



ACtions in low income **H**ouseholds
to **I**mprove energy efficiency
through **V**isits and **E**nergy diagnosis

National Report with 4-6 Case Studies per country
Key Learning for Project ACHIEVE



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Executive Summary

This document serves two purposes, firstly to draw together key learning from a research by partners, secondly to document research in each partner language.

Each partner country was set the task of exploring projects at a local and national level from which experience could be drawn to benefit the development of project ACHIEVE. Projects studied covered a wide range of influence in the domestic energy field including technical support for households wishing to refurbish their homes, to on-line support tools for households wishing to monitor their energy use to establishing fuel poverty task groups at a municipal level.

There were consistent themes running through the case studies and key learning has been structured to focus on experience in accessing target households, delivering energy advice and in developing structural solutions to address fuel poverty.

Introduction

This document brings together both the key learning from projects that have been evaluated as part of Work Package 2 and also the case studies in partners' national languages. The aim of this document is to summarize the research of all partners into one document. There were consistent themes running through the learning that partners had identified through their research. The key points of learning are structured around the themes of:

- accessing target households
- delivering energy advice
- developing structural solutions

The first section of this report outlines the key learning that has been gathered from all of the projects. The second part details the research from each partner in English, following this, the key learning drawn from this evidence base. The second section of this report provides translations in each partner language of the key learning and the case studies undertaken in each country.

I – English version

1 . Key learning

Accessing Target Households

An important element of work package 2 has been developing a methodology for accessing the target households. There is learning that can be taken from various projects researched by partners.

In France one project delivering energy advice to clients highlighted the need for being proactive in approaching clients and suggests that an element of community engagement (neighbourhood events for example) will also demonstrate success in accessing clients who are harder to reach. Advisors should be prepared to identify opportunities for co-promotion with partner organisations working with the target group. This could compliment the anticipate activity around promotion of the service through local media and by working with local partners.

Advisors could also be proactive and explore the possibility of promoting the scheme in ways that the community respond to: for example, by activity such as door-to-door canvassing as a method of reaching hard to reach clients.

Delivering Energy Advice

There are many projects that have aimed to provide energy advice to households with the overarching aim of reducing household spend on energy. There are areas of learning that can inform the delivery of advice and also ways of helping households to make long-term changes to the way that they use energy.

A running theme of much of the partners' research demonstrated that web-based support tools can be very effective in communicating energy advice messages both to clients and also to stakeholders.

For example a Slovenian project, *Implement it, and save with energy!*, developed a web application for calculation of energy usage and energy costs for various home appliances and electronic devices. The application also contains examples of good practice and advice related to potential savings of electricity in the household. The application is designed to allow users to select their set of home appliances, which are accompanied by the device's current consumption and costs. This is followed by possible savings if the specific measures for more efficient and economical use of electricity are implemented. The calculation methodology and information itself will be useful for ACHIEVE to develop communication tools.

Another such project provides an online calculation tool but also joins households together in a neighborhood to help them to work together to save energy as a community competing against other such communities. Such a development could be a useful way of maintaining contact with households and longer term evaluation on behavior change.

With so many useful tools available ACHIEVE partners should be aware of the full range on offer in their national language so that they can recommend different tools to clients according to their circumstances and need.

A project in France identified that children may be a key agent of change and that they are well versed in current discourses around environmental issues. This learning could be incorporated

into tailored energy advice reports to help motivate behaviour change in the whole household. Communicating with agencies who work with families will be important to access this audience.

In addition, in Germany projects have found that to empower households to make real lasting changes to the way that they use energy other agencies who interact with clients need also to be informed about the project: its aims and possibly key messages that can help to keep households motivated. This has also been demonstrated in projects in the UK working with Health and Social Care professionals and has connotations for developing structural solutions to mitigate fuel poverty.

Other examples put forward by partners suggest that a competition element with the prospect of prizes can help to stimulate households. Again, this may be an area where partners can explore the possibility of directing clients to such initiatives on a case by case basis.

Developing Structural Solutions

It is certain that ACHIEVE will need to establish multi-agency partnerships to enable a cross sectorial approach to addressing fuel poverty. Such a partnership may consist of housing providers, health care providers, and other stakeholders who are engaged in activity with those at risk of fuel poverty. A key learning demonstrated from a French model describes some steps to develop a local fuel poverty network:

- Define the target action area (a neighbourhood – likely to be this in ACHIEVE – a town, a group of towns, a county/ municipality)
- Identify the main local actors, and meet them all, to prepare the birth and beginning of the network
- Define the objectives of the network: it can be to share a common culture on fuel poverty (definition, stakes, actions to implement); to set up a resource pool ; animation and awareness raising within the target area etc.
- Analyse clearly the needs of the professionals, to answer their expectations at best
- Set up a steering committee
- Organize on a regular basis exchanges and meetings to create and strengthen links

One possible strand of developing structural solutions for addressing fuel poverty is that of large scale efficiency retro-fit. It may be that there is a lack of understanding among building owners of the process and costs of undertaking such works. ACHIEVE could help to develop a reference data base to encourage owners to undertake such works.

A project in Slovenia developed an Internet portal with relevant information, data base of good practice, on energy efficiency measures in residential and commercial buildings. Owners of residential and commercial buildings were presented with, a description of building measures and photos. They were encouraged to engage in the transfer of experience with data through the portal and view of the energy efficiency measures in the building. The user delivers crucial experiential information: up and down sides, cost of investment, operation and maintenance (dis)satisfaction with contractors.

Such an internet portal established a public accessible, easy, free, professional and non-commercial tool for an insight of the various technologies, products and providers, to aid decision making with investment in efficiency measures for households, businesses, public institutions and schools. Such a tool could help ACHIEVE to communicate with building owners open a dialogue around investment in building improvement.

As discussed above, a competition element may be a good way of instigating lasting behavioural change among clients. The establishment of some kind of community (possibly online) for clients who have had an ACHIEVE intervention may be one that partners may wish to explore. This could be developed as a peer-led support service as part of the structural solutions to mitigate fuel poverty.

2 . Case Studies

2.1 France

2.1.1 Network “préca énergie 33”

Background to Project

In the county of Gironde, actions to fight fuel poverty are scattered, compartmentalised, and the various actors isolated. Starting from this observation, the CREAQ, a local association based in Bordeaux, decided that it would be very relevant to create a local network at the county scale to bring together the different actors in relation to fuel poverty problems.

In 2008, thanks to a national consultation launched as part of the PREBAT (national programme that finances local experimentations in the building and housing sector) by the State, the National Agency for Environment (ADEME) and the national Agency for Housing (Anah), CREAQ was able to launch its project of local network

Objectives

The network aims to gather and meet actors and structures (in the housing, social or energy sectors) that were implementing programmes and actions in the field of fuel poverty reduction, but not coordinated at all nor aware that other stakeholders within their territory were acting in the same direction. The project also plans at the same time to provide support, within a period of 3 years, to 30 families living in fuel poverty for the realisation of housing improvement works. The aim is to take concrete action to tackle fuel poverty (problems related to the building and heating system) and develop partnerships to leverage the support of the households.

We will only take the experience relating to the creation of the county network here.

Partners

Financial partners are: ADEME, Anah, the family allowances fund (CAF), the city hall of Bordeaux.

Operational partners:

- The FSL (Housing Solidarity Fund, available in each county and managed by the General Council of the county in the frame of the county action plans for housing of disadvantaged people (PDALPD);
- Articulation with the programme of public interest of the urban community of Bordeaux (a programme focusing on dwellings suffering targeted pathologies within a delimited area).

Target group

For the creation of a network: social workers, professionals working on the buildings, financial operators, local authorities of the County of Gironde, decentralised state department

Actions

Networking: to pool already existing but scattered resources

At first, a questionnaire was sent to lots of structures linked to fuel poverty. They were:

- Social oriented structures: Identification of families, mediation with landlords, social support for families, modalities and possible mobilisation of aids...

- Professionals of the building sector: Discussing their role in the fight against fuel poverty: how to get them involved? How to work with them?
- The institutional structures (ANAH, ADEME...), and the supporting structures that facilitate their policy (PACT, H&D networks....)
- Financial mobilisation: Identification of the existing aids in Gironde, mobilisation of other actors such as the banks (micro-credit...), one-stop services for questions and financies related to fuel poverty

More than 40 structures answered, and 15 structures representing a large range of activities are now part of the steering committee: aside the General Council, it is local authorities, municipalities, associations, consulting private companies, artisans ...

Outcome

Within the frame of the County network:

- Each month, a morning is organised around various themes: knowledge and share of a common culture of what is fuel poverty, tools available in Gironde, health and housing, resistance to behaviour changes and how to trigger action, actions and collective workshops around free energy saving devices...
- An annual meeting
- Writing of local action sheets
- Support and guidance for various structures or local authorities

Learning

Several steps are necessary when setting up a local network on fuel poverty

1. Define the target action area (a neighbourhood – likely to be this in ACHIEVE – a town, a group of towns, a county...)
2. Identify the main local actors, and meet them all, to prepare the birth and beginning of the network
3. Define the objectives of the network: it can be to share a common culture on fuel poverty (definition, stakes, actions to implement) ; to set up a resources pool ; animation and awareness raising within the target area ; etc.
4. Analyse clearly the needs of the professionals, to answer their expectations at best
5. Set up a steering committee
6. Organise on a regular basis exchanges and meetings to create and strengthen links

2.1.2 Défi Énergie in Nancy

Background to Project

The Défi Énergie is led by a local association, RECIPROCITES, based in the city of Nancy (North of France). One of the missions of the association is to deal with unpaid bills of the households within the territory of Nancy.

Even if classic awareness and information actions of awareness and information linked to daily heating, water and appliances consumptions management are multiplying and are well perceived by the public, their effects on real and durable behaviour changes are limited.

Objectives

Starting in 2009, the Défi Énergie ("Energy challenge") aims to support the households to make steps towards real behaviour changes to reduce their energy/water consumptions.

Expected initial outcomes:

- Trigger and engage about 10% of the inhabitants of a town or a neighbourhood;

- Get an annual gain of 30% energy savings (gas and electricity) and 15% for water. The goal is to get them to gradually adopt new habits and simple actions, to significantly reduce their energy consumption for the same comfort and the same quality of life

Partners

Réciprocité manages the project. It can be started each winter, depending on the demand: it depends on a local authority to contact the association and ask them to launch a Défi Energie on its territory. Then, it relies on the local authority to finance the functioning of the project for that winter, and to get involved a public social landlord (usually designed by the local authority). A Défi Energy is 60 000€/implementation area.

Target group

100 families are recruited each time the Défi Energy is launched within a territory (a full local authority or a district, a neighbourhood). They are mainly low-income families.

Actions

When a Défi Energie is launched:

1. The first step when a local authority engages in Défi Energie is to obtain the involvement and the active participation of the “go-between people” within the chosen territory.
2. Training of the advisors and the intermediaries within the partner structures of the local authority / of the district.
3. November/December: Communication and animation: the aim is to optimise the participation and support of the inhabitants of the local authority / of the district where the action will take place, and the promotion of the project. Several means of communication are used:
 - Local press articles
 - Mail to the public social housing landlords and its tenants
 - Poster campaign in the buildings entrances
 - Relay through the local actors on the ground (social workers, local associations...)
4. January: Recruitment of the 100 families that will participate in the Défi Energie, and beginning of the visits.
5. Each month during 1 year, each family receive the visit of 1 advisor to follow its consumption and receive tips and advice.
6. At the end of the year, an assessment of the global results (quantity and € saved) is made for each family and for the Défi as a whole.

Outcome

Until now, four Défi Energie were organised by Réciprocité. For gas and electricity, the objectives of energy reduction have been reached: 100 MWh. For water, the initial objective of 500m³ has been largely exceeded, with an average decrease of 19% of water consumption (1068 m³). At the beginning, the global consumption of the involved households was 14% higher than the « norm », while it is now below 8%.

Average decrease in consumptions:

- Electricity: until 30% savings
- Gas: until 50% savings
- Water: until 40% savings

Learning

43 % of the energy consumptions and 50% of electricity consumption are due to the building itself. However, an important share of the families feels guilty with over consumption problems. It is thus important to reassure them.

Children are “receptive” to everything concerning the environment. When they are motivated and given responsibilities, they are good link with their families. It is therefore important to involve them during the entire action. This active participation can be conducted in schools of the municipality / neighbourhood, or during the home visits of the energy advisor. This latest should try to solicit children as much as possible during his monthly visit.

When there is a regular monitoring and contact with the families (like here, once a month), 1 energy advisor/family is enough (and even recommended). It is not the same when there's only one or 2 visits (then teams or 2 advisors are better).

One should always be proactive to find the families in this kind of project: they need to be solicited (through the FSL list, through the social housing structures, through communication campaigns, etc.). If we wait for households to come to us, the number of targeted families will be much lower than if we are active in this process.

2.1.3 The SLIME in GERS

Background to Project

The county of the Gers is located in the South West of France. It is mainly a rural department, that counts 483 towns and 192 000 inhabitants.

This local authority is administered by the General Council of Gers, which is the public authority that has jurisdiction over the social policies and schemes within its territory (as each General Council in France). In France, the law lays down the principle of guaranteeing, particularly for those who are disadvantaged in some way, assistance from local government to gain access to a dwelling and/or to maintain it. This law also requires implementation of county action plans for housing of disadvantaged people (PDALPD), managed by the General Councils. In the context of the PDALPD, within each county, conventions are signed by representatives of the State; by representatives of EDF, GDF and other energy or water suppliers; by the communes and, if appropriate, by municipal social action centres; and by other agencies with a role in social welfare protection.

Objectives

It is within the PDALPD that the SLIME (local intervention service for energy management) is integrated, and it is mainly funded by the same actors than the PDALPD; this instrument, directly inspired by some similar scheme implemented in Quebec (“Econologis”) starts from the observation that, even if national and local devices exist to help in different manners households facing problems with their energy or water bills (financial aid to retrofit the buildings or to pay the bills, social tariffs for electricity and gas...), they are not always well connected, and can't apply fully to every household every time. Thus, it is necessary to find tailor-made solutions to help in an optimal way those households, what implies to develop home visits in order to qualify and analyse cleverly each situation.

The project starts with experimentation in an area of 26 towns and 3600 households, where most of the inhabitants are occupying owners (very few public housing). The methodology intends to be replicable and extended to the entire department when the experimentation ends (2011-2013).

Partners

The project is a local experimentation managed by the social department of the General Council. In addition to the “usual” financial partners of the PDALPD, it is supported by the National Agency for the Environment and Energy Management (ADEME) and the Foundation Abbé Pierre (National actor that militate for the rights of poor people linked to housing).

The SLIME also reckons on the involvement of all local actors (so called the “alarm raisers”) that are daily in contact with households that may face fuel poverty: social workers, nurses, doctors, local or charity associations, or the households themselves.

Finally, an association specialised in self-renovation, together with a HVAC engineer, is in charge of realising the home visits.

Target group

The SLIME targets the households that have the following characteristics:

- Households with low incomes who live in an “energy leak” home
- Households with low incomes, facing many difficulties, which are disconnected or overwhelmed when it comes to energy management
- Households with low resources close to the minimum social benefits, living in a correct building when it comes to energy, but who can however not pay their energy bills anymore
- People who pay their energy bills but "suffer in silence" in an expensive discomfort, or depriving themselves on other consumption (health, education, leisure...)

Actions

The project starts with a large communication campaign on the operation and with the setting up of a dedicated phone number for alert raisers or households willing to report a situation.

Once a household has been reported, a home visit is planned within the 15 coming days.

1. This visit constitutes the "micro" level of the project, and aims to give a rapid response to the household: the team in charge of the visits goes at the household's to analyse quickly the situation and install free energy saving devices. A report on the visit is made, and then 3 options are possible.
2. Then comes the “meso” level: if the household is not eligible to any national grant (because the energy works to be done do not meet the necessary standards, or the households is just beyond the income threshold to benefit from this grant), then a local fund can be mobilised to finance the “small work” that needs to be done (including a complete energy audit).
3. Finally, the “macro” level is implemented when the household is eligible to national grants, for important retrofitting actions on his dwelling. In this case, the family will be assisted in the setting up and submission of all the application documents.

If the problems with energy do not come from the building or the equipments, then the household will benefit from the skills and the advice of an adviser specialised in family budget management. The total budget of the operation is 187 000€ for 3 years, among which 35 000€ for the free energy saving devices and for the “small work” of the meso level. The initial visit is estimated to cost 200 to 300€ per household (all inclusive).

Outcome

The final objectives are:

- Improve comfort and living conditions in housing: win a few degrees, reduce the bills, make homes healthier, restore some functionalities of the home ... The aim is to

provide a service that relies on concrete actions, even if it is "little things": to give tips, install small energy and water saving equipment...

