts, arguments and the good story of DHC, then they bring it to the world.



Conclusion

- Data and statistics are the foundation for creating knowledge which can empower people to make the best decisions.

- If you do not tell your story then people will make their own out of their perception.



Conclusion

- Improved statistics on DHC are needed because:

- The golden arguments for DHC,
 - save energy
 - less impact on environment
 - good for the economymust be supported by data and facts!





Thanks for your attention