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D 5.4: Report on national campaign activities in Austria

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The European Enterprises Climate Cup

The European Enterprises Climate Cup (EECC) is an EU-funded project that aims to support small and medium sized enterprises (SMEs) in their goal to be front-runners in energy efficiency management. By participating in a Europe-wide competition, they are provided with cost-free energy advice and good-practice sharing. In addition, their engagement for climate protection in terms of Corporate Social Responsibility (CSR) will become visible all over Europe.

The European Enterprises Climate Cup (EECC) has been launched on the 28th of April 2015 and will end on the 31th of May 2016. Small and medium sized enterprises with a separate office space and up to 250 employees in 10 European countries (Austria, Bulgaria, Denmark, France, Germany, Ireland, Italy, Latvia, Malta and Spain) are encouraged to enter into the competition on a national as well as on a European level. The campaign will last 12 months. During that period participating companies will be supported in implementing energy saving measures in their offices and motivating their employees to undertake energy efficient behaviour.

1 Introduction to the Campaign

The national EECC campaigns focus on different campaign activities, such as:

- Involvement of endorsements (company recruiting and dissemination)
- Recruitment of companies as participants
- Workshops with energy agents
- Energy audits at companies
- Internal communication activities within companies
- External communication (media activities, events, publications)

In the following the Austrian campaign approach will be introduced according to the above mentioned campaign activities. Best practices and their effects as well as challenges will be pointed out.

1.1 Events

1.1.1 AEA Workshop

In order to profit from the various contacts that exist in the Austrian Energy Agency due to national and international projects a workshop was organized on 14th January 2015 in AEA. The EECC project was presented to the participants. The participants, staff of AEA, were asked to provide their ideas which companies, organizations or multipliers might be contacted in order to find more companies to participate in the EECC project.

Figure 1 shows the various contacts that were worked out and that subsequently were contacted by e-mail, telephone or personally.



Figure 1: Summary of contacts and multipliers as proposed by the AEA-inhouse Workshop, source: AEA

After the workshop various actions had to be undertaken in the effort to recruit more companies for participation. Table 1 shows the actions that were undertaken.

Table 1: Actions undertaken as consequence of the AEA-Workshop¹, Source: AEA

personal contact to Greenpeace and invitation
invitation sent to "Klimabündnis"
distribution in the AEA Newsletter
contacts and invitation of companies who were awarded a prize for energy efficiency measures
distribution to regional programmes for publication
delivering of the information to energy advisers for further distribution
invitation of contacts in the projects EPISCOPE and TABULA

There are two companies who were contacted after the workshop and act now as participants in the EECC project. Table 2 shows the two companies.

Table 2: Participants in EECC as achievement of the AEA Workshop, Source: AEA

EUDT Energie- u. Umweltdaten Treuhand GmbH
Palais Sterneck, Sterneckstraße 19
A-9020 Klagenfurt
KANZIAN ENGINEERING & CONSULTING GmbH
Management Systeme, Software, Rechtsmanagement, Trainings
Pazmanitengasse 19/20, A-1020 Wien
10. Oktober Straße 17/1.7, A-9560 Feldkirchen



1.1.2 Presentation of EECC in the Monthly Information Meeting of AEA

The EECC project was presented in February in the first Monthly Information Meeting (MIM) of AEA in 2015. The aim was to inform colleagues about EECC and to make use of other existing contacts that might be used for EECC.

1.1.3 Presentation during the Award Ceremony for Companies of klimaaktiv

On December 2nd, 2014, the EECC project was presented for the first time in the frame of the yearly klimaaktiv award ceremony taking place for companies with outstanding measures for energy efficiency. The presentation of the EECC-project was as separate point on the agenda of the event:

http://www.klimaaktiv.at/energiesparen/betriebe_prozesse/vorzeigebetriebe/Einladung_zur_Einr.html

¹ Projects on AEA-Website:

EPISCOPE <http://www.energyagency.at/projekte-forschung/gebäude-haushalt/detail/artikel/episcope-typologische-klassifizierung-und-energieeffizienz-monitoring-von-wohngebäudebeständen.html>

TABULA <http://www.energyagency.at/projekte-forschung/gebäude-haushalt/detail/artikel/tabula-typology-approach-for-building-stock-energy-assessment.html>

1.2 Distribution through Newsletters

The Austrian Energy Agency (AEA) is managing the klimaaktiv programme that promotes energy efficiency for various areas such as companies, communities, products and appliances, buildings and mobility. The programme was initiated by the Federal Ministry of Agriculture, Forestry, Environment and Water Management. As part of the campaigning the various networks of klimaaktiv were contacted and invited for participation or sponsoring.