- Develop a culture of energy management: monitoring of consumptions, budget management, selection and use of equipment, knowledge of gestures that can save energy and water
- Provide advice and guidance to households on existing schemes; support them in a project approach, and for tenants in the negotiations with the landlord

For the 3 year of the project experimentation, 500 households/year should benefit from a visit.

Learning

There are no learning yet from this project, as it will be implemented exactly during ACHIEVE activities. However, within the frame of a national task force set up in France to exchange on all these types of project with home visits, ACHIEVE and the SLIME partners will cooperate closely.

2.1.4 The Médiaserre

Background to Project

Civil service enables young people from 16 to 25 who wish to engage on a period of 6 to 12 months for a mission to serve the community and the public interest. It can be made with non-profit organisations or public legal entity in France or abroad. The missions of civil service cover priority areas for the nation and the society such as solidarity and fight against social exclusion, education, and environment. It gives right to a financial compensation and adapted social security insurance, entirely supported by the state.

Objectives

Launched by the association Unis-Cité in 2009, the project "Médiaserre" mobilizes volunteers of the civil service to increase awareness of low-income families to preserve the environment and help them to gradually adopt 10 eco-friendly practices.

Partners

Local partners:

- local authorities: they can integrate the action of the Médiaserre in a local plan or policy, finance a part of the action and facilitate the integration of the Médiaserre with the other actors in the target neighbourhood
- public social landlords: they allow an easier contact with the families by mobilising their neighbourhood staff and by organising promotion campaigns (poster and paper mail to the inhabitants of the neighbourhood)
- partner associations and social actors: they disseminate the idea of the project, and sometimes set up complementary programmes on environmental matters

National partners:

- Institutions: ADEME, The Civil Service Agency;
- Private partners: EDF, Veolia Environment Foundation, Bouygues Foundation, The MACIF foundation, Eco-Emballages
- Associations: The Social Union for Housing, Comité 21, Foundation for Nature and Mankind, France Nature Environnement, National Union of CPIE

Target group

Low-income families living in social housing.

Actions

1. *Training*

There are two types of initial training for the project Médiateerre:

- Training on the project itself, through 4 modules: knowledge of the program and sustainable development issues, knowledge of the public targeted and the social housing, recruitment techniques, technical support: animation and support to families of families. They represented 40% of the time
- The remaining 60% of the time were dedicated to technical training, provided by the project partners. It was designed to provide volunteers with the necessary knowledge to help families to understand tips and eco-friendly acts (for energy, waste...)
- The Médiateerre can also reckon on permanent on-going training, to be able to answer any question asked by the supported families

2. *Support to families*

- 1st visit: A diagnosis is made with the family (through a questionnaire)
- 2nd Visit: After the evaluation of the questionnaire, the volunteers present the results to the families, and propose them the eco-practises they should implement. The family chooses the eco- actions on which it wishes to be accompanied, and then the coaching begins. At each visit, concrete eco-actions are explained and animations are settled (quizzes, games) to facilitate the adoption of the actions. Each visit aims to deepen the knowledge of the family on environmental stakes. As actions go along, the Médiateerre offer useful goodies in connection with the various themes: sustainable bag, notebook and magnets, TV per down, sometimes water-saving tap aerators when the local partners have provided some
- Last visit: Families fill in an end questionnaire with the volunteers
- The latter measures the degree of adoption of eco actions by families, which aims to evaluate behaviour changes and the progress realised

3. *Collective actions for animation and awareness raising*

Educational outings and collective workshops are organised as a complement to the home visits

Outcome

Until now:

- 338 volunteers mobilised
- 53 neighbourhoods targeted
- 44 social housing landlords as partners
- 57 local authorities mobilised
- 1 463 families supported

Learning

The Médiateerre programme set out a series of recommendations to launch such support actions:

1. Preparatory phase

- **The preparation of the volunteers is essential.** Indeed, this "public, that will in a second time relay tips and eco-actions, is not necessarily aware of the issues linked to sustainable development
- **The partnership mobilised upstream** facilitates the recruitment of the households: local authorities, landlords, local associations, social workers, etc... everyone brings something to the project
- **Complementary methods for the recruitment allows to target various public:**
 - Immersion through participation to events of neighbourhood's life increases the visibility of the program
 - Phoning and door-to-door help to reach households that don't participate in the local life's events
 - Linking and networking, through neighbourhood relay: Site managers, buildings caretakers, social actors.
 - Distribution of goodies is a mean to leave a deep impression

2. Expectations of the families

Commitment and continuation of the families within the project are due to particular conditions and precise motivations:

- **Feeling of freedom:** the program is built step by step with the household, without any demand for immediate engagement on the long term
- **The first motivation is economic, ecology comes after:** the advantages of the project for the families must be presented first with objectives of money savings, the major concern for the households
- **There are high expectations on the educational aspects,** for children especially (but not only: demand for information and knowledge for adults is important as well)
- Visits are considered as very friendly moments. Implicitly, the relationship that is created between the Médiateur and the family is crucial for the involvement of the If the majority of respondents do not refer explicitly to this social aspect to explain their involvement in the project, however, **without a good relationship with the volunteers, beneficiaries would not consider further sessions**

3. Evaluation of eco-actions:

For energy and water, consumption management issues and behaviour changes need to be integrated by all the members of the household. Evolutions are more obvious for eco-friendly practices that do only require the installation of equipment: water saving tap aerators, TV per down, setting of a thermostat. Energy saving light bulbs are also widely adopted before the 1st contact with the household. Further experience is needed to determine whether the changes observed are durable, notably for actions related to heating.

2.1.5 FinSH – Financial and Support Instruments for Fuel Poverty in Social Housing

Background to Project

It is common knowledge that households living in energy poverty are living in social housing apartments and should be sought in the category of people with the lowest incomes. Social housing is responsible for some 45% of the energy consumption in the building sector in the European Community. Against a background of rising energy prices and the increase in the number of households which are struggling to pay for their energy bills, the Social Housing sector can be therefore considered one of the most important sectors to analyse in order to

develop a strategy on energy poverty alleviation and at the same time a 'source' for saving money and energy.

The FinSH project, co-ordinated by GERES in France, was supported by the EU as part of the Intelligent Energy in Europe programme (IEE), and by ADEME and Fondation Abbé Pierre in France. 617 185 € - 50% from IEE

Objectives

The FinSH project aimed to address financial and social barriers to access to both energy efficiency retrofitting and equipment in social housing. Its purpose is to enable full realisation of the potential for increasing energy saving and reducing fuel poverty throughout the European Union.

The project consists in the pooling of observations and financial mechanisms existing in each partner's country. It led to the production of a guidebook for improving energy poor households' access to retrofitting. The project thus benefits from each partner country's progresses to elaborate practical, replicable and efficient measures.

Partners

- GERES (France): International solidarity and development NGO working on energy efficiency, clean energy production, economic development, local policy and climate change
- SWEA (UK): local energy agency in South West England and Wales
- ECUBA (Italy): firm of consultants on town planning, environment and energy
- Department for environmental psychology, University of Magdeburg (Germany)
- KAPE (Poland): National energy agency
- Habitats Solidaires SCIC (France): Common Interest Cooperative Society in social housing for people in precarious situation

Target group

The main target group is social housing providers, landlords but also anyone working within the housing, social and energy sectors, local authorities, supporting associations and financial institutions involved in energy poverty alleviation.

The final beneficiaries are the energy poor households.

Actions

- Analysis of available financial products for energy efficiency renovations and production of case studies
- Research among and involvement of financial institutions being interested in financing energy retrofitting projects
- Review of energy poverty situation in partner countries and guidance needs of Social Housing providers and tenants
- Social Housing good practices review in the partner's countries and identification of relevant case studies
- Dissemination of the results

Outcome

The main outcomes of the project are:

- A set of documents as follows:
 - Financial mechanisms for delivering energy efficient retrofitting in social housing

- Tackling energy poverty issue: Recommendations for improving or developing financial mechanisms
- Energy poverty: Impact and Public Recognition in the participating countries
- Efficient energy using behaviour and energy-efficient rehabilitation - barriers and starting points
- Identification of tenants' guidance needs - Survey methodology, survey sheet, interview guideline
- Energy-related habits, interests, and perceptions of low-income households
- Recommendations for the involvement of tenants in energy efficiency processes
- Case studies on successful retrofitting measures
- Comparative study highlighting the good and best practices reviewed

- A guide: « Affordable Warmth for all » - A guide to improving energy efficiency in the social housing stock, for social housing providers, residents and supporting organisations
 - This guidance document summarises the main issues to be considered relating to the successful improvement of energy efficiency in social housing. This guide is based on the good practice FinSH partners have observed in successful sustainable retrofitting. The goal was notably to raise comfort conditions and to decrease energy bills.
 - The selected strategy is divided into 8 sections, each one illustrated by success stories reviewed in the FinSH project:
 1. Taking a comprehensive and strategic approach
 2. How to identify and reach residents at risk
 3. Raising awareness and changing energy use behaviour
 4. Involving residents in the retrofit process
 5. Choosing the right retrofit measures
 6. Financing a retrofit programme
 7. What skills are needed?
 8. Evaluation of retrofit programmes

Learning

The main lesson learnt is that a comprehensive approach is needed to achieve sustainable retrofitting measures including key points as:

- The importance of residents' involvement (**awareness raising on energy consumption is a good first step – that's important for ACHIEVE project**)
- Raising awareness of residents implies the necessity of developing relevant tools and choosing the appropriated way of communication (**face to face contact**, level of language...)
- **Public / local authorities involvement** (financial support or legislative action) is an important incentive (for e.g. CERT mechanism in UK is compulsory for energy providers)

2.2 Bulgaria

There is no set definition for *fuel poverty* in Bulgaria and thus, there are not many projects that consider this issue. In addition, decisions to implement energy efficient measures in homes have mostly been an individuals' choice. However, there is recognition of the problem of fuel poverty. Investigated below are a couple of policy measures as well as a couple of projects that are related to and could help in alleviating fuel poverty in Bulgaria.

2.2.1 The Winter Supplement Program (WSP):

Background to Project

The Winter Supplement Program (WSP) is implemented by the Ministry of Labour and Social Policy and aided by the Ministry of Economy and Energy. The goal of the program is to assist households, who meet certain criteria, in their heating expenditures during the winter season. Households apply to receive aid from the program and are evaluated on a number of criteria such as: income (it is related to the minimum national income), property type, property size, health and employment status, etc. The selected households receive aid in the form of monthly payments toward their electricity or district heating bill or are provided with vouchers to purchase wood and coal if they use these sources for heating. The overall aim of the program is to support, among others, low-income people, elderly and disabled people, and single parents to afford a better comfort level in their homes during the winter.

The program supports a decent number of households each year. In 2010, for instance, it provided aid for 7138 households in Plovdiv. Despite this fact, there is room for improvements within the program. This is one of the goals that Energy Agency of Plovdiv has set for ourselves in the course of ACHIEVE.

The WSP does help households achieve better comfort levels in their homes during the winter. However, it does not improve their living standards; rather it maintains the same living standard. In addition, the program does not provide incentives for energy efficiency improvements in beneficiaries' homes. For instance, it does not stimulate the use of eco-friendlier heating fuels such as wooden chips or pellets. It also does not support households in retrofitting their homes. Thus, the program does not tackle the fundamental roots of the problem of fuel poverty, but instead temporarily alleviates the problem.

There is a push, however, to change the structure of the program in order to address these issues. The Ministry of the Environment and Water, together with the Ministry of Labor and Social Policy and with the aid of Energy Agency of Plovdiv (EAP) are set to introduce changes in the way the WSP is implemented so that it could support households to cope with the underlying problems that cause fuel poverty.

Operational Programme "Regional Development":

Operational Programme "Regional Development" (OPRD) is one of the major initiatives of the Ministry of the Regional Development and Public Works. OPRD has a wide scope and areas of influence. One of the priority axes is Sustainable and Integrated Urban Development. Within this axis, there is an emphasis of improving the housing stock and especially the building stock of multi-family residential buildings. The focus of the first stage of the programme will be panel buildings in the four biggest cities in Bulgaria – Sofia, Plovdiv, Varna, and Bourgas. The aim of the programme is "to renovate the prefabricated panel residential buildings and to establish important social housing facilities (low-cost houses for vulnerable groups, social homes, etc.) in support of the social function of the cities' authorities" (OPRD, 2011). Panel buildings are an important target area because it is

estimated that there are 18 900 such buildings with no insulation that are providing housing to 707,441 households or 1.77 million people (Bouzarovski et al., 2011).

OPRD supports households in implementing energy efficiency measures in their homes, namely, putting up insulation. The programme works at the building level in multi-family buildings and aims to refurbish the whole building and not just individual apartments as the case has usually been in Bulgaria.

The Programme started in 2007. Initially, the programme could cover 20% of the costs and provide low-interest loans to households who cannot pay for the rest. In addition, the initial design, which was in line with the existing legislation, required 100% of the households in a block of apartments to agree to put up insulation on the entire building. These posed problems for the implementation of the programme and very few buildings were actually refurbished.

Because of this fact, the Ministry of Regional Development and Public Works changed the design of the programme in 2011. The legislation requiring full consensus from every household living in a building to engage in retrofitting of the entire building was amended. Now, 75% of the households have to agree to implement the retrofitting work in order for the building to be able to apply for funding from OPRD. Moreover, the contribution of OPRD funding to the total cost increased from 20% to 50%, thus, making it more affordable for people to engage in retrofitting initiatives.

The changes introduced in OPRD provided additional stimuli for households to implement energy efficient measures on the building level. There are buildings that were fully refurbished after the changes in the design of the programme. Decision-makers are hoping that the improved design of the programme would help achieve the goal to refurbish most of the panel buildings in the four major Bulgarian cities.

2.2.2 Energy Neighbourhoods

EAP is a partner in the European project Energy Neighbourhoods. The idea of the project is to group a number of households together and challenge them to save energy. Energy neighbourhoods are created from 8 – 12 households with similar interests. They do not need to be physical neighbours, but could be co-workers, friends, etc.

A crucial part of the project are the so-called Energy Masters. They are volunteers who have been trained to help participating households reduce their energy use. The Energy Masters provide a constant feedback and information on ways to save energy, measures that could be implemented, and advice on how to implement them.

Raising awareness in such a way proved to be applicable in Bulgaria. The energy neighbours are people who know one another and, thus, communication is easier among them. In addition, the presence of a trained Energy Master further facilitates the interaction and the exchange of information among the households.

The competition aspect of the project is another factor that stimulates households to save energy. Comparing “neighbourhoods” against one another introduces social pressure on individual households to save energy in order not to look bad in the eyes of their neighbours.

2.2.3 DEHEMS

Another European project that EAP is a part of is DEHEMS. The fundamental idea of the project is similar to the one of Energy Neighbourhoods. Households are encouraged to save energy through the provision of detailed information on energy consumption and through competitions between groups of people.

DEHEMS makes use of a technology similar to smart meters. A data collecting device is installed in every participating household. That device measures the energy consumption in the household and stores the data on a website. Each participant can log on with his/her account into the project's website and check his/her household's energy consumption at any time. There are a number of ways one can look at the data – with the help of graphs, represented by numbers or pie charts, etc. The different consumption levels and the increase in consumption are also illustrated through colours on the graphs and pie-charts.

In addition, each participant can compare his/her household's consumption against the consumption from last week, month, etc. Comparisons can be made between a household and a “typical” household from the sample of DEHEMS households. On the website households can also get tips about how to reduce their energy consumption. Users report that The Tip of the Day section of the website is the most popular and interesting feature to look at. This is so because the tips are specific, related to particular devices, easy to implement, and context-oriented.

Devices that can monitor the energy consumption of a specific appliance (such as a TV set, a toaster, a computer, etc) were also distributed in the course of the project. Thus, participants can monitor the energy consumption of an appliance of interest and make conclusions about its most efficient mode of use. These devices are of special interest to participants as they are able to better understand the energy requirements of a particular appliance.

Another device that participants deemed especially useful is the display that shows the household's energy data, which was given out in the later stages of the project. The display allows the user to view his/her household's energy consumption without going online. This is especially helpful for people who are not technologically savvy and provides an easy access to energy data at any time. It also serves as a constant reminder about energy consumption, especially when placed at a visible place.

The DEHEMS project also includes a competition among the participating households. The households are divided in groups and they compete against each other. The competition is not only local, but also global; as it involves participants from all the partner countries. Thus, a household from Bulgaria competes against a household from the UK, for instance, which makes the whole competition even more interesting and stimulating for participants.

The bottom line of the DEHEMS and the Energy Neighbourhoods projects is that projects that work on a more individual level and directly with consumers could influence the way people use energy, as well. These projects show that incentives to reduce energy use could not only come from governmental initiatives, but could also be triggered by the people themselves. The key components of such campaigns are distribution of information and educating people on energy principles, effects of energy use, advice on how to reduce energy and why one should do so, and continued support on energy-related issues.