The EECC invitation was sent out to the addressees of the newsletters in AEA (cf. Table 3).

The newsletter for klimaaktiv energieeffiziente betriebe (energy efficient companies) announced the EECC-project repeated times (Q4 2014 and Q2 2015) and included the factsheet for more information.

klimaaktiv invited companies for the participation in EECC in its September 2014 newsletter <http://www.klimaaktiv.at/news/klimaaktiv/mails/News-09-2014.html> .

The klimaaktiv Newsletter for communities included the invitation as well in its September information <http://www.klimaaktiv.at/news/gemeinden/mails/klimaaktiv-Newsletter-fuer-Gemeinden-04-2014.html>

Table 3: Invitation to participate in EECC in Newsletters in AEA, Source: AEA

Newsletter	interval	date of distribution	addressees
klimaaktiv Newsletter	monthly	29 September 2014	4.400
ka energieeffiziente betriebe	quaterly	7 July 2015	1.400
ka energieeffiziente betriebe	quaterly	17 December 2014	1.400
ka Partner	quaterly	30 October 2014	410
ka Gemeinden	monthly	19 September 2014	9.400
AEA Newsletter	as decided	15 January 2015	3.800

1.3 Multipliers

1.3.1 Invitation to Energy Providers

In the light of the new Energy Efficiency Law (Energieeffizienz Gesetz²) in force in Austria since January 2015 energy providers were invited to participate in EECC. It was hoped that the perspective to save energy would attract energy providers. The companies (cf. Table 4) were invited repeated times by phone and by e-mail to participate and to act as multipliers.

² <http://www.bmwf.gv.at/EnergieUndBergbau/Energieeffizienz/Seiten/Energieeffizienzpaket.aspx>

Table 4: Contacts to energy providers in Austria, Source: AEA

Art	Firmenname	Bundesland	Web	Kontaktperson	Adresse
Energieversorgung	Energie Burgenland AG	Bgld	www.energieburgenland.at	Ing. Mag. Pinczolics Stefan	Kasernenstraße 9, 7000 Eisenstadt
Energieversorgung	Wien Energie GmbH	W	www.wienenergie.at	Mag. Alexander Rehbogen	Thomas-Klestil-Platz 14, 1030 Wien
Energieversorgung	EVN AG	NÖ	www.evn.at	Mag. Roland Ziegler (Abteilungsleiter Energie-Dienstleistungen)	EVN Platz, 2344 Maria Enzersdorf
Energieversorgung	TIWAG-Tiroler Wasserkraft AG	T	www.tiwag.at	Mag. Elmar Schneitter, RH bez. Kontaktdaten fragen	Eduard-Wallnöfer-Platz 2, 6020 Innsbruck
Energieversorgung	Salzburg AG für Energie, Verkehr & Telekommunikation	S	www.salzburg-ag.at	Ing. Mag. Georg Baumgartner	Bayerhamerstraße 16, 5020 Salzburg
Energieversorgung	Feistritzwerke STEWEAG GmbH	St	www.feistritzwerke.at	Frau H. Siemmeister, Herr Direktor Walter Schiefer	Gleisdorf
Energieversorgung	Fernwärme Wien GmbH	W	www.fernwaermewien.at		Wien
Energieversorgung	Energie Steiermark	St	www.e-steiermark.com	Mag. Peter Trummer Geschäftsführer	Graz

1.3.2 Competence Partners

Competence partners in klimaaktiv are professionals or energy consultants who completed their qualification by a klimaaktiv training in the field of renewable energy or energy efficiency.

Competence partners in the project klimaaktiv energieeffiziente betriebe were asked to participate in the EECC project and to inform their partners through their communication channels (cf. Table 5).

The two companies “KANZIAN ENGINEERING und CONSULTING GmbH - KEC” and “netconnect Ing. Armin Zingerle” are now participants in the project and also sent out invitations to their partners (cf. Table 2).