2.3 Germany

2.3.1 Energiesparservice Frankfurt

Background to Project

- Started in December 2005
- Was developed as cooperation between Energy Department, Department of Social Services and Caritas Association Frankfurt
- Today 25 long-term unemployed persons were qualified as so-called service advisers for energy and water saving techniques
- Funds : at the beginning Energy Department, Department of Social Services Jobcenter Frankfurt, Mainova (power authority), since 2008 also Federal ministry for the Environment
- Responsible: Caritas Association Frankfurt

Partners

Energy Department, Department of Social Services with their special program "The Socially Integrative City"; Consumer organisation Frankfurt.

Target group and Actions

1. Long term unemployed people were qualified in energy and water saving techniques, communication and computer skills from the staff of caritas.
2. Low income households are visited by service advisers who are checking of equipment , consumption and bills (if available)
3. Calculation, recommendation, report
4. installation of free energy saving devices (energy-saving light bulbs, switchable power strips, low water flow aerators, etc.) according to necessity
5. advice on change in behaviour for further savings
6. if necessary, reference to other service offers (e. g. consumer advice centres)

Outcome

1.500 advisory services since the beginning in Dec. 2005 until Dec. 2010.

Each Household saves on average

Average savings per household	kWh bzw. m³	in €	CO ₂ total	useful lifetime of the products*
Average electricity (kWh)	391	81 €		566 €
Average water (m³)	12,9	41 €		410 €
Average heatingenergy (kWh)*	296	15 €		150€
Total per Household		137 €	303 kg	2,4 t

Used lifetime for energy bulbs and switchable power strips 7 years; used lifetime for water saving products 10 years

* by saving hot water

Every check results in savings on average of 137 € per year.

People receiving *ALG II* (support for long term unemployed persons) or *Sozialhilfe* (social welfare) save proportionately 81 € in electricity, costs for water and heat energy (56 €/a) are saved by the municipality Total savings from all 1500 advisory services (over the lifetime of the products): 1,7 Mio. €, 3600 t CO²

Learning/ Results of the Evaluation 2009:

- Target group of low-income households is reached, approx. 30 % have immigration background
- Learning and multiplier effects will be gained
- Total of savings is about twice as high as costs of the project
- Co-funding by the City of Frankfurt will be cost-effective in the long term due to the savings in water and heating
- Climate protection is an additional positive side effect
- Cooperation of actors from different backgrounds: social services (job centres, social departments, welfare organisations, etc.), environmental area and energy suppliers (energy departments and agencies, energy supply companies)
- Installation of high-value free water and energy saving devices and advice on how to save energy at one's own home
- The *Energiesparservice* is regarded as a social offer rather than an ecological offer, the priority is on saving money
- Approach via familiar ways of communication (information e.g. in job centres, housing offices)
- Caritas as a well-known welfare organisation is independent and trustable
- Service consultants share the experiences of the target group (advice on "eye level")
- Integration of water saving measures leads to savings for municipalities

2.3.2 Stromspar-Check – Energy Saving Checks for low income households

Background to Project

- Started in December 2008
- Was based on the experience of:
 - the Cariteam-Energiesparservice Frankfurt, from the association of Caritas Frankfurt /Main (since 12/2005), external evaluation IFEU 2009
 - a project to spread out the idea of the Energiesparservice, from the association of Caritas Frankfurt /Main, supported by the Federal Environmental Ministry (04/2008-12/2010)
 - and a pilot project from the Federal Environmental Ministry by the energy agency of Berlin and Freiburg (130 audits by professional energy advisers 05-08/2008)
- Is a cooperation between the German Caritas Association (DCV) and Association of energy and climate protection agencies in Germany (eaD)

- German wide project in actual 90 cities in cooperation with local caritas associations and other welfare organisation and regional energy agencies
- long-term unemployed persons were qualified as so-called helpers to save electricity
- Funds: Federal ministry for the Environment, local job centres, co-funding by local municipalities, local suppliers, banks etc.
- Responsible: DCV and eaD

Partners

Local caritas associations and other welfare organisation, regional energy agencies, energy saving audit of the consumer protection agency, different local networks.

Target group and Actions

1. Long term unemployed people were qualified in energy and water saving techniques, communication, computers skills etc. Training of the technical experts by external trainers of the energy agencies. Since 1/2011 train the trainer of the local staff of the welfare associations to transfer the know-how into the project.
2. Low income households are visited by service advisers who are checking of equipment , consumption and bills (if available)
3. Calculation, recommendation, report
4. installation of free energy saving devices (energy-saving light bulbs, switchable power strips, low water flow aerators, etc.) according to necessity
5. advice on change in behaviour for further savings
6. if necessary, reference to other service offers (e. g. consumer advice centres)

Outcome

48.472 checks since the beginning in Dec. 2008 until End of April 2011.

Each Household saves on average

Average savings per household	kWh bzw. m ³	in €	CO ₂ total	useful lifetime of the products*
Average electricity (kWh)	389	82 €		515 €
Average water (m ³)	9,9	35 €		348 €
Average heating energy (kWh)*	185	9 €		92 €
Total per Household		126 €	275 kg	2,2 t

Used lifetime for energy bulbs and switchable power strips 7 years; used lifetime for water saving products 10 years

* by saving hot water

Every check results in savings on average of 126 € per year;

People receiving *ALG II* (support for long term unemployed persons) or *Sozialhilfe* (social welfare) save proportionately 82 € in electricity, costs for water and heat energy (44 €/a) are saved by the municipality.

Total savings from all checks (over the lifetime of the products): 51 Mio. €, 106.000 t CO₂.

Learning

The Evaluation of the Stromspar-Check in 2010 was done by the University of Berlin. It used the same methodology, and produced similar results as in the evaluation of the Energiesparservice Frankfurt.

Some more people have un-installed the devices (especially water saving product, and thermostops for small boilers, around 10%), More people bought new fridges (10%) or new washing machines (6%) after the advice then in Frankfurt.

Learning effects, motivation for further actions and multiplier effects. For the households, the welfare organisations are the most important partners in the project.

Communication and standardisation in such a large project with so many partners is a challenge.

2.4 Slovenia

2.4.1 Implement it, and save with energy! (Uresničujmo, z energijo varčujmo!)

Background to Project

On the national level as on the EU level we are facing targets for improvement of energy efficiency by 20 %, lower our carbon emissions by 20 % and increase usage of renewable energy sources by 2020. This project/campaign is linked to that target with an approach towards households and reducing their usage of electricity. Project is a cooperation of two major Slovenian actors in electricity distribution – SODO (Electricity Distributor System Operator) and ELES (Transmission Network System Operator).

Local situation

It is a national project, which aims to save on electricity bills for households. A lot of them don't have appropriate information on how much electricity is used by their house appliances.

Analysis shows that with the current policies we would improve energy efficiency only by 10 % until 2020 on the EU level, which is not enough. Also, Research about energy efficiency in Slovenia (REUS, September 2011) showed that households do not act sufficiently in energy efficient way. Surveys also showed that households are not sufficiently aware of the potential savings. Amount of energy consumed by Slovenian households illustrates the fact that they use third of all electricity in the grid. Most electricity is consumed for space heating, domestic hot water heating and household appliances.

Coordinator

SODO – Electricity Distribution System Operator

Local Policy

Following on from them the national and EU policy on energy efficiency improvements (20 % by 2020). Raising public awareness about the opportunities and benefits of wise energy use, education and training for its implementation is one of the key steps for achieving the objectives of the EU.

Intended outcomes

This campaign aims to acquaint Slovenian households with the principles of efficient and economical use of energy and it offers concrete and practical advice on how this can be done. Organizers estimate that the average household can save up to 100 EUR annually.

Raise awareness and encourage household consumers of electricity for efficient and economical use of energy.

Project coordinator wants to promote public and professional debate, because they want to make efficient energy use a value for all. Environmental objectives can be achieved through small steps and optimal treatment of each individual.

If all households in Slovenia would implement these measures, they could save up to 20 % of electricity, which is 643 GWh per year (based on consumption of households in 2010).

Partners

- ELES – Elektro Slovenija, public company with exclusive right to perform the public service of the transmission network system operator in Slovenia
- Ecoschool Cerknica, minor contribution to the project with electricity saving program.

- Project is supported by the honorary patronage of European Commissioner for Environment, dr. Janez Potocnik

Target group

All clients and users of the Electricity system in Slovenia. The project is primarily focused on domestic customers, which need to raise awareness and to encourage them for efficient use of electricity. Households should be aware of the environmental and financial savings with more effective and more efficient use of energy. They are also including youth to this project in promotion of rational use of energy, as they perceive early education as crucial. Pupils from the elementary school Cerknica will use the web application to develop a set of measures for energy efficiency for their homes.

Actions

This project is an awareness raising campaign. They have set up a web site and a facebook page. It has an internet based application for calculation of energy usage and energy costs for various home appliances and other electronic devices. The application contains examples of good practise and advices related to potential savings of electricity in the household. With simple steps user can check how much energy he can save on individual devices in household and compare his electricity consumption with an average household in Slovenia. It also contains a lot of useful information and measures that contribute to more efficient use of devices.

The application is designed to allow users to select their set of home appliances, which are accompanied by the device's current consumption and costs. This is followed by possible savings if the specific measures for more efficient and economical use of electricity are implemented.

Outcome

The combination of ecological awareness through direct and instant benefit to the user has attracted the targeted audience and changed them into users of online tools of the campaign. Each interaction with these tools is a direct exposure to the campaign message. The web page recorded 3.336 visits in its first month (from 7th October until 7th November), from which 3.104 visitors viewed 9.373 pages.

The web application for the calculation of savings was visited by more than 10.000 visitors in its first month. 1.563 visitors made their calculations.

Facebook page of the project has 759 followers.

Learning

For Achieve we can use the information, that they have collected, about the usage of devices and how to save on them. And to give additional advice on behavioral change to potential customers of our project.

link: <http://www.uresnicujmo.si/>

2.4.2 Energy Advisory Network in Slovenia - ENSVET (ENSVET – Energetsko svetovanje)

Background to Project

Since activating the energy saving potential in buildings and households may have an important impact on improving energy efficiency in the building sector, the Ministry of Economy initiated the Energy Advisory Program for the buildings and households in 1991.

The purpose of the program was to organize the Energy Advisory Network for households (in 1993), which would raise the energy efficiency awareness among households.

Local situation

Basically concern about energy efficiency and goals related to that. Since there was great potential for energy efficiency in residential homes (especially with major renovations of homes and when building a new one), establishing energy advisory offices was a reasonable solution.

Coordinator

Civil Engineering Institute ZRMK – Center for Indoor Environment, Building Physics and Energy (Gradbeni inštitut – ZRMK d.o.o., Center za bivalno okolje, gradbeno fiziko in energijo).

Funding

Project is financed by the state budget as a project selected on public competition of the Ministry of Economy – Directorate for Energy. Amount of funds are to be presented later, when we get the information from the coordinator.

Municipalities are financing the office itself (costs for renting and office, electricity, heating, cleaning, office equipment and computer, postal and telephone costs). Average annual costs for one office (34 energy advisory offices) are approximately 2800 EUR, which represent in total more than 25 % of all funds, needed for realization of the project.

Local Policy

Project was following the goals set in the Resolution on the Strategy of the Use and Supply of Energy for Republic of Slovenia. It started in 1991 with a partner from Austria: Joaneum Research Institute from Graz. Now it implements tasks that are set by Directorate for Energy within the Ministry for Economy.

Intended outcomes

In the beginning it was expected that activities will contribute to the goal in the energy efficiency improvement of 2 % per year. Raising the energy efficiency awareness among households.

Partners

Ministry for Economy – Directorate for Energy

Local communities – Municipalities (they cover operational costs of the local offices and co-operate in promotion of the office on local level).

Target group

Households and individuals, who would like to have more information about the energy effective measures, RES and EE, and plan some investment of this kind in their household.

Actions

Education of energy advisers. Setting up local energy advisory offices for households, where they offer advices on EE awareness, promoting and stimulating implementation of

EE measures and usage of renewable energy sources. Advices are free of charge for the customers, now they are implementing an on-line approach.

Outcome

34 energy advisory offices were established all over Slovenia. More than 100 energy advisers educated. More than 30.000 written advices were carried out. Besides energy advising they achieved some other results, regarding general increase of interest in energy efficient measures through lectures, articles, TV and radio shows.

The state financed annual cost for given energy advices is returned in less than 3 months, due to energy cost savings in buildings. Average reduction on annual use of energy, caused by different implemented measures is approx. 19 %, from 205 to 165 kWh/m²year. The CO₂ emissions are reduced from 65 to 50 kgCO₂/m²year (data from 2005).

Learning

We could use their experience in providing advices to the households. They have the information on what the households want. They have a lot of knowledge on subjects, which we will not be able to cover within Achieve (insulation measures, major renovation). And they have a lot of experience with training the advisors.

link: <http://gcs.gi-zrmk.si/Svetovanje/index.html>

2.4.3 Find the wasteful one (*Pošči potratneža*)

Background to Project

Local company for distribution of electric energy (in Ljubljana) started this project as a way of helping their customers to find their energy inefficient home appliances, which use the most electricity.

Local situation

Some households have (a lot of) energy inefficient home appliances which results in high electricity bills. If they can find the inefficient one, maybe they can replace it with a more efficient one.

Coordinator

Elektro Ljubljana (Enterprise for distribution of electric energy)

Local Policy

Following policy for energy efficiency and adding a new service to the customers.

Intended outcomes

Inform their customers about how much electricity do their home appliances really use.

Target group

Household/customer of this particular enterprise, which would like to reduce their electricity costs by finding how much electricity their appliances use and try to reduce its usage.

Actions

Customers can visit the enterprise's information office and rent (not free of charge) a simple test set (single appliance energy monitor) with which they can measure electricity consumption of individual appliances. What happens after that depends from every individual customer.

Outcome

No info on outcomes yet.

Learning

They have experience with measuring the energy/electricity use of various home appliances. Information on appliances that are most wasteful or most inefficient in majority of the cases could be beneficial for our project (in faster identification of measures we have to implement in that case).

link:<http://www.elektro-ljubljana.si/language/si-SL/Domov/Poi/???ipotratne??a.aspx.aspx>

2.4.4 Bye, bye, stand by!

Background to Project

Problem of stand-by electricity use of home appliances, which consumers are often not aware of. Many households and entertainment appliances use electricity also when they are not used. To fully switch them off would mean reducing electricity use, while maintaining the same level of service. Studies show that between 5 and 7 % of all electricity use in the EU could be avoided by eliminating stand-by electricity use. Therefore it is important to make people aware of the use of stand-by electricity and stimulate them to cut it down.

Local situation

It is estimated that average Slovenian household consumes 40 watts of electricity for appliances in stand-by mode at all time. On annual basis that means about 308 kWh of electricity, which is about 30 EUR. This also means that around 9 % of electricity in average household is spent on nothing useful. It is estimated that on national level all Slovenian households spend a total of 210 GWh of electricity for stand-by mode annually – that equals 170 000 tons of CO₂.

Coordinator

Focus, association for sustainable development

Funding

British Embassy Ljubljana (5.000 EUR) and EC 'agree.net' (3.000 EUR).

Intended outcomes

Awareness raising campaign on stand-by energy use of home appliances.

Partners

British Embassy Ljubljana (financially supports the implementation of the project). Activity was funded by the European Communities: Operating Grant 2007 'agree.net'. Sustainable Wales. Evaluator from Institute Jozef Stefan.

Target group

All consumers of electricity in households.

Actions

Awareness raising campaign aimed at motivating people to fully switch off appliances and by doing so prevent the inefficient use of energy and related greenhouse gas emissions and gives information on stand-by mode electricity use and some examples of measures for reducing it. Preparation of materials on stand-by electricity (flyer and website), on-line prize draw with awards, implementation of a street action and working with media. Visit to partners in Wales (exploring ways for communicating the Stand-by project in Slovenia). The project was launched with a street action on the Day of Environment. Media work.

Outcome

Leaflets, website, media coverage, on-line prize draw with awards (420 awards given out – if 80 % of them are properly used, they could help reduce electricity use by roughly 31 MWh and emissions by roughly 26.5 tons of CO₂ annually), at least 2000 people aware of the stand-by use and how to prevent it.

Learning

We can use the knowledge and experience of (secret) stand-by energy use of appliances for the purpose of awareness raising on that issue or for practical proposals for behavioral change.

link: <http://focus.si/index.php?node=193>

2.4.5 National energy Path Slovenia (Nacionalna energetska pot Slovenija)

Background to Project

Because energy is too expensive for just "throwing it out the window" and burden the environment, health and our wallets. Since 1994 – start of the project ENSVET – energy advisers try to give effect to the energy culture in households. Benefits are in increased quality of life, lower energy costs and lower environmental burden. Customers repeatedly expressed the need for additional first hand information and visits of real situations. They have also pointed out the fear of commercially oriented providers (dealers, installers, designers), who just want to sell something.