Table 5: competence partners contacted of the project klimaaktiv energieeffiziente betriebe, Source: AEA

Firmenname	Firmenname
Fachverband für Elektro- und Elektronikindustrie	Spirax Sarco GmbH
BVL - Bundesvereinigung Logistik Österreich	Firma Bernhard FERCHER Abwasser - Abluft - Entstaubung - Energie
Holztechnikum Kuchl	0800SUPPORT Vertriebs GmbH
Feistritzwerke Stewag GmbH	Druckluftoptimierung, Ing. Christian Steinbrugger e.U.
GE Jenbacher	KSB Österreich GmbH
GETEC Energie- und Gebäudetechnik GmbH	ASKI Industrie Elektronik Gesellschaft mbH
Hans Oetiker Maschinen- und Apparatebau Gesellschaft m.b.H.	Stadtwerke Kufstein GmbH
VOIGT+WIPP Engineers GmbH	KANZIAN ENGINEERING und CONSULTING GmbH
Danfoss Ges.m.b.H.	JAC Jägersberger Audit Consulting
Grundfos Pumpen Vertrieb Ges.m.b.H.	BuildDesk Österreich GmbH
SKK Austria Energie Vertriebs GmbH	VERmax Messtechnik GmbH
WILO Pumpen Österreich GmbH	netconnect Ing. Armin Zingerle
Ziehl-Abegg Ges.m.b.h	Lichtdesign GRATZEL
Walter Bösch GmbH und CO KG	ebm-papst Motoren und Ventilatoren GmbH
Energiecomfort Energie- und Gebäudemanagement GmbH	Energie- und Umweltdaten Treuhand GmbH
GOdata GmbH	SCS Schneider GmbH
ENERGON Energie- und Umweltmanagement GmbH	VTU Engineering GmbH
EEC Energy and Environmental Consulting GmbH	Wien Energie GmbH
LIMBACH WARUTEC GMBH	Cofely Kältetechnik GmbH
Kaeser Kompressoren	FEO Feichter EDV Organisation und HandelsgmbH
Schneider Electric Austria Ges.m.b.H.	EICHLER Flow Technology GmbH
Verband österreichischer Dämmunternehmungen	Schiessl-Kältegesellschaft m.b.H.
omtec Energiemanagement GmbH	Bike-Energy
Atlas Copco GmbH Kompressoren und Drucklufttechnik	SCA Hygiene Products GmbH
ZG LIGHTING AUSTRIA GmbH	UNEX HEATEXCHANGER Engineering GmbH
TÜV AUSTRIA CERT GMBH	e7 Energie Markt Analyse GmbH

1.3.3 Associations for Property Building and Residential Area

Armin Zingerle from netconnect convinced GWS, the Styrian Non-profit Association for property building and residential area (GWS - Gemeinnützige Alpenländische Gesellschaft für Wohnungsbau und Siedlungswesen) to participate in the project. Based on this the project team tried to invite other Austrian Associations for buildings and residential area (about 85 contacts out of 250 associations) for participation in the project. No further association was interested in participation.

1.3.4 Energy Consultants

27 energy consultants were asked to act as multipliers for the EECC project.

1.3.5 Regional Programmes and Energy Agencies

Regional Programmes are organizations, public or private, associated with provinces who promote energy efficiency and sometimes offer energy consulting.

The 14 Regional Programmes were asked to announce the EECC-project through their communication channels (cf. Table 6).

Below two examples of regional programmes are shown who still present the EECC project on their websites, these are “Wirtschaftsinitiative Nachhaltigkeit Steiermark” <http://www.win.steiermark.at/cms/beitrag/12129791/10342727/> and BEA Burgenländische Energieagentur: [http://www.eabgld.at/index.php?id=831&tx_ttnews\[tt_news\]=663&tx_ttnews\[backPid\]=775&cHash=b30550693e3c71770d4957de5b4c3c48](http://www.eabgld.at/index.php?id=831&tx_ttnews[tt_news]=663&tx_ttnews[backPid]=775&cHash=b30550693e3c71770d4957de5b4c3c48)