Local situation

Slovenian households spend 30% energy and don't have enough needed support successful investment decision. Energy advising net (ENSVET) helps them. Since 1992 more than 10 % households bought advises in 35 energy advising offices, but advisers can't enable them to see solutions in real life and give real experience from users. Visits and conversations with users are the main reasons for creation of this project.

Coordinator

VITRA – Centre for Sustainable Development (Center za uravnotežen razvoj) Cerknica.

Funding

Supported by a grant from Iceland, Liechtenstein and Norway through EEA Financial Mechanism and Norwegian Financial Mechanism. Altogether 55.000 EUR.

Local Policy

The government is supporting Energy advisory network (which recommends solutions for EE and RES investments for households) as part of the Energy Efficiency program and this project is expanding the services for customers and potential investors.

Intended outcomes

By project NEP, all investors can see foreseen investments in a real situation and they can also debate with owners about experience.

Internet portal National Energy Path (NEP Slovenia) as an intangible innovation that allows the universal transfer of knowledge and practical experience of real life users to a virtual world and back to investors for energy efficiency and renewable energy sources in buildings.

Other purposes: reducing stress on the environment, increasing the quality of life, experience transfer and good practice, interest aggregation.

In a wide range of welfare NEP ranked education, encouraged social contacts, volunteering and active citizenship.

Partners

Slovenian households, who voluntarily and free of charge opened their doors of energy efficient homes or interesting energy solutions.

Target groups

Households which are investing in RES and EE; institutions of formal education, organizations of informal education, architects, designers, builders, installers, managers of public and private buildings.

Actions

Project started in June 2008 and it lasted for 14 months. Setting a well developed Internet portal with relevant information, data base of good practice, presented common mistakes and Q&A section.

Owners of residential and commercial buildings – presented by the contact data, a description of building measures and photos – are permitting the transfer of experience with data through the portal and view (on location – 334 buildings) of the energy efficient measures in the building. The user delivers crucial experimental information: up and down sides, cost of investment, operation and maintenance, (dis)satisfaction with contractors.

Outcome

In a wide range of welfare NEP (including well visited internet portal with a data base of good practice about almost every energy problem and solutions, to presented common

mistakes regarding energy usage and infrastructure) also ranked education, encouraged social contacts, volunteering and active citizenship.

The internet portal established a public accessible, easy, free, professional and non-commercial tool for an insight of the various technologies, products and providers, and easy decision making with investment in EE and RES for households, businesses, public institutions and schools. The project had 335 volunteers, contributing their time, building and know-how.

Portal allows self-entry of new owners, utilization in practice is shown by descriptions of errors in sections "Black spots" and "Energy faults", as well as descriptions of good solutions under the titles "Articles" and "Your questions".

Free access to 334 buildings, which represent good practice models, 10.000 promotion postcards, 10 regional inauguration of NEP Slovenija, media coverage and promotion and a final international conference.

Learning

A lot of useful information, which can be used either by advisers for better advices and by households themselves for further knowledge about their energy issues and solutions.

link: <http://nep.vitra.si/?novice=1>

2.5 United Kingdom

2.5.1 The Big Green Makeover

Background to Project

This project aims to reduce the likelihood of university student to suffer from fuel poverty despite the poor condition of housing. The project also aims to enable students to develop the skills needed for independent living by better understanding energy use and budgeting.

Local situation

In 1996 the Scottish House Condition Survey showed that over 90% of homes in Edinburgh do not meet current standards for energy efficiency. It also found that 64,000 households in Edinburgh were living in fuel poverty. Edinburgh is a City with a large University and therefore a large student population mainly living in privately rented accommodation. Being a city geographically located in the North of the Country on the North Sea coast, the city has average winter temperatures of around 0.4°C during winter months.

Local Policy

Under the Home Energy Conservation Act 1995 (HECA), all local authorities in Scotland were made energy conservation authorities. Following this the City of Edinburgh Council published the 'Warmburgh plan', which included a commitment to consider developing an affordable warmth strategy. This commitment has been taken forward by the housing department and the Warmburgh Unit, a Lothian and Edinburgh Environmental Partnership (LEEP) project working with the council to implement the Warmburgh Plan. In the two years since its inception, the affordable warmth strategy has united organisations across Edinburgh. So far forty two organisations have signed up to deliver the strategy.

Coordinator

Transition Edinburgh University (TEU) coordinates the Big Green Makeover.

Funding

£339,000 from city climate change fund project to establish the TEU project.

Intended outcomes

By offering home visits, advice clinics and training session the project aims to help university members to be better informed about the energy they use and work towards achieving affordable warmth in their homes.

Partners

Edinburgh University

Target group

Those living outside university owned accommodation in privately rented accommodation and university staff.

Actions

The Big Green Makeover offers:

- Home visits- to both student and staff homes for tailored advice on saving energy and water and includes a free pizza as an incentive
- Energy Saving Advice Clinics, available on various days across the university for those that live far away from university
- Workshops designed to develop knowledge and skills enabling people to make homes warmer
- Wiki Knowledge base: Bank of knowledge that staff and students can use to keep their homes warmer and make them cheaper to live in
- Working with Resident Assistants in Accommodation services to train the first year students living in self-catered accommodation to guide them on the energy usage of various appliances and highlight opportunities to make savings. This also included learning how to control the heating system, taking shorter showers and using kitchen appliances more efficiently. This action aims to help students with the transition they move out of university accommodation into private rented accommodation

Outcome

Over two academic years The Big Green makeover has:

- Trained over **90 volunteers**
- Worked with **104 homes** – saving 126 tonnes CO₂
- Held **128 personal consultations** at **39 Energy Saving Advice Clinics** around campus – saving 67 tonnes CO₂
- **Worked with Resident Assistants** to save over 100 tonnes in University self-catered accommodation
- Held over a **dozen workshops**

The Big Green Makeover saved over 300 tonnes of CO₂ in 2010 and received the People and Planet's Going Greener Award.

Learning

The project used a mixture of approaches to access the target audience. ACHIEVE advisors will also have to think about how they find homes to offer visits to. This activity could run alongside the promotion campaign. Additionally the Wiki knowledge base presents a useful online resource for sharing information and could form a part of the ACHIEVE website.

2.5.2 Mendip Environment

Background to Project

Situation: There are around 5,000 people living in fuel poverty in Mendip District Council. Many of the fuel poor are living in privately owned or privately rented properties. 88% of the total housing stock in Mendip is privately owned and around 1.2% of this is classed as unfit for habitation (Mendip council, 2009). The 2009 Private Sector Housing Survey results showed that around 7300 homes failed the Decent Homes Standard which equates to 15% of the stock. A large proportion of the properties are Hard To Treat (HTT) with solid walls and no easily insulated loft space. Around 40% of the population live in rural areas, and are off the gas network, meaning that they are reliant on oil, LPG, solid fuel or electricity for space and or water heating.

Local policy:

The Local Authority of Mendips affordable warmth strategy works towards eradicating fuel poverty in the Mendip district, also contributing towards targets set against National Indicator 186. This performance measurement provides targets for Local Authorities to put measures in place to reduce energy consumption in and to increase the number of vulnerable households living in privately owned decent homes to 75% by 2020 (Mendip Council 2009).

Co-ordinator

Mendip Environment is a not for profit, publicly funded Community Interest Company which runs a number of environmental projects.

Funding

Somerset Aggregates Sustainable Levy Fund (SASLF). The project requires limited funding as it relies on volunteers coming from within the target communities. Funding is required primarily for the costs of recruitment and training of advisors. As often there is a high turnover for volunteering it is important that there is a reserve of funds to accommodate this to ensure a team of advisors is always available.

Two cost options were developed:

1. The low cost option at £500 is to have Mendip Environment recruit a number of "Parish Carbon Footprint Reduction Champions" who would be internally trained and work informally in the parish under the guidance of a fully qualified member of our existing team. After evaluation, one or more Champions may secure formal qualification if further funding can be found
2. The conventional option of appointing a dedicated and fully qualified Energy Conservation Volunteer involves costs of £500 for recruitment and £750 for training and co-ordination/networking. Much of the training costs are taken up with City and Guilds course and examination fees (until now the standard UK Energy Advisor Qualification). The schemes can work hand in hand with another Mendip Environment project; that of the recruitment and development of a parish green home champion. At £400, this involves modest additional recruitment and development costs. Mendip Environment believes in the value of having best practice examples of homes in every Mendip parish. The finding and appointment of a parish green home champion meets this aspiration and assists the volunteer energy assessor in his/her work

In this case seed funding was provided by Somerset Aggregates Sustainable Levy Fund and additional funding was obtained by 22 Parish Councils each contributing £400.

Intended outcomes

To educate and enthuse people on the importance of improving the energy efficiency of all buildings in their community. Volunteers will be fully trained and they will provide energy efficiency advice and audits in homes and parish premises. These aim to help to eradicate fuel poverty and combat climate change. Also, they aim to save parish and personal funds by cutting energy costs and the parish's carbon footprint. Volunteers will be encouraged to develop expertise in dealing with all types of properties, in particular solid walled properties as there is a large number of these in the area and the high costs of heating these can increase the risk of fuel poverty.

Partners

The Parish Council advised on the management of the scheme at a local level and in return the council has access to the volunteers to help with energy conservation.

Volunteers from members of the community. 2 for each of the 22 parishes. Mendip Environment coordinates, manages and networks the work of the volunteers with the Mendip Partnership for Energy Project (which it also administers with the Mendip Strategic Partnership). The Mendip Partnership for Energy is an Invest to Save Budget funded programme that teams energy auditing of public buildings with community awareness raising focussing on energy efficiency.

Mendip council wish to provide a multiagency approach to Fuel poverty and will therefore liaise with several agencies and voluntary organisations in the area including Mendip Environment.

Target group

Any household within the Parish and also community buildings within the Parish's.

Actions:

- Volunteers carry out home energy audits and give advice on insulation, alternative fuel suppliers, central heating systems; solar heating and can help with getting a lower fuel tariff if the householders are in fuel poverty.
- An annual autumn Mendip open Green Homes and Gardens event when funding is available

Outcome

Since May 2008 22 volunteers have been trained and are visiting homes in the district. This has produced over 150 visits to date. These seem to be successful as the visits are from an independent body who have no affiliation to a business. Therefore there is no sales pitch alongside advice. The emphasis is on local knowledge. Householders also greatly appreciate the fact that the service uses people from the local community to work within the community.

Learning

While this project has cost relatively little to set up it is based on the good will of involved parties both in terms of management and administration but also in terms of the intervention itself. A major learning for ACHIEVE is that of the focus on local capacity development. If Advisors can be recruited from and work within their community there is evidence that the service will be widely accepted by the community. We will also benefit from being independent rather than from a commercial company.

Would it also be a good option to consider providing support around tariff advice for households as well?

2.5.3 Energy Ambassadors

Background to Project

The domestic sector has historically been difficult to reach to give messages about energy conservation. It has also proved more complex to motivate households to 'change their habits'. Often energy issues and social difficulties can come hand in hand and compact each other. In addressing an energy issue alongside a social issue we can unravel the

problem, help people to save energy and subsequently money, help them to feel more comfortable in their homes and hopefully increase their sense of wellbeing.

Local Situation

Gloucestershire is a semi rural county with two large urban connotations a small number of outlying small towns and many villages. It has an aging population and many of the villages and rural hamlets do not have access to the gas network. Although considered to be a reasonably affluent area many people are considered to be asset rich (owning their own properties) but income poor. These factors contribute to a propensity of fuel poverty.

Local policy

Gloucestershire has a well-established Affordable Warmth Strategy that has various delivery projects. Energy Ambassadors fits well into this structure and was able to obtain funding through the streams contributing to this.

Co-ordinator

Coordinated in the UK by the Severn Wye Energy Agency.

Funding

€102 752 (75%) funding from IEE and €23 000 from NHS Gloucestershire (the Municipality Health Authority).

Intended outcomes

- To promote energy training in European social and housing institutions
- To train social actors and households on energy issues
- To encourage energy and water savings in households
- Strategically- to have reached 50,000 families with energy advice (across all participating European countries) with two years after the end of the project.
- Energy savings of 46.8MWh in the final 6 months of the project (across all participating European countries)

Partners

At a local level the campaign engaged with NHS Gloucestershire, Gloucestershire Rural Communities Council (GRCC), Severn Vale Housing Services, Anchor Staying Put, Managing Memory Together, Stroud District Council, Fosseway Living (housing association), Gloucestershire Fire and Rescue Service, Care line.

Target group

Training for Health and Social Care professionals who are in daily contact with those groups considered to be most at risk of fuel poverty (older adults, families with young children, socially disadvantaged, those with long term health conditions). The target group for energy advice are those groups mentioned above. The concept is that health, social care and housing professionals are often in contact with groups considered to be at risk of energy poverty. Once trained these 'Energy Ambassadors' are to integrate energy advice into their normal day-to-day work with clients.

Actions

- Designing training sessions

- Delivering training sessions to 30 professionals in the UK
- Obtaining consent from organisational management for Ambassadors actions
- Development of support tools for Energy Ambassadors and educative tools for them to use with households.
- Support and monitoring of Ambassadors Actions
- A hotline for Ambassadors to call for support
- Evaluation of behavioural changes/ structural improvements made by clients during intervention

Outcome

IN the UK early research found it difficult to engage with statutory social care services. This was due to changes that were happening to roles and cuts to services. There were and still are huge pressures on these roles in terms of time and resources. The consultation process suggested that the action would be well targeted to organisations that work with people in a social care/ heath capacity in a non-statutory framework.

For example many of the active Ambassadors work for GRCC as 'Village Agents'. This service was set up to support adults over the age of 50 who live in the more isolated rural communities of the county. Whilst funded by statutory services these professionals have more flexibility with the service that they can offer and the time that they can spend with a client.

Locally GRCC have expressed an interest in continuing the run and develop the project with their advice teams. As well as delivery of a wider training programme to all staff, it is likely that the project will evolve to narrow on some key energy saving advice that can easily be disseminated. Discussions with Ambassadors and GRCC also suggest a need for offering fuel tariff advice and support. Severn Wye will develop training along these lines and continue to offer support to Ambassadors.

Learning

The Energy Ambassadors project designed a framework for evaluation that involved collecting data about each client who had received energy advice. Clients were then to be contacted at a later date to discern what pieces of advice they had maintained in order to identify an energy saving and quantify the value of the intervention.

Anecdotal evidence suggests that many Ambassadors integrated energy advice into their normal roles. This included when talking to groups of clients in informal settings. In practice the data collection was a task that many Ambassadors struggled with as much of their time is spent recording general client data. However, Ambassadors were not paid and undertook the role out of goodwill and because they could see the value in it for their clients.

Part of the role of ACHIEVE advisor will include collecting large amounts of data. This is integral to the role and projects success. This will need to be done accurately. ACHIEVE partners should be mindful of this when selecting candidates for training and employment.

2.5.4 Warming Bristol Communities

Background to Project

Warming Bristol Communities aims to improve the lives of people from the black, Asian and other minority ethnic (BAME) communities in Bristol who are living in cold, damp homes, struggling to pay fuel bills or at risk of falling into arrears. It follows on from a previous fuel poverty project called Warming Bristol that was run 2006-2009, this was a city wide advice

service for those in fuel poverty with a specific focus on areas of high fuel poverty. They found they had very high referrals from black and ethnic minority communities and found they had difficulty with language barriers (they had to pay translators to come in who could be different every time and did not have an understanding of the project, they were also expensive). Also the majority of the staff involved were white and not from similar backgrounds, it was felt the message would come across more clearly from peers.

Local Situation

Around 10% of Bristolians are from black, Asian or other minority ethnic communities, with around 16,000 of these people of Somali origin

"Many of these people, especially those from Somali backgrounds, are refugees and large numbers experience language problems, isolation, poor physical and mental health, and a low socio-economic profile," said CSE's Verity Saunders who manages the project. "On top of this, they may live in substandard housing and are disadvantaged by not fully understanding the help that is available to them."

Local policy

This project was closely linked to the Bristol Energy Efficiency scheme (BEES) which is a fuel supplier and local authority funded scheme for loft and cavity wall insulation. Where possible referrals were made to BEES to improve the energy efficiency of the homes themselves.

Co-ordinator

The project is managed by the Centre for Sustainable Energy.

Funding

Big Lottery and Comic Relief.

Intended outcomes

By the end of the three-year project, 1,500 people from BAME communities across the city will be more aware of how to ensure their homes are adequately heated, insulated, safe and secure. In year 3 the aim is for the volunteers to be able to home visits themselves without the presence of a CSE advisor.

Partners

To deliver this project, CSE is working in partnership with the following Bristol organisations:

- Bright Project
- Bristol Debt Advice Centre
- Citizens Advice Bureau
- Dhek Bhal
- Humdard
- Single Parent Action Network
- Somali Advice Project
- Somali Resource Centre
- St Pauls Advice Centre

Target group

People from the black, Asian and other minority ethnic (BAME) communities in Bristol who are living in cold, damp homes, struggling to pay fuel bills or at risk of falling into arrears.