Table 6: Regional programmes in Austrian provinces, Source: AEA

Regional Institution		Weblink
Umwelt Service Salzburg	S	http://www.umweltservicesalzburg.at/
Wirtschaftsinitiative Nachhaltigkeit Steiermark	Stmk	http://www.win.steiermark.at/
Impuls3 Vorarlberg	V	https://www.vorarlberg.gv.at/vorarlberg/wirtschaft_verkehr/wirt
ÖkoBusinessPlan Wien	W	http://www.wien.gv.at/umweltschutz/oekobusiness/
Grazer Energieagentur	Stmk	www.grazer-ea.at
ecoplus - Niederösterreichs Wirtschaftsagentur GmbH	NÖ	www.ecoplus.at
Energie- und Umweltagentur NÖ (eNu) (Büros in: Amstetten, Hollabrunn, Mödling, Wiener Neustadt, Zwettl)	NÖ	www.enu.at
BEA Burgenländische Energieagentur	Bgld	www.eabgld.at
Energieagentur Stmk. GmbH	Stmk	www.ea-stmk.at
OÖ Energiesparverband	OÖ	http://www.esv.or.at/
Energieinstitut Vorarlberg	V	www.energieinstitut.at
Wiener Umweltschutzabteilung, MA22	W	http://www.wien.gv.at/klimaschutz/programm/puma/
Magistratsdirektion Klimaschutzkoordination	W	www.wien.gv.at/umwelt/klimaschutz
RUN - Gründer- & Servicezentrum Fürstenfeld Ems KG	Stmk	www.ff-run.at



Figure 2: Public appearance of Regional Programmes, Source: AEA

1.4 Other activities

1.4.1 AEA-Project iSERV

At a very early stage of the EECC-Project the project leader of the AEA-Project iSERV was contacted in order to obtain information on the campaign approach applied in iSERV.

1.4.2 CSR Yearbook

The CSR (Corporate Social Responsibility) Yearbook (<http://www.csr-guide.at/>) lists Austrian companies indicating their industrial sector, size (number of employees) and their interest in energy saving, climate protection and sustainability. A paper copy of the CSR yearbook was available and served as a starting point to collect contacts of companies.

The selected companies were grouped into “SMEs” and “big companies”. According to the provided information on energy and sustainability it was decided whether the company should be contacted or not. SMEs were invited to participate, big companies were invited to act as multiplier and /or supporter.

1.4.3 Article in Vorarlberger Nachrichten

Vorarlberger Nachrichten published an article on EECC on 14 February 2015.



35 Wer wird Energiesparmeister?

Wettbewerb. Unternehmen, die am Energiesparcup teilnehmen, senken Energiekosten, steigern die Wettbewerbsfähigkeit und schützen die Umwelt.



Kleine und mittelständische Unternehmen aus ganz Österreich entwickeln ambitionierte Konzepte zum Energiesparen. Foto: SHUTTERSTOCK

Der „European Enterprises Climate Cup“ findet ab März in zehn europäischen Ländern statt. Bei dem von der Europäischen Kommission geförderten Wettbewerb sparen rund 300 kleine und mittlere Unternehmen um die Wette Energie.

Unterstützung und Beratung
Die 30 österreichischen Teilnehmer werden dabei von der Österreichischen Energieagentur unterstützt und profitieren von kostenlosen Energieberatungsleistungen, der Verwendung der interaktiven Energiemanagement-App Energiesparkonto iESA (energy saving account), der europaweiten Werbekampagne und -nicht zuletzt - den Energie- und Kosteneinsparungen.

7 Prozent Einsparung
Beim Energiesparcup treten rund 30 kleine und mittelständische Unternehmen aus ganz Österreich in der Disziplin „Energiesparen“ gegeneinander an. Innerhalb eines Jahres sollen die Unternehmen möglichst große Energieeinsparungen in den Bereichen Strom, Heizen und Kühlen erreichen - und zwar vor allem durch gering investive Maßnahmen und Verhaltensänderungen der Mitarbeiter. Das Ziel liegt bei mindestens sieben Prozent. Damit werden alle Teilnehmer durch den Wettbewerb

einen großen Schritt in Richtung effizientem Umgang mit Energie machen. 10 der 30 teilnehmenden Unternehmen erhalten ein kostenloses Audit. Das Unternehmen mit den höchsten Einsparungen gewinnt den „Energiesparcup“ und einen Preis im Wert von 2000 Euro.