Actions

A group of volunteers from the BAME communities were a half day course in energy advice basics (including fuel bills, damp and mould and meter readings) and team up with an energy advisor from CSE to do home visits and advice surgeries. They help to translate and give advice on energy saving.

Involves working with a range of organisations in Bristol (under partners) to identify households living in fuel poverty and/or at risk of, or already suffering from, fuel debt. There are currently 14 active volunteers from BAME community groups who work alongside CSE energy advisors to deliver energy advice in the householder's first language. One of our most active volunteers is Yusuf Salah. Originally from Somalia, Yusuf is able to provide translation and interpretation services during home visits or advice surgeries – and is a point of contact with some of Bristol's most marginalised households.

Together with their partners, CSE's energy advisors are helping vulnerable householders to find ways of minimising their fuel bills and improving their homes. They will ensure that grant-aided energy efficiency measures (such as insulation for lofts and cavity walls, and boiler repairs) are installed where possible. In cases where households have fallen into fuel debt, the advisor will work with the residents and their energy supplier to find appropriate payment methods and tariffs. We'll also support clients to apply for and receive their benefit entitlements, and refer to other agencies for further help where appropriate. Through training up volunteers, our aim is to pass our energy expertise on so that they too can become skilled at delivering domestic energy advice, long after the project ends.

Outcome

This is a 3 year project and they are currently part way through their 2nd year.

Learning

They found at the end of the first year that 42% of the referrals came from the volunteers and community group, highlighting the importance of the local and community connection. The volunteers have been able to cross language barriers, been active in helping to spread knowledge of the service and back up the advice given as it is peer – peer gaining the trust of the occupant. These findings have lead CSE to start a similar peer-peer project for the elderly.

CSE also found that the language barrier was not just in the visit itself, but also arranging the visits and follow ups and providing feedback.

One of the key learning's were that they found a lot of the homes they went to were having real trouble understanding and paying their fuel bills meaning that they were already in debt by the point of the visit. The project could help with both of these problems but this meant that the householder's primary concern was to get help with the debt itself and so it has proven difficult to effectively give advice on behavioural changes that would help to reduce the chance of accruing more debt. Using this finding the aim of future projects would be to get to the client at an earlier stage so that the advice would be preventative and more likely to be taken on board.

2.5.5 British Gas Welsh Training Centre

Background to Project

British gas opened a training centre in Tredegar South Wales in May 2010 to provide people with the right skills to work in the expanding energy sector. The project is collaboration between British Gas, the local Authority and several training organisations.

Local situation:

The Heads of the Valleys region has the lowest employment rate in Wales – 64 per cent, compared with 71 per cent nationally. Nearly one quarter of the population have no qualifications (compared with 17% for Wales as a whole) and there are only half as many graduates living in the area as in the rest of South East Wales. Only 41% of 15 year olds are achieving 5 GCSEs at grades A*-C grades, compared with a Welsh average of 52%.

Coordinator: British Gas

Funding: British Gas £900,000 with the Welsh Assembly contributing £500,000.

Local Policy:

The Heads of the Valleys region aims to be viewed as a nationally competitive business and investment location, where the majority of residents are in work and making a positive contribution to the Welsh economy by 2020. They will also help service sector, environmental technologies and manufacturing businesses to be successful in the area by ensuring that business development and support programmes are delivered consistently and coherently across the area.

Intended outcomes:

As well as offering training opportunities in one of the most deprived parts of Wales, British Gas will use the centre to upskill its own engineers. The centre will enable existing British Gas engineers to bring their skills up to date for dealing with new technologies, all in a purpose built centre. It is hoped the project will help the Assembly's programme to improve 40,000 homes in the Heads of the Valley's region. The project will offer training and qualifications for 1,300 would-be energy efficiency assessors and installers of new green technologies every year. The company is creating 2,600 new roles in a new smart metering business and a further 1,100 insulation engineering jobs.

Partners:

This centre is the result of a partnership between the Welsh Assembly government, JobMatch, Jobcentre plus, SummitSkills, Blaenau Gwent Council and British Gas.

Target group

People who are unemployed and British Gas employees.

Actions

- Engineers get the chance to learn how to install equipment such as solar panels, hi-tech smart metres, biomass boilers and combined heat and power boilers in purpose built training bungalows.
- Training people who are unemployed to become energy efficiency assessors and installers of new green technologies

Outcome:

The Centre was officially opened in May 2011 and so, not having run for a full year has no published results yet. As a resource for the local community and economy it looks well placed. This project will be monitored throughout the duration of ACHIEVE to study leanings. Of interest will be the qualifications that will be offered through the centre in relation to the Green Deal (UK energy efficiency policy to be launched in autumn 2012 based on a low

interest load for more complex domestic efficiency measures. Loans will be repaid in line with savings on energy bills as a result of measures).

Learning:

There is a will at a regional government level to invest in training capacity for our target group for advisors. This may need to be subsidised by industry partners. This may benefit the potential outcomes for ACHIEVE advisors in terms of employment opportunities.

II – Version française

1. Enseignements

Ce document résume les principaux enseignements tirés de projets et bonnes pratiques déjà existant sur la précarité énergétique, évalués dans le cadre du Work Package 2 d'ACHIEVE : État des lieux des territoires et des groupes cibles. Le but du document est de compiler et résumer ces recherches réalisées au démarrage d'ACHIEVE en un seul document, notamment autour de certains thèmes récurrents dans les projets nationaux et européens analysés par l'ensemble des partenaires : identifier et cibler les ménages, donner des conseils en énergie et développer, sur le long terme, des solutions structurelles, préventives et pérennes.

Identifier et cibler les ménages

L'un des éléments clé du WP2 consistait à développer une méthodologie pour cibler et atteindre les ménages auxquels le projet ACHIEVE s'adresse. Sur ce point spécifique, un certain nombre de recommandations peut être tiré des diverses expériences européennes étudiées par les partenaires.

La réussite des projets de sensibilisation et d'accompagnement à la maîtrise des consommations d'énergie ciblant particulièrement les ménages modestes, que les campagnes nationales de sensibilisation à la maîtrise de l'énergie touchent en général moins bien que les catégories moyennes et aisées, suppose toujours la mise en œuvre d'une approche proactive. Ces familles viennent en effet difficilement d'eux-mêmes chercher de tels conseils :

- Des évènements de proximité (réunion de locataires, fête de quartier, par exemple) constituent des relais efficaces pour s'adresser aux ménages les plus difficiles à atteindre.
- Les conseillers réalisant les visites à domicile doivent identifier les opportunités de « co-promotion » du projet : s'appuyer sur les structures de terrain qui travaillent déjà régulièrement, sur diverses thématiques, avec les familles ciblées, permet de compléter, et parfois d'anticiper, la communication spécifique réalisée autour du projet via les media et partenaires locaux.
- Les conseillers aussi doivent se montrer proactifs et explorer diverses pistes de promotion du dispositif auxquelles le public est susceptible d'être réceptif. Par exemple, le porte-à-porte peut être une solution pour impliquer dans l'action les ménages les plus difficiles à identifier et cibler.

Donner des conseils en énergie

Il existe déjà un certain nombre de projets qui visent à délivrer des conseils sur la maîtrise de l'énergie auprès de publics spécifiques, dans le but de réduire leurs consommations et leurs factures. Ces projets présentent des exemples intéressants sur la manière d'apporter ces conseils jusqu'aux familles, et sur les moyens de les inciter à changer leurs usages de l'énergie sur le long terme.

1/ Internet peut être un outil particulièrement efficace pour toucher à la fois les consommateurs finaux, mais aussi tous les acteurs clé. Un certain nombre d'expériences et de méthodologies ont déjà été déployées dans ce sens:

- Le projet "Implement it, and save with energy", en Slovénie, a misé sur le développement d'une application web qui permet de calculer la consommation et le coût énergétiques de divers appareils domestiques et électroniques. L'application propose également des exemples de bonnes pratiques et des conseils pour réduire les consommations d'électricité spécifique d'un logement. L'outil fonctionne en 3 temps : l'utilisateur sélectionne les appareils ménagers qui le concernent ; le calculateur fait une estimation de la consommation actuelle de l'appareil et des coûts associés ; pour finir, l'outil calcule les économies potentielles réalisées si l'on met en œuvre un certain nombre de mesures proposées. L'ensemble de méthodes de calcul et des conseils présentés dans l'application ont été utilisés pour développer les outils similaires nécessaires à la mise en place du projet ACHIEVE.
- Un projet tel que « Familles à énergie positive » (« Energy neighbourhoods ») a eu l'idée de coupler un outil de calcul des consommations d'énergie dans le logement à un « concours » entre groupes de familles: des équipes d'une dizaine de foyers se regroupent pour représenter leur village ou leur quartier et relever le défi d'économiser le plus d'énergie possible sur les consommations à la maison (chauffage, eau chaude, équipement domestique). Ce type de projet, outre son effet d'émulation, a l'avantage de maintenir plus fortement le lien avec les ménages, et donc d'évaluer sur le plus long terme les changements de comportement.

2/ Les enfants peuvent également être un élément moteur du changement. En effet, ils sont généralement très réceptifs aux discours actuels sur les questions environnementales, et constituent donc un relais très intéressant pour amener l'ensemble du ménage à faire évoluer ses usages et comportements liés à l'énergie. Il est important d'intégrer des éléments de communication adaptés aux enfants dans la construction de l'argumentaire qui accompagne les conseils donnés aux familles. Établir des partenariats avec les structures de terrain qui travaillent quotidiennement auprès de ce public spécifique revêt donc un intérêt tout particulier pour le type de projets qui nous intéresse.

3/ L'ensemble des structures et de la chaîne d'acteurs susceptibles d'interagir avec les ménages ciblés (donc de les identifier, de les encourager à modifier leurs usages et les garder motivés sur le long terme) doit être informée et sensibilisée aux objectifs du projet : facteurs, gardiens d'immeubles, aides à domicile, médecins généralistes...

Une telle implication s'est par exemple révélée très efficace dans les projets où des intervenants du monde médico-social ont été mobilisés, particulièrement pour construire des mesures préventives de lutte contre la précarité énergétique sur le plus long terme.

4/ D'autres expériences montrent que la compétition entre familles, avec la mise en jeu d'un prix quelconque (comme dans le « Défi Energie » à Nancy en France, par exemple), peut stimuler les familles. Pour ACHIEVE, ce genre d'initiatives apparaît intéressant à déployer dans le parc social.

Développer des solutions structurelles, préventives et pérennes

1/ Tout projet local de lutte contre la précarité énergétique implique une approche intégrée et transversale, c'est-à-dire l'établissement de partenariats avec des organismes institutionnels, financiers, opérationnels, et la mise en réseau d'acteurs issus de secteurs complémentaires (logement, énergie, santé, action sociale...). Certaines étapes clés peuvent être identifiées pour développer un tel réseau local de lutte contre la précarité énergétique:

- Définir la zone d'action ciblée (un quartier, une ville, un EPCI, un département...) ;

- Identifier les principaux acteurs locaux, et tous les rencontrer, afin de préparer avec eux la constitution et le démarrage du réseau ;
- Définir les objectifs du réseau: partager une culture commune autour de la précarité énergétique (définition, enjeux, actions à mettre en œuvre); mettre en place un centre de ressources ; assurer un rôle d'animation et lancer des actions de sensibilisation locales, etc. ;
- Analyser clairement les besoins des professionnels, pour répondre au mieux à leurs attentes ;
- Mettre en place un comité de pilotage ;
- Organiser des échanges et des rencontres sur une base régulière, pour créer et renforcer les liens ;

2/ Pour lutter contre la précarité énergétique, la solution la plus efficace reste la rénovation énergétique des bâtiments. Pour autant, la faible compréhension par les propriétaires des enjeux, des coûts et des procédures de telles rénovations reste une barrière majeure pour entreprendre les travaux nécessaires.

2. Études de cas

2.1 Réseau “préca énergie 33”

Contexte général du projet

En 2009, un constat est partagé par de nombreux professionnels du département de la Gironde : les actions en faveur de la lutte contre la précarité énergétique sont nombreuses sur le territoire mais les expériences et les acteurs restent dispersés. De ce constat est née la volonté de mettre en place un réseau des acteurs de la précarité énergétique à l'échelle départemental.

In 2008, dans le cadre de l'appel à projet PREBAT (Programme national de Recherche et d'expérimentation sur l'Énergie dans les BÂTiments), le CREAQ a trouvé les moyens financiers pour lancer ce projet de réseau local.

Objectifs

L'objet de ce réseau est de fédérer les structures qui sont impliquées dans la lutte contre la précarité énergétique en Gironde, de mutualiser des moyens et savoir-faire déjà existants sur le territoire.

Les objectifs que s'est donné le réseau sont les suivants :

- Faciliter et permettre un meilleur accompagnement des familles fragiles
- Devenir un centre ressource pour tout professionnel
- Faire remonter les questions et problématiques pour rendre compte et accompagner au mieux les politiques publiques.

Partenaires

Les partenaires financiers initiaux sont : ADEME, Anah, PUCA.

Un comité de pilotage a été mis en place, qui se réunit au moins une fois par an :

- Des entreprises : ALDA Expertises, Diagnostic et Conseil Energie Habitat, Finan Trading Co., Lyonnaise des Eaux
- Des établissements publics : ADEME Aquitaine, ANAH
- Des collectivités : Conseil Général de la Gironde, Mairie de Bassens, Mairie de Bordeaux, Mairie de Talence,
- Des associations : Association des Œuvres Girondines de Protection de l'Enfance, CREAQ, Unis Cité Aquitaine
- Autres structures : SACICAP les Prévoyants

Public cible

Le réseau Préca Energie 33 est un réseau ouvert à tous les professionnels girondins amenés à travailler sur la précarité énergétique, qu'il s'agisse de travailleurs sociaux, de professionnels du bâtiment et de l'énergie, d'institutionnels, d'acteurs du secteur financier...

Actions

Mise en réseau d'acteurs : centraliser les ressources et les expériences déjà existantes mais dispersées sur le territoire.

Un questionnaire a été adressé à un grand nombre de structures liées à la précarité énergétique, en ciblant :

- Les collectivités et établissements publics,
- Les structures de l'intervention sociale,
- Les professionnels de l'énergie et du bâtiment

Plus de 40 structures ont répondu au questionnaire du CREAQ, issues de tout le territoire de la Gironde. Une quinzaine d'entre elles ont intégré le comité de pilotage du réseau.

Résultats

Dans le cadre de cette mise en réseau :

- Un groupe de travail interne au comité de pilotage a été mis en place pour accompagner une famille « pilote ». Il s'agissait là d'une demande forte de l'ensemble des membres. L'idée est de réaliser ensemble cet accompagnement pour mieux comprendre la place de chacun et identifier les difficultés.
- Organisation, chaque mois, de demi-journées de travail autour d'un thème spécifique : comprendre ce qu'est la précarité énergétique ; actions kits économies d'énergie et / ou d'eau ; pollution intérieure et dysfonctionnements du bâti.
- Une rencontre annuelle du réseau fortement axé sur l'actualité
- Rédaction de fiches sur les retours d'expériences locales
- Assistance et conseil aux acteurs de terrain ou aux collectivités locales...

Enseignements

Plusieurs étapes sont nécessaires pour monter un réseau local sur la précarité énergétique :

- 1/ Définir la zone d'action ciblée (un quartier, une ville ou un EPCI, un département...);
- 2/ Identifier les principaux acteurs locaux, et tous les rencontrer, afin de préparer avec eux la constitution et le démarrage du réseau ;
- 3/ Définir les objectifs du réseau : partager une culture commune autour de la précarité énergétique (définition, enjeux, actions à mettre en œuvre) ; mettre en place un centre de ressources ; assurer un rôle d'animation et lancer des actions de sensibilisation locales, etc. ;
- 4/ Analyser clairement les besoins des professionnels, pour répondre au mieux à leurs attentes ;
- 5/ Mettre en place un comité de pilotage ;
- 6/ Organiser des échanges et des rencontres sur une base régulière, pour créer et renforcer les liens.

2.2 Défi Énergie à Nancy

Contexte général du projet

Le projet « Défi Énergie » est mené par l'association Réciprocéts, à Nancy. L'une des missions de l'association consiste à « lutter contre la précarité énergétique, assister les

usagers dans la mise en oeuvre de leur droit d'accès à l'énergie, contribuer à la maîtrise des dépenses d'énergie et d'eau et renforcer l'écocitoyenneté et le lien social ». Notamment, Réciprocérités est un relais local pour la médiation sociale énergie : accueil, information, conseils au bénéfice des personnes en difficultés d'accès ou de règlement de leur fourniture d'énergie et accompagnement dans la recherche de solutions.