Energiesparkonto
Die Unternehmen erhalten Zugang zum Energiesparkonto - einem Energie-Management-Tool, mit dem sich der Energieverbrauch detailliert analysieren lässt. Außerdem wird ein Mitar-

beiter jedes Teilnehmers kostenlos zum Energie-Manager ausgebildet. Darüber hinaus qualifiziert sich der Sieger für das europäische Finale in Brüssel und hat die Chance auf einen Sieg beim „European Enterprises Climate Cup“.

Wofür gibt es Punkte?
Bei dem Wettbewerb können Unternehmen mit bis zu 250 Mitarbeitern mitmachen. Bewertet werden Einsparungen, die in Bürogebäuden erzielt und separat gezählt werden können. Diese Einsparungen sollen vorrangig durch Ver-

haltensänderungen der Mitarbeiter oder kleine Investitionen, zum Beispiel in energieeffiziente Beleuchtung, erreicht werden. Aber auch mit umfangreicheren Maßnahmen können die Unternehmen punkten. Zusätzlich gibt es Extrapunkte: Für Energiesparmaßnahmen, die bereits vor dem Wettbewerb durchgeführt wurden oder jene, die während des Wettbewerbs durchgeführt werden, die sich aber erst nach dem Wettbewerb auswirken. Mehr Informationen finden Sie auch auf www.enterprises-climate-cup.at

Figure 3: Article on EECC, Source: Vorarlberger Nachrichten

2 Recruitment of SMEs

- Recruitment of SMES (approach: direct contact, e-mailing, endorsement, articles, events etc.)
- Major problems encountered and lessons learned
- Brief overview of participating companies and (Name, SME branch/sector, number of employees, motivation to take part, challenges)

To be supplemented with list of contacted SMEs (template provided)

(AEA storage G:_2013\13.085_EECC\WP5_Unternehmen\Kontaktliste>List of SMEs_AEA_final-06.xlsx)

As described in chapter 1 the potential participants were contacted directly or by e-mail, with the help of endorsers or in the frame of an event.

2.1 Major Problems Encountered

Due to the tight economic situation in Austria it is difficult to convince companies to invest in energy efficiency. It showed that companies, CEOs as well as employees, have almost no extra time to be invested in energy efficiency.

The law on energy efficiency is mainly addressing energy utilities and big companies. This may be a reason for the reluctance of energy utilities to participate in the EECC-project.

2.2 Lessons Learned

Personal contacts and the personal addressing of potential participants were the most successful ways to convince companies to participate.

The existing klimaaktiv networks were very helpful in the process of recruiting companies.

Some effort was made to collect new addresses (e.g. Association for property building and residential area) in order to send out invitations. This exercise proved to be not very successful.

The offers to potential participants of

- being part of the project
- a cost-free promotion

were not enough pay-off for companies to participate.

One suggestion to be more attractive for companies would be:

- to offer an audit to ALL participating companies.

3 Involvement of Endorsers and Synergies with other Campaigns

- Use of multiplier organizations in relation to the recruiting of/communication with the SMEs
- Cooperation/interaction with other local and regional campaigns/initiatives

To be supplemented with list of multipliers/endorsers (template provided)

It was tried to use partner organizations as multipliers, such as energy providers (cf. Table 4), competence partners (cf. Table 5 above) and Regional Programmes (Table 6 above).

All Austrian energy providers were contacted by EECC. Energy utilities welcomed the initiative, however did not find time to engage in the project.

Klimaaktiv is the energy efficiency campaign launched by the Austrian Federal Ministry of Agriculture, Forestry, Environment and Water Management. It celebrated its 10th anniversary in 2014.

As stated in chapter 1 competence partners and regional programmes were invited to participate in the EECC-project or to act as supporter.