Même si les actions classiques de sensibilisation et d'information se multiplient et sont bien perçues par le public, l'expérience montre que leurs effets sont limités sur le changement réel et durable de comportement. De plus, les messages véhiculés par ces campagnes touchent plus en général moins fortement les ménages les plus modestes.

Objectifs

Le Défi Énergie a démarré en 2009. Le but est d'encourager et accompagner les ménages à modifier durablement leurs usages pour réduire leurs consommations d'énergie et d'eau.

- Déclencher et obtenir l'engagement d'environ 10% des habitants d'une commune ou d'un quartier ;
- Obtenir un gain annuel de 30% d'économie d'énergie (gaz et électricité) et 15% pour l'eau, en accompagnant les familles engagées durant un an. Le but est de les amener à adopter progressivement de nouvelles habitudes et gestes simples, et réduire sensiblement leur consommation d'énergie pour un même confort et une même qualité de vie ;
- Evaluer les économies réalisées (quantitativement et financièrement) et la pertinence de la démarche en fin d'action.

Partenaires

Réciprocérité coordonne le projet, qui peut être reconduit chaque hiver en fonction de la demande : un Défi énergie est lancé à la demande d'une collectivité locale sur un territoire déterminé. C'est ensuite la collectivité locale qui finance l'action sur la période hivernale (60 000€ environ par Défi énergie), et qui décide d'impliquer tel ou tel bailleur social et son parc de logements.

Public cible

100 familles sont recrutées à chaque défi énergie (sur tout le territoire de la collectivité locale ou simplement sur un quartier). Il s'agit principalement de ménages avec des ressources modestes.

Actions

Une fois un défi énergie lancé :

1. **Implication des acteurs locaux** : obtenir l'engagement et la participation active de « personnes relais » sur la commune ;
2. **Formation des conseillers et des relais** au sein des structures partenaires de la commune/du quartier ;
3. **Communication et animation** (novembre/décembre) : Optimiser la participation, l'adhésion des habitants de la commune/du quartier au projet et la valorisation de l'action.

Plusieurs outils de communication sont utilisés :

- Articles de presse
- Courrier du bailleur à ses locataires
- Affichage dans les halls d'immeuble
- Relais de acteurs de terrain (travailleurs sociaux, associations locales)

4. **Recrutement des 100 familles** (janvier) qui participeront au Défi, et démarrage des visites ;

5. **Les familles reçoivent la visite d'un conseiller une fois par mois**, pendant un an, pour établir un suivi de leurs consommations d'eau et d'énergie et bénéficier de conseils adaptés ;

6. À la fin du projet, **une évaluation des résultats** (quantité d'énergie et d'argent économisés) est réalisée pour chaque famille, ainsi qu'à l'échelle globale du projet.

Résultats

Jusqu'à présent, 4 défis énergie ont été montés par Réciprocités .

Gaz et électricité : l'objectif de réduction de consommation d'énergie a été atteint – 100 MWh pour l'électricité et le gaz.

Eau : l'objectif fixé de 500 m³ a été largement dépassé, avec une diminution moyenne de 19% de consommation d'eau (soit 1068 m³). Au départ la consommation globale des familles engagées était supérieure de 14% à la « norme », elle est aujourd'hui inférieure de 8%.

Baisses de consommation réalisées pour l'action pilote:

- Électricité : jusqu'à 30% d'économie
- Gaz : jusqu'à 50% d'économie
- Eau : jusqu'à 40% d'économie

Enseignements

Une grande partie des familles se sent coupable en cas de surconsommation ; il est important de les rassurer en expliquant que si une partie des économies peut être réalisée par le ménage en modifiant ses usages, une large part des consommations est liée au bâti lui-même.

Les enfants sont réceptifs à tout ce qui concerne l'environnement. Motivés par un engagement responsabilisant, ils constituent de bons relais auprès de leurs familles. Il est donc important de les impliquer sur toute la durée de l'action. Cette participation active peut être menée au sein des écoles de la commune/du quartier ou lors de la visite du conseiller énergie dans les familles. Ici, les conseillers s'efforcent de solliciter au maximum les enfants lors de leur visite mensuelle.

Lorsqu'un projet implique un suivi et un contact réguliers avec les familles (comme ici, une fois par mois par exemple), la présence d'un seul conseiller énergie par famille est suffisant (et même recommandé). Lorsque le projet n'implique que 2 ou 3 visites, comme c'est le cas dans ACHIEVE, une équipe de 2 conseillers est sans doute préférable.

Une constante se vérifie pour la majorité des ménages : ils ne se présentent que très rarement d'eux-mêmes auprès des diverses structures qui peuvent leur apporter soutien et conseils (soit parce qu'ils n'ont pas conscience qu'ils pourraient être aidés, soit parce qu'ils sont noyés sous une série de problème connexes, soit parce qu'ils se sentent impuissants et humiliés à l'idée d'aller demander une assistance). **Il est essentiel d'être proactif dans la démarche, et d'aller vers les ménages (via une campagne de communication ciblée et relayée par les acteurs et structures de terrain, via les bailleurs sociaux, etc.).**

2.3 Le SLIME du Gers

Contexte général du projet

Le Gers est un département à dominante rurale, qui compte 483 communes et 192 000 habitants.

Confronté à la forte augmentation des demandes d'aides au Fond de Solidarité Logement (FSL) pour impayés d'énergie (+34% de demandes de 2007 à 2009) et aux limites de l'Action Insertion Energie (faible nombre de cas traités), le Conseil général du Gers a souhaité, en partenariat avec les principaux acteurs de logement et de l'action sociale, compléter les dispositifs existants sur le département en matière de lutte contre la précarité énergétique par un dispositif capable d'intervenir auprès d'un grand nombre de ménages : le service local d'intervention pour la maîtrise de l'énergie (SLIME).

Objectifs

Ce dispositif s'inspire de l'« analyse sociotechnique comparée des dispositifs de réduction des situations de précarité énergétique et construction de stratégies d'intervention ciblées » réalisée dans le cadre de l'appel à projets PREBAT, dont les conclusions ont été remises en 2008.

Le programme a démarré en 2011, pour 3 ans, sur 26 communes correspondant, au nord-ouest du département, au territoire d'une OPAH qui démarre actuellement et dont la durée est aussi de 3 ans. L'objectif est de rencontrer 1500 ménages durant les 3 ans de l'expérimentation (500 ménages/an). Il s'agit de mettre en synergie l'ensemble des outils existants d'amélioration de l'habitat, qui sont aujourd'hui dispersés et très peu accessibles aux personnes nécessiteuses. Inspiré du programme québécois Econologis, le dispositif ne vise pas à traiter le bâti, ni à régler les problèmes financiers, ni à assister les ménages, ni à se substituer aux obligations des bailleurs défaillants. Ce programme expérimental vise à construire une action dont l'ampleur est sans commune mesure avec les mesures existantes avant de la généraliser, ensuite, à l'ensemble du département du Gers.

Partenaires

Le projet est piloté par le département de l'action sociale du Conseil Général. En complément des contributeurs financiers «historiques » du FSL, l'ADEME et la Fondation Abbé Pierre soutiennent également l'action.

La mise en œuvre opérationnelle du SLIME repose sur le repérage des situations par de multiples « donneurs d'alerte ». Il ne s'agit plus uniquement des seuls travailleurs sociaux, mais de tous les acteurs du territoire susceptibles de rencontrer les personnes en difficulté énergétique : secrétariats de mairie, services de lutte contre l'habitat indigne, associations caritatives, services médicaux, médecins, infirmières libérales, aides à domicile, etc.

Deux associations, Gascogne Énergie Conseil et Revivre (spécialisée dans les opérations d'auto- réhabilitation), sont chargées des visites à domicile.

Public cible

Le dispositif expérimental cible les ménages qui présentent certaines caractéristiques :

- Les ménages aux ressources modestes qui vivent dans un logement « passoire ».
- Les ménages aux ressources modestes, accaparées par de multiples difficultés, et qui sont déconnectées voire dépassées lorsqu'il s'agit de gestion de l'énergie.
- Les ménages aux ressources faibles proches des minima sociaux, qui vivent dans un bâtiment correct, mais qui ne peuvent plus payer les factures d'énergie.
- Des personnes qui payent leurs factures d'énergie mais qui « souffrent en silence », dans un inconfort coûteux ou en se privant sur d'autres consommations de base (santé, éducations, loisirs...).

Actions

Le dispositif SLIME comprend trois niveaux :

- Le niveau micro apporte une intervention rapide d'un socio-technicien à domicile. Celui-ci réalise un diagnostic global et installe des petits équipements (lampes basse consommation, kits hydro-économies, joints d'étanchéité, etc.) ;

- Le niveau méso est activé si le diagnostic démontre le besoin d'une intervention plus complète : diagnostic thermique, préconisations et petits travaux ;
- Le niveau macro est mobilisé si les éléments disponibles montrent qu'une réhabilitation plus lourde, éligible aux aides de l'ANAH et au programme Habiter Mieux, est nécessaire et possible. Les ménages sont alors accompagnés dans les démarches nécessaires.

Le projet démarre par une large campagne de communication sur l'ensemble du territoire pour présenter l'opération. Chaque donneur d'alerte (y compris les ménages eux-mêmes) peut effectuer les signalements grâce à un numéro de téléphone dédié, mis en place dès le démarrage du projet. Une visite au domicile du ménage est alors activée sous 15 jours.

Le budget total de l'opération est de 187 000€ pour 3 ans, dont 35 000€ sont destinés aux petits équipements installés et aux « travaux intermédiaires » réalisés au niveau méso.

Le coût d'une visite initiale est estimé à 200-300€ par ménages (tout compris : petits équipement et ingénierie).

Résultats

Les résultats attendus de l'action sont :

- Améliorer le confort et les conditions de vie au sein du logement : gagner quelques degrés, réduire le montant des factures, rendre les logements plus sains, rétablir certaines fonctionnalités de l'habitat... Il s'agit de proposer un service qui repose sur des actions concrètes, ne serait-ce que des « petites choses » : donner des astuces, poser des petits équipements...
- Développer une culture de la maîtrise de l'énergie : suivi des consommations, gestion du budget, choix et utilisation des équipements, connaissance de gestes économies ;
- Conseiller et orienter les ménages sur les dispositifs existants, les accompagner dans une démarche de projet et, pour les locataires, dans la négociation avec le propriétaire.

Enseignements

Le projet ayant démarré en même temps qu'ACHIEVE, il est encore trop tôt pour être en mesure d'évaluer les premiers résultats du SLIME. Néanmoins, dans le cadre d'un groupe de travail mis en place en France pour échanger sur les projets nationaux qui développent les visites à domicile auprès de ménages en précarité énergétique, les équipes d'ACHIEVE et du SLIME du Gers coopéreront étroitement.

2.4 Les Médiaterre

Contexte général du projet

Le Service Civique permet à tous les jeunes de 16 à 25 ans qui le souhaitent de s'engager sur une période de 6 à 12 mois, pour une mission au service de la collectivité et de l'intérêt général. Il peut être effectué auprès d'organismes à but non lucratif ou de personnes morales de droit public en France ou à l'international. Les missions de Service Civique couvrent des domaines prioritaires pour la Nation et l'ensemble de la société tels que la solidarité et la lutte contre l'exclusion, l'éducation, l'environnement, le sport et la culture, etc. Le Service Civique donne lieu à une indemnité et à une couverture sociale prises en charge par l'Etat.

Objectifs

L'association Unis-Cité a lancé en octobre 2009 le projet « Les Médiaterre », un programme de mobilisation de volontaires en Service Civique pour amener l'écologie au cœur des

quartiers populaires. Le but est de sensibiliser des familles modestes à la préservation de l'environnement et les aider à passer à l'acte en adoptant progressivement 10 éco-gestes.

Partenaires

Partenaires locaux :

- Collectivités locales : le projet peut être intégré dans des documents de programmation locaux (type Agenda 21 local, action « politique de la ville »...). Outre leur apport financier, les collectivités, notamment des communes et/ou communautés de communes, s'investissent dans la construction du programme et facilitent la mise en relation avec les autres acteurs du quartier.
- bailleurs sociaux : ils facilitent notamment la mise en relation avec les familles résidentes, en mobilisant les gardiens d'immeuble et personnels de proximité, et en diffusant de l'information par voie d'affichage et de courrier aux habitants.
- **Les partenaires associatifs et acteurs sociaux** : ils diffusent l'information auprès de leurs bénéficiaires ou bien encore en montant des opérations conjointes avec sur les thématiques environnementales.

Partenaires nationaux:

- Institutions : ADEME, Agence du Service Civique,
- Partenaires privés : EDF, Fondation Veolia Environnement, Fondation Bouygues Immobilier, Fondation MACIF, Eco-Emballages
- Associations: Union sociale pour l'habitat, Comité 21, Fondation pour la Nature et l'Homme, France Nature Environnement, Union Nationale des CPIE

Public cible

Foyers « modestes » locataires du parc social public

Actions

1. Formation des Médiateur

Il existe deux types de formations initiales pour le projet Médiateur :

- Une formation sur le projet en lui-même, à travers 4 modules: connaissance du programme et enjeux du développement durable, découverte du public ciblé et du logement social, techniques de recrutement, techniques d'accompagnement: animation et suivi des familles. Elles ont représenté 40% du volume horaire.
- Des formations techniques ont également été fournies aux jeunes engagés en service civique. Dispensées par des partenaires du projet, elles visaient à apporter aux volontaires les connaissances nécessaires pour faire comprendre les éco gestes aux familles (sur l'énergie , les déchets...). Ces formations ont représenté 60 % du volume horaire.
- Des formations continues afin notamment de pouvoir répondre aux questions posées par les familles accompagnées.

2. Accompagnement des familles

- 1ère visite : Un diagnostic est réalisé avec la famille (questionnaire d'aide au choix des éco-gestes qui servira également, pour le bilan, à évaluer l'impact avant-après)
- 2ème visite : Après avoir traité le questionnaire, les volontaires soumettent les résultats aux familles et proposent des éco-gestes à suivre. La famille choisit les éco gestes sur lesquels elle souhaite être accompagnée.
- Lors de chaque visite, les éco-gestes choisis sont expliqués concrètement et des animations sont mises en place (quizz, jeux) afin de faciliter leur adoption. Chaque visite sert à approfondir les connaissances de la famille sur les enjeux et à accompagner la bonne mise en oeuvre des gestes par toute la famille. Les Médiateur remettent progressivement des goodies utiles en lien avec les thèmes

abordés : sac durable, carnet et magnets, coupe veille, parfois des mousseurs-économiseurs d'eau lorsque des partenaires locaux les ont fournis.

- Dernière visite : un questionnaire de fin d'accompagnement est rempli par les familles, avec l'aide des volontaires, pour mesurer le degré d'adoption des éco-gestes par les familles et les progrès réalisés.

3. Actions collectives d'animation du programme et de sensibilisation des familles

Des animations et ateliers collectifs sont organisés en complément des visites à domicile, sur des thématiques spécifiques.

Résultats

Jusqu'à présent :

- 338 Volontaires mobilisés
- 25 antennes d'Unis-Cité
- 53 Quartiers concernés
- 44 Bailleurs sociaux partenaires
- 57 collectivités mobilisées
- 2 Agences publiques partenaires
- 1 463 familles accompagnées

Enseignements

Le programme des MédiasTerre a mis à jour une série de recommandations pour lancer un tel chantier :

1. Phase préparatoire :

- La préparation des volontaires, à travers la formation et la sensibilisation au développement durable des volontaires est primordiale. En effet, ce « second public » n'est pas nécessairement sensibilisé à cette thématique.
- Le partenariat organisé en amont, facilite le recrutement de foyers : collectivités, bailleurs, associations locales, acteurs sociaux... chacun apporte au projet.
- La complémentarité de méthodes de recrutement permet de toucher des publics différents
 - L'immersion par la participation aux évènements de la vie de quartier accroît la visibilité du programme.
 - Phoning et porte-à-porte permettent de toucher les foyers ne participants pas à la vie locale.
 - La mise en relation, à travers des relais de proximité : responsables se site, gardiens, acteurs sociaux...
 - La distribution de goodies peut marquer les esprits.

2. Les attentes des familles

L'engagement et la poursuite de l'accompagnement des familles tiennent à des conditions particulières et des motivations précises.

- **Le sentiment de liberté** : le programme est construit étape par étape avec les familles, sans demande d'engagement immédiate sur le long terme.
- **Le primat de la motivation économique et le caractère secondaire de l'intérêt pour l'écologie** : le registre argumentaire de l'économie utilisé lors de la phase de recrutement correspond à une préoccupation majeure pour les foyers. Les enquêtés sont moins nombreux à évoquer l'écologie comme motif d'adhésion au projet.
- **Une attente forte sur le plan éducatif** : plusieurs enquêtés se sont engagés dans le projet davantage pour leurs enfants que pour eux. L'attente en terme de soutien éducatif se manifeste par la présence des enfants lors des séances ou

indirectement. De manière plus globale, la demande d'informations et de connaissances, y compris celles destinées aux adultes, est très forte.