4 Communication with participating SMEs

- Energy Themes issued and planned
- Internal communication: Energy Weeks and events implemented and planned, information published on corporate websites and other internal news channels, games, sub-competitions, etc.
- Workshops for Energy Agents (Topics, number of participants, results, lessons learned)
- Energy audits carried out and planned (Overall description: Major saving measures identified, challenges, lessons learned, more details in the national report on energy audits at companies)
- CSR guidance
- iESA communication

To be supplemented with excel sheet (template provided)

(G:_2013\13.085_EECC\WP1_PM\BERICHT\Bericht-Aug-2015\Campaign-Activities\01-D5-1-Reporting-activities\EECC D5.1 PART 2 Reporting activities EECC (Template version 2. November 2014)-AT-01.xlsx)

4.1 Information to be Provided by Companies

Companies who agreed to participate were asked to provide the following information:

- Description of the company
- Logo
- Memorandum of Understanding (MoU)
- Questionnaire
- Registration in iESA

Once the companies had agreed in the participation they had to be reminded repeated times to send the requested information, to fill in the questionnaire and to register and enter data into iESA.

4.2 Companies who are not Participating in EECC

The companies listed in Table 7 initially had agreed as well to participate. However, due to time constraints they had to refrain from being part of the project.

Table 7: Companies who had intended to participate but withdrew their participation, Source: AEA

Bundesland	Name Unternehmen
Stmk	Raiffeisenbank St. Stefan-Jagerberg-Wolfsberg eGen (mbH)
K	Uniqua Kärnten Osttirol
W	ah3 architekten zt GmbH
K	Kärntner Sparkasse AG
OÖ	Wozabal Management GmbH

4.3 Workshops

3 Workshops are scheduled to take place in EECC. The first Workshop (WS) was held in May 2015. To save travelling time it was offered in two locations, Vienna and Klagenfurt. The WS in Vienna was attended by 6 persons from companies and 4 persons from AEA.

The topics for the WS in Vienna were:

- Introduction
- Law on Energy Efficiency in Austria
- Energy Audits
- Energy Saving Account iESA
- Tools in the project EECC, iAcademy and Energy Check
- Communication strategy in EECC

The WS in Klagenfurt was organized in cooperation with klimaaktiv and took place on 11 May 2015. More than 30 people attended the meeting.

In the morning klimaaktiv was presented, EECC was the main topic in the afternoon.

Table 8: Agenda of the EECC Workshop in Klagenfurt, Source: AEA

14:00 – 14:30	<p>Vorstellung Projekt European Enterprises‘ Climate Cup - EECC</p> <ul style="list-style-type: none"> • EECC – Climate Cup • Wettbewerb • Teilnehmer, Partner und Experten/Berater • Einsparziele • Förderungen • Vorteile für Betriebe <p>Ulrike Radosch</p>
14:30 - 15:00	<p>EECC-Tools</p> <ul style="list-style-type: none"> • Einsatz von Energiesparkonto www.enerspot.com und Learning-App i-Academy <p>Ulrike Radosch</p>

4.4 Energy Weeks

The first energy week focused on the subject “Monitoring bis Energie Management” and took place in the week starting with 24 August.

The start of the action week on monitoring to energy management was announced in the EECC newsletter <http://www.enterprises-climate-cup.at/service/news/>.

5 External Communication

- Press releases (3 required per country)
- Articles (EECC media and other media)
- Best practice published (articles/publication about SMEs on energy management strategies and CSR, CSR publications of participating companies, etc.)
- Number of readers, listeners, viewers etc. reached

To be supplemented with excel sheet (template provided)

G:_2013\13.085_EECC\WP1_PM\BERICHT\Bericht-Aug-2015\Campaign-Activities\01-D5-1-Reporting-activities\EECC D5.1 PART 2 Reporting activities EECC (Template version 2. November 2014)-AT-01.xlsx

6 Online Marketing

- Media in use
- Major campaigning related to social media
- Number of followers and outreach of campaigns

supplemented with excel sheet (template provided)

The Austrian EECC facebook profile is continuously posting information. On 8 September the profile showed 83 "LIKES".

7 Lessons Learned and Major Challenges Encountered

Personal contact is crucial for the recruitment of companies.

There are very few answers to anonymous invitations.

The big challenge is to convince companies to participate. It shows that companies have few resources (money, time) to invest in energy efficiency.

It is also challenging for companies to enter continuously consumption data into iESA (energy saving account).

Lessons learned:

Maybe it could be helpful to make participation more attractive for companies. One possibility would be to offer to external energy consultants the realisation of the audit. In this way external energy consultants win companies for participation and carry out (sell) their audit. Another possibility would be to support audits in the project (by budgeting a certain amount for external energy audits).