- **L'importance du lien tissé :** sans une relation de qualité avec les volontaires, les bénéficiaires n'envisageraient pas de poursuivre les séances, considérées comme un réel moment de convivialité.

3. L'évaluation des éco-gestes

Dans ces domaines, sont particulièrement concernés les foyers ayant rencontré des problèmes de maîtrise de consommation et des adultes peinant à transmettre le sens des économies à leurs enfants. Les évolutions sont davantage constatées pour les éco-gestes qui ne nécessitent qu'une installation de matériel : coupe-veille, mousseurs, réglage définitif du thermostat. Les ampoules à basse consommation sont d'ailleurs largement adoptées avant l'accompagnement.

Davantage de recul est nécessaire pour constater si les évolutions constatées seront pérennes, notamment pour les gestes liés au chauffage.

2.5 FinSH – Financial and Support Instruments for Fuel Poverty in Social Housing

Contexte général du projet

Bon nombre de ménages en situation de précarité énergétique vivent dans le parc de logement à vocation sociale. C'est aussi dans ce parc social, qui comptabilise à lui seul 45% de la consommation d'énergie du secteur du bâtiment à l'échelle de l'Europe, que l'on trouve, les familles avec les revenus les plus bas. Dans un contexte de hausse du prix des énergies et d'augmentation du nombre de ménages qui rencontrent des difficultés à payer leurs factures d'énergie, le secteur du logement social peut donc être considéré comme un des secteurs « pilotes » pour une analyse visant à élaborer une stratégie de lutte contre la précarité énergétique, en même temps qu'une cible centrale pour réaliser des économies d'énergie et monétaires.

Le projet FinSH, coordonné par le GERES, a bénéficié du soutien de l'Union Européenne dans le cadre du programme Energie Intelligente pour l'Europe et, pour la France, de celui de l'ADEME et de la Fondation Abbé Pierre.

Budget total : 617 185 € (dont 50% de cofinancement de l'Union européenne)

Objectifs

Le projet FinSH s'attache à réduire les barrières financières et sociales existantes pour l'accès à la rénovation et à l'équipement efficace en énergie dans l'habitat à vocation sociale. Il a pour objectif d'apporter des solutions concrètes pour lever ces freins qui engendrent les situations de précarité énergétique, et d'activer pleinement les potentialités d'économies d'énergie du logement social, partout en Europe.

La force de FinSH repose sur la mise en commun des expériences et mécanismes financiers existants dans chacun des pays participants. Cette démarche a abouti à la réalisation d'un guide de préconisations pratiques pour améliorer l'accès des ménages en précarité énergétique aux réhabilitations de leurs logements. L'intérêt est de bénéficier des avancées de chacun pour élaborer des mesures concrètes, reproductibles et efficaces.

Partenaires:

- GERES (France): Association à but non lucratif, le GERES conduit des projets de développement durable innovants en France et dans 9 pays d'Afrique et d'Asie.

- SWEA (RU): Agence locale de l'énergie du Sud ouest de l'Angleterre et Pays de Galles.
- ECUBA (Italie): Société de consultants en urbanisme, environnement et énergie.
- Laboratoire de psychologie environnementale de l'université de Magdeburg (Allemagne).
- KAPE (Pologne): Agence nationale de l'énergie
- Habitats Solidaires SCIC (France): Société Coopérative d'Intérêt Collectif travaillant sur l'amélioration des conditions d'insertion dans et par l'habitat en Ile de France.

Public cible

Le projet s'adresse en priorité aux **bailleurs** (de l'habitat à vocation sociale : public et privé), mais également aux acteurs du logement, de l'énergie et du social, aux collectivités, aux financeurs des actions de lutte contre la précarité.

Les bénéficiaires finaux de FinSH sont les ménages en situation de précarité énergétique.

Actions

- Analyse des produits financiers disponibles pour les travaux de rénovation énergétique et étude de cas ;
- Recherche et implication d'institutions financières intéressée par le financement de projets de rénovation énergétique ;
- Analyse de la précarité énergétique dans chacun des pays partenaires et mise au point d'un guide sur les besoins des bailleurs et des locataires du parc social ;
- Étude des bonnes pratiques dans les pays partenaires et sélection d'études de cas pertinentes ;
- Dissémination des résultats.

Résultats

Les principaux résultats du projet sont :

- Un ensemble de documents :
 - Mécanismes financiers mobilisables pour les travaux d'amélioration de la performance énergétique en logement social
 - Lutter contre la précarité énergétique : Recommandations pour améliorer ou développer des mécanismes financiers
 - Précarité énergétique : impact et reconnaissance du problème par les pouvoirs publics dans les pays participants
 - Efficacité énergétique des usages et des comportements, efficacité énergétique des rénovations - obstacles et points de départ
 - Identification des besoins d'accompagnement des locataires - Méthodologie d'enquête, support d'étude, guide d'entretien
 - Habitudes liées à l'énergie, centres d'intérêt et perceptions des ménages modestes
 - Recommandations pour une participation active des locataires dans les processus liés à l'amélioration de l'efficacité énergétique
 - Études de cas : les mesures de rénovation réussie
 - Étude comparative mettant en évidence les bonnes et les meilleures pratiques analysées
- Un guide: « Habitat à vocation sociale : Sortir de la précarité énergétique »» - Guide méthodologique à destination des bailleurs, collectivités et associations, pour améliorer l'efficacité énergétique dans le parc de logements à vocation sociale.
 - Ce guide fait le tour des problématiques à prendre en compte et des moyens nécessaires pour améliorer l'efficacité énergétique dans l'habitat à vocation

sociale. Il présente diverses méthodologies observées dans les pays participants, ainsi que des outils issus de l'analyse des bonnes pratiques, qui permettent de mettre en œuvre des rénovations durables. Ceci dans le but d'améliorer le confort des occupants et de réduire leurs charges énergétiques.

- La stratégie proposée est déclinée en 8 chapitres, chacun d'eux étant illustré par une sélection d'exemples concrets issus des expériences recueillies :
 1. Adopter une approche globale et stratégique
 2. Identifier ceux qui ont besoin d'aide
 3. Communiquer et sensibiliser les résidents
 4. Impliquer les résidents dans le processus de rénovation
 5. Faire les bons choix pour la rénovation
 6. Financer un programme de rénovation
 7. S'entourer des compétences nécessaires
 8. Évaluer le programme

Enseignements

Le principal enseignement du projet est la nécessité d'élaborer une approche globale pour mettre en œuvre des mesures de rénovation durable du parc, en prenant en compte des éléments clé tels que :

- L'importance de l'implication des habitants (leur sensibilisation à l'énergie et à leurs consommations est un premier pas – essentiel pour le projet ACHIEVE)
- La sensibilisation des habitants implique le développement d'outils spécifiques et de moyens de communication appropriés (contact en face-à-face, niveau de langage utilisé...)
- L'engagement des collectivités locales et des pouvoirs publics (soutien financier ou action législative) est un levier essentiel pour l'action (ex : le dispositif des certificats d'énergie au Royaume-Uni impose aux fournisseurs de consacrer un certain pourcentage de leurs actions à la lutte contre la précarité énergétique).

III – българска версия

1. Ключов учене

Този документ е резюме на основните заключения от националните проекти, които бяха оценени като част от Работен Пакет 2. Целта на този документ е да събере на едно място проучванията на всички партньори. Имаше повтарящи се теми в заключенията, които партньорите откриха в течение на индивидуалните си проучвания. Този документ е организиран около следните теми: Достъп до домакинства, Предоставяне на енергийни съвети и Разработване на структурни решения.

Достъп до домакинства

Важна част от Работен Пакет 2 беше разработването на методология за свързване с домакинства. От изследваните проекти са изведени поуки, които могат да се вземат под внимание.

Един проект във Франция, който е предоставял енергийни съвети на домакинства, подчертава нуждата да се действа активно при свързването с домакинства и препоръчва въвлечение на цялата общност (събития в квартала, например), за да се достигне до домакинствата, които са по-трудни за свързване. Съветниците трябва да са подгответи да идентифицират възможности за взаимодействие с други организации, които работят със същите целеви групи. Това може да допълни популяризирането на проекта в медиите и чрез местните организации.

Съветниците също така трябва да използват възможността да популяризират проекта по начин, на който общността би откликнала. Например, чрез ходене от врата на врата за свързване с по-недостъпни домакинства.

Предоставяне на енергийни съвети

Проведени са много проекти, които предоставят енергийни съвети на домакинства с цел намаляване на разходите за енергия. От тях могат да се извлекат множество заключения за това как да се предоставят съвети и как да се помогне на домакинствата да предприемат дългосрочни промени в начина си на използване на енергия.

Повтаряща се тема в проучванията на партньорите е ефективността на предоставянето на енергийна информация онлайн.

Например, проект, проведен в Словения, е разработил онлайн система за пресмятане на енергийната консумация и цената на различни домакински уреди. Системата също така съдържа примери на добри практики и съвети за това как да се пести електричество в дома. Системата е направена така, че да позволява на потребителите да изберат наличните уреди в техния дом и да предоставят информация за консумацията и разходите по време на тяхната експлоатация. На базата на тази информация се пресмятат потенциални спестявания ако се приложат мерки за по-икономично ползване. Методологията на пресмятанията и информацията като цяло ще бъде полезна за разработването на информационните материали по ACHIEVE.

Друг подобен проект също предоставя онлайн инструмент за пресмятане на консумация и спестявания. Този проект, обаче, групира домакинствата в съседства, за да им помогне заедно да намалят потреблението си на енергия като в същото

време се състезават с други подобни съседства. Този метод може да е полезен за поддържането на контакт с домакинствата и за по-дългосрочната оценка на промени в поведението.

С толкова много налични инструменти, партньорите по ACHIEVE трябва да проверят кои от тези инструменти са налични на езика на дадената държава, за да могат да препоръчат различни инструменти според нуждите на отделните домакинства.

Един проект във Франция показва, че децата може да играят важна роля в промяната на поведението. Този урок може да се използва при даването на енергийни съвети, които се отнасят до цялото домакинство, за да се мотивира промяна на поведението. Свързването с организации, които работят със семейства, ще е от важно значение за достъпа до подобна целева група.

Немски проекти са показвали, че взаимодействието с потребителски организации и информирането им за конкретния проект е важно за постигането на дълготрайна промяна в използването на енергия от домакинствата. Това също е било демонстрирано и в проекти във Великобритания, които са работили със служители от здравни и социални служби и има значение при разработването на структурни решения за намаляване на енергийната бедност.

Други примери, предоставени от партньорите, показват, че елементът на състезание и наличието на награди помага при стимулирането на домакинства. Това може да е област, която партньорите да изследват и да препоръчват инициативи индивидуално на домакинствата.

Разработване на структурни решения

Със сигурност ACHIEVE ще трябва да създаде многострани партньорства, за да разработи широкообхватен подход към намаляването на енергийната бедност. В такива партньорства може да се включат: домоуправители, здравни служители и други заинтересовани лица, които работят с хора в риск от попадането в енергийна бедност. Основни поуки от един френски модел описва стъпки за разработването на местна мрежа за справянето с енергийната бедност:

- Определение на целевия регион (квартал – вероятно в случая на ACHIEVE – град, група градове, община)
- Идентифициране на основни местни играчи и срещи с тях за създаването на мрежа
- Определяне на целите на мрежата: общо разбиране за енергийната бедност (определение, приемане на действия); създаване на ресурсен център; кампании за осведоменост на целевия регион.
- Анализ на нуждите на партньорите, за да се отговори най-добре на очакванията им
- Създаване на работна група
- Организиране на редовни срещи за заздравяване на партньорството

Едно потенциално структурно решение за енергийната бедност е извършването на мащабно саниране на сгради. Възможно е да не съществува разбиране от страна на собствениците на сгради за процеса и разходите за такива инициативи. ACHIEVE може да помогне за разработването на база данни с информация за подобни инициативи.

Един проект в Словения разработи онлайн портал с информация и добри практики в санирането на жилищни и търговски сгради. На собствениците на жилищни и търговски сгради са предоставени описание и снимки на предприетите мерки. Обменът на опит и информация чрез онлайн портала се окуражава. Потребителят предоставя важна информация: ползи и негативи, цена на инвестицията, поддръжка, (не)задоволеност с изпълнителя.

Този онлайн портал създаде обществено достъпен, безплатен, професионален и некомерсиален инструмент със съвети за различните технологии, продукти и изпълнители. По този начин се подпомага вземането на решения от домакинства, бизнеси, обществени институции и училища. Подобен инструмент може да помогне на ACHIEVE да информира собственици на сгради и да инициира диалог за инвестициите в подобрението на сгради.

Както бе споменато по-горе, състезателен компонент може да е добър начин за окуражаването на *дълготрайна промяна* в поведението. Създаването на общност (вероятно онлайн) на домакинства, които са се възползвали от проекта ACHIEVE е нещо, което партньорите може да развият. Това може да се разработи като услуга от посетените домакинства за намирането на структурни решения за намаляването на енергийната бедност.

2. Казуси

Национален доклад – България

В България няма стриктно определение за *енергийна бедност* и затова няма много проекти, които се отнасят специфично за енергийната бедност. Също така, решенията за енергийно ефективни подобрения в сгради са предимно в ръцете на самите домакинства. Въпреки това, проблемът на енергийната бедност е разпознат в България. По-долу са разгледани някои политики и проекти, които са свързани с или могат да намалят енергийната бедност в България.

2.1 Програмата за отдаване на помощи за отопление през зимата

Програмата за отдаване на помощи за отопление през зимата се ръководи от Министерството на Труда и Социалната Политика и се подпомага от Министерството на Икономиката, Енергетиката и Туризма. Целта на програмата е да подпомогне домакинства, които трябва да отговарят на определени критерии, за покриването на сметките им за отопление през зимата. Домакинствата трябва да кандидатстват, за да получат помощ от програмата и се оценяват на базата на няколко критерия: доход (свързан с минималния доход в страната), вид жилище, размер на жилището, здравен статус, др. Избранныте домакинства получават подпомагане във формата на месечни плащания, които помагат за плащането на сметките за електричество и отопление, или ваучер за закупуването на дърва и въглища. Основната цел на програмата е да подпомогне преди всичко хора с ниски доходи, възрастни и трудноподвижни хора и самотни родители за осигуряването на уют в дома през зимата.

Всяка година програмата предоставя подпомагане на немалък брой домакинства. През 2010 г. например тя предостави подпомагане на 7 138 домакинства в Пловдив. Въпреки това, има сериозно място за подобрения в структурата на програмата. Това е една от целите, които Енергийна Агенция – Пловдив си е поставила по проекта ACHIEVE.

Програмата за отдаване на помощи през зимата помага на домакинствата да постигнат подобрен уют в домовете им през зимата. Въпреки това, тя не подобрява техния стандарт на живот, а само поддържа определен стандарт на живот. Също така, програмата не предоставя стимули за извършването на енергийно ефективни подобрения в домовете на бенефициентите. Например, програмата не стимулира

употребата на екологични горива като чипс и пелети. Програмата също така не подпомага домакинствата да санират домовете си. По този начин, програмата не въздейства върху фундаменталните причини за енергийна бедност, а само временно облекчава проблема.

Има институционална нагласа, обаче, да се промени структурата на програмата. Министерството на Околната Среда и Водите, заедно с Министерството на Труда и Социалната Политика и с помощта на Енергийна Агенция – Пловдив (ЕАП) ще предложат промени в начините на предоставяне на помощи за отопление, за да се предоставят стимули на домакинствата да се справят с основните проблеми, водещи до енергийна бедност.

2.2 Оперативна Програма „Регионално Развитие“:

Оперативна Програма „Регионално Развитие“ (ОПРР) е една от основните инициативи на Министерството на Регионалното Развитие и Благоустройството. ОПРР има широк обхват и сфера на въздействие. В програмата е отделено специално място на инициативи за подобренето на жилищния фонд и специално на многофамилни жилищни сгради. Фокусът на първия етап на програмата ще е върху панелни сгради в четирите най-големи български града – София, Пловдив, Варна и Бургас. Целта на програмата е да ремонтира жилищните панелни сгради и да създаде важни социални жилищни съоръжения (евтини жилища за уязвими групи, социални домове, т.н.), което да подпомага социалната функция на местните власти. Панелните сгради са важна целева група, защото е изчислено, че има около 18 900 такива сгради без изолация, където живеят около 707 441 домакинства или 1.77 милиона души.

ОПРР предоставя финансова подкрепа за домакинства за извършване на енергийно ефективни подобрения в домовете им, особено за саниране. Програмата работи с мултифамилни сгради и цели ремонт на цялата сграда, а не на индивидуални апартаменти, каквато обикновено е практиката в България.

Програмата започна през 2007 г. В началото програмата покриваше 20% от цената на ремонтите и предоставяше ниско лихвени заеми на домакинства, които не могат да си позволят да платят остатъка. Също така в началото се изискваше 100% от домакинствата в сградата да се съгласят да санират цялата сграда. Това представляваше проблем за изпълнението на програмата и много малко сгради бяха санирани.

Поради тази причина Министерството на Регионалното Развитие и Благоустройството промени структурата на програмата през 2011 г. Законодателството, което налагаше съгласието на 100% от домакинствата в сградата, бе променено. В момента 75% от домакинствата трябва да се съгласят за провеждането на саниране на сградата, за да бъде одобрено от ОПРР. Също така, финансовата помощ по програмата се увеличи от 20% до 50%, което прави санирането на сгради по-достъпно за домакинствата.

Промените, въведени в структурата на ОПРР, предоставиха допълнителен стимул за домакинствата за провеждането на саниране на сгради. Вече има сгради, които са санирани, по линия на програмата. Надеждата е, че с новите промени в програмата, повечето от панелните сгради в четирите най-големи български града ще бъдат санирани.

2.3 Енергийни Съседства

ЕАП е партньор по европейския проект Енергийни Съседства. Идеята на проекта е да групира домакинства в съседства и да ги предизвика да спестят енергия. Енергийни съседства се състоят от 8 – 12 домакинства със сходни интереси. Не е задължително домакинствата да са съседи, а могат да бъдат колеги, приятели и т.н.

Важна роля в проекта играят така наречените Енергийни Майстори. Те са доброволци, които са обучени да помогнат на домакинствата да намалят потреблението си на енергия. Енергийните Майстори постоянно дават съвети и информация за начини за пестене на енергия, мерки, които могат да се приложат и съвети за това как да се приложат.

Осведомяване по този начин се оказа, че е ефективно в България. Енергините съседи са хора, които се познават и затова комуникацията между тях е по-лесна. В същото време, присъствието на Енергиен Майстор улеснява взаимодействието и обмяната на информация между съседствата.

Състезателната природа на проекта е допълнителен фактор, който кара домакинствата да пестят енергия. Сравнението между „съседства“ оказва натиск върху индивидуалните домакинства да пестят енергия, за да не изглеждат лошо в очите на съседите си.

2.4 DEHEMS

Друг европейски проект, в който ЕАП участва е DEHEMS. Основната идея на проекта е сходна с тази на Енергийни Съседства. Домакинствата се стимулират да пестят енергия чрез предоставяне на детайлна информация на енергийното им потребление и чрез съревноваване между домакинства.

DEHEMS използва технология подобна на интелигентните измервателни уреди. Уред за събиране на данни се инсталира във всяко домакинство. Този уред измерва енергийното потребление на домакинствата и съхранява тези данни онлайн. Всеки участник може да влезе в своя акаунт на уеб сайта на проекта и да провери потреблението си по всяко време. Има няколко начина за изобразяване на данните – чрез графики, номера, таблици, т.н. Различните нива на потребление са визуализирани чрез цветове върху графиките.

Също така, всеки участник може да сравни моментното си потребление с това преди седмица, месец, т.н. Сравнения могат да се правят и между дадено домакинство и „типично“ DEHEMS домакинство. Домакинствата могат да получат съвети как да намалят потреблението си на енергия на уеб сайта на проекта. Участниците в проекта споделят, че Съвета на Деня е най-популярната и интересна част от уеб сайта. Това е така, защото съветите са специфични, лесни за прилагане и ориентирани към определени уреди.

Уреди, които могат да следят енергийното потребление на определени домакински уреди (като телевизор, тостер, компютър, т.н.) се раздават по линия на проекта. По този начин участниците в проекта могат да следят енергийната консумация на определен уред и да открият най-ефективния режим на работа. Тези уреди са интересни за участниците, защото чрез тях те могат да разберат по-добре енергийните нужди на определен домакински уред.

Друг полезен уред, част от пакета на проекта, е дисплейт, които показва енергийните данни на домакинството. Дисплеят позволява на участниците да наблюдават енергийната си консумация без да трябва да са онлайн. Това е особено полезно за домакинства, които не са на „ти“ с технологии и позволява лесен достъп до данните

за енергийната консумация по всяко време. Уредът също така постоянно напомня за потреблението на енергия, особено ако е поставен на видимо място.

Проектът DEHEMS също включва състезание между домакинствата. Домакинствата са разделени на групи и се съревновават помежду си. Състезанието не се провежда само на местно ниво, а и на общеевропейско и включва домакинства от всички държави, част от проекта. По този начин, домакинство от България се състезава с такова от Великобритания, например, което прави състезанието още по-интересно и стимулиращо за участниците.

Поуката от проектите DEHEMS и Енергийни Съседства е, че проекти, които работят директно с потребителите могат да повлият на тяхната консумация на енергия. Двата проекта показват, че инициативи за намаляване на потреблението на енергия могат да дойдат не само от правителствени инициативи, но и от индивидуални такива. Основните компоненти на такива кампании са: предоставяне на информация относно енергия, ефектите от потреблението на енергия, съвети как да се намали потреблението на енергия и защо това е важно.

IV – Deutsch Version

1. Schlüssel Lernen

Dieses Dokument fasst die wichtigsten Erkenntnisse zusammen, die sich aus der Evaluation von Projekten im Rahmen des Work Package 2 ergeben haben. Ziel dieses Papiers ist es, die Erkenntnisse und Ergebnisse aller Partner in einem Dokument zusammen zu fassen. Er gab Bereiche, die alle Partner während der Untersuchung und Bewertung identifiziert haben. Der Schwerpunkt dieses Papiers liegt auf den Themen: Zugang zu Zielhaushalten, Beratung zum Energiesparen, Entwicklung struktureller Lösungen.

Zugang zu Zielhaushalten

Ein wichtiges Element des WP 2 war es, eine Methodik zu entwickeln, um Zugang zu den Zielhaushalten zu erhalten. Hierzu gibt es Erfahrungen aus verschiedenen Projekten, die die Partner untersucht haben.

In einem Energieberatungsprojekt in Frankreich wurde deutlich, dass proaktives Herangehen an die Zielgruppe nötig ist. Bei Gemeinschaftsveranstaltungen (zum Beispiel Nachbarschaftsfeste in Wohngebieten) werden auch diejenigen Kunden erreicht, die sonst schwer zu erreichen sind. Auch gemeinsame Werbung mit Partnerorganisationen, die ebenfalls mit der Zielgruppe arbeiten, ermöglichen einen Zugang. Dies könnte auch die zu erwartende Aktivität zur Bekanntmachung des Services durch lokale Medien und durch Zusammenarbeit mit lokalen Partnern befördern.

Die Berater sind gefragt unterschiedliche Möglichkeiten zu erkunden, wie die Beratungen beworben werden könnten. Ein weiteres Beispiel ist die Tür-zu-Tür-Ansprache als eine Methode, um schwer erreichbare Kunden zu erreichen.

Beratung zum Energiesparen

Es gibt viele Projekte, die darauf ausgerichtet sind, Energieberatung für Haushalte anzubieten mit dem übergeordneten Ziel, die Haushaltsausgaben für Energie zu senken. Es gibt Erkenntnisse darüber, wie die Beratung ausgeführt werden kann und auch welche Möglichkeiten es gibt, Haushalten dabei zu unterstützen, langfristige Veränderungen in ihrem Energieverbrauch umzusetzen.

Eine wiederholte Erkenntnis aus den Untersuchungen der Projektpartner war, dass web-basierte Unterstützungs-Tools sehr effektiv sein können, um das Thema Energiesparen sowohl den Kunden als auch den Projektbeteiligten näher zu bringen.

Ein Projekt in Slowenien zum Beispiel entwickelte eine Internet-Anwendung, um den Energieverbrauch und die Kosten für verschiedene Haushaltsgeräte und elektrische Geräte zu berechnen. Die Anwendung enthält auch gute Praxisbeispiele und Empfehlungen zu potenziellen Einsparungen bei Strom im Haushalt. Die Anwendung wurde so programmiert, dass sie es den Nutzern erlaubt, ihre Haushaltsgeräte auszuwählen, ergänzt um Informationen zu aktuellen Verbrauch und aktuellen Kosten des jeweiligen Gerätes. Dazu werden Einsparungen aufgezeigt, die möglich sind, wenn bestimmte Maßnahmen für einen effizienteren und ökonomischen Gebrauch von Strom umgesetzt werden. Die Berechnungsmethode und die Informationen an sich werden für ACHIEVE nützlich sein, um Kommunikationsinstrumente zu entwickeln.

Ein anderes Projekt stellt ein Online-Berechnungstool zur Verfügung und motiviert Nachbarschaftswettbewerbe zu organisieren, in dem z. B. Bewohner einer Straße gegen die einer anderen Straße antreten, und jede Straße versucht, mehr Energie einzusparen als die jeweils andere. Diese Instrumente könnten auch ein guter Weg sein, um mit Haushalten in Kontakt zu bleiben und um die längerfristige Evaluation von Verhaltensänderung zu ermöglichen.

Die vielen bereits vorhandenen Tools sollten die Partner in ACHIEVE motivieren, die verschiedenen Angebote in der jeweiligen Landessprache aufzugreifen, um den Kunden individuell auf Lebensumstände und Bedürfnisse ausgerichtete Empfehlungen zu geben.

In einem französischen Projekt fiel auf, dass Kinder wichtige Mittler für Veränderung sein können und dass diese oft versiert sind in dem aktuellen Diskurs über Umweltschutzthemen. So könnten Energiespartipps für Kinder in die individuellen Berichte für den Haushalt integriert werden, um dazu beizutragen, den gesamten Haushalt zu Verhaltensänderung zu motivieren. Ebenso wichtig ist die Kommunikation mit Behörden/Organisationen, die mit Familien arbeiten, um Zugang zu dieser Zielgruppe zu erhalten.

Eine Erkenntnis aus deutschen Projekten ist, dass auch andere Behörden und Einrichtungen, die regelmäßigen Kontakt mit der Zielgruppe haben, über das Projekt informiert sein und eingebunden werden sollten – um so eine breite Unterstützung zu erlangen und damit die Haushalte auf vielfältige Weise zu erreichen. Dies hat sich auch in Projekten im Vereinigten Königreich (UK) in der Arbeit mit Vertretern aus dem Gesundheitswesen und dem sozialen Bereich gezeigt. Weiterhin ist dies von Bedeutung für die Entwicklung von strukturellen Lösungen zum Thema Energiearmut.

Eine andere Möglichkeit ist, dass ein Wettbewerb mit der Aussicht auf Gewinne unterstützen kann, die Haushalte zu motivieren. Dies ist ein Gebiet, in dem die Partner erforschen müssen, inwieweit sich die Zielgruppe dadurch angesprochen wird.

Entwicklung von strukturellen Lösungen

ACHIEVE wird Partnerschaften mit verschiedenen Behörden und Stellen aufbauen müssen, um einen sektorübergreifenden Ansatz erarbeiten zu können. Eine solche Partnerschaft könnte bestehen aus Wohnungsbaugesellschaften, Vertretern des Gesundheitswesens und anderen Beteiligten, die sich in verschiedener Weise engagieren für Menschen, die von Energiearmut bedroht sind. Ein Ergebnis aus einem französischen Modell sind folgende Schritte, die nötig sind, um ein lokales Netzwerk gegen Energiearmut zu entwickeln:

- Festlegen des Zielbereiches für die Aktion (ein Wohngebiet/eine bestimmte Gegend – dies ist am wahrscheinlichsten für ACHIEVE –, eine Stadt, ein Ballungsgebiet, eine Gemeinde, eine Kommune)
- Auswählen der wichtigsten lokalen Akteure, gemeinsame(s) Treffen, vorbereiten und Aufbau eines Netzwerkes
- Festlegen der Ziele des Netzwerkes: zum Beispiel eine gemeinsame Haltung zu Energiearmut (Definition, Einsätze, Schritte zur Umsetzung); Aufbau eines Ressourcen-Pools; Motivieren und Bewusstsein schaffen im Zielbereich usw.
- Analyse der Bedürfnisse der Partnerorganisationen, um ihre Erwartungen bestmöglich zu erfüllen
- Ein Lenkungsgremium einrichten/aufbauen
- Regelmäßige Treffen und regelmäßigen Austausch organisieren und Verbindungen stärken

Ein möglicher Ansatz, um strukturelle Lösungen gegen Energiearmut zu entwickeln, ist die Verbesserung der Effizienz durch Gebäudesanierung auf breiter Basis. Es ist damit zu rechnen, dass Gebäudeeigentümern wenig Verständnis für den Prozess und die Kosten dieser Arbeiten haben. ACHIEVE könnte dabei helfen, eine Referenz-Datenbank zu

schaffen, um Eigentümer zu ermutigen, diese Arbeiten durchzuführen/durchführen zu lassen.

Im Rahmen eines slowenischen Projekts wurde ein Internetportal entwickelt, das nicht nur relevante Informationen bietet, sondern auch eine Übersicht über gute Praxisbeispiele und energieeffiziente Maßnahmen in Wohn- und Geschäftsgebäuden gibt. Den Eigentümern von Wohn- und Geschäftsgebäuden wurden Bilder und Beschreibungen von Sanierungsmaßnahmen vorgestellt. Sie wurden ermutigt, an dem Austausch von Erfahrungen und Daten über das Portal teilzunehmen und energieeffiziente Maßnahmen in Gebäuden anzuschauen. Die Nutzer liefern entscheidungsrelevante, auf Erfahrungen beruhende Informationen: Vor- und Nachteile, Investitionskosten, (Un-)Zufriedenheit mit Durchführung und Instandhaltung durch Auftragnehmer.

Das Internetportal ist ein öffentlich zugängliches, einfaches, kostenfreies, professionelles und nicht-kommerzielles Tool, das einen Überblick bietet über verschiedene Technologien, Produkte und Anbieter. Es kann genutzt werden, um Entscheidungen zu treffen über Investitionen in Maßnahmen zur Verbesserung der Energieeffizienz für Haushalte, Geschäfte, öffentliche Einrichtungen und Schulen. Ein solches Tool könnte ACHIEVE helfen, mit Gebäudeeigentümern zu kommunizieren und in den Dialog über Investitionen in Maßnahmen zur Gebäudeverbesserung zu gehen.

Wie bereits angesprochen, könnte die Integration von Wettbewerbselementen ein guter Weg sein, um anhaltende Verhaltensänderungen bei den Kunden anzuregen. Die Einrichtung einer Art Gemeinschafts-plattform (z. B. als lokaler Energiesparclub, eventuell online) für Haushalte, die im Rahmen von ACHIEVE beraten wurden, könnte eine interessante Möglichkeit sein. Sie könnte als gemeinschaftliches Angebot Teil einer struktureller Lösung sein, um hohen Energiekosten zu begegnen.

2. Fallstudien

2.1 Energiesparservice Frankfurt

Kurze Projektbeschreibung

- Projektbeginn: Dezember 2005
- Entwickelt als Kooperation zwischen Caritasverband Frankfurt e.V., Energierreferat und Sozialdezernat der Stadt Frankfurt
- Aktuell werden 15 Langzeitarbeitslose als so genannte Serviceberater für Energie- und Wasserspartechnik qualifiziert
- Finanzierung: zunächst durch Energierreferat und Sozialdezernat der Stadt Frankfurt am Main, dem Jobcenter Frankfurt und Mainova AG(lokaler Energieversorger); von April 2008 bis Dezember 2009, Förderung durch das Umweltbundesamt, seit Dezember 2008 Gemeinschaftsprojekt des Deutschen Caritasverband (DCV) und Bundesverband der Energie- und Klimaschutzagenturen (eaD) und Förderung durch die Nationalen Klimaschutzinitiative des Bundesumweltministeriums
- Träger: Caritasverband Frankfurt e.V.

Partner

Energierreferat und Sozialdezernat der Stadt Frankfurt am Main im Rahmen des Programms "Aktive Nachbarschaft "

Zielgruppe und Durchführung der Haushaltsbesuche

- 1) Langzeitarbeitslose werden im Bereich Energie- und Wasserspartechnik qualifiziert und erhalten auch Schulung zum Thema Kommunikation und Umgang mit dem Computer durch Caritas-Mitarbeiter
- 2) Die Teilnehmer beraten einkommensschwache Haushalte: ausgestattet mit den nötigen Mess- und Prüfgeräten sowie Informationsmaterialien gehen sie in Beratungsteams in die Haushalte, dokumentieren die aktuellen Verbrauchswerte von Strom, Wasser und Heizenergie und prüfen vorhandene Rechnungen.
- 3) Nächster Schritt: Berechnung, Empfehlungen und Auswertungsbericht für den Haushalt
- 4) Einbau von kostenfreien Energie- und Wassersparartikeln (Energiesparlampen, schaltbare Steckerleisten, Durchflussbegrenzer, etc.) nach individuellem Bedarf des Haushalts
 - a. Verhaltensempfehlungen für zukünftige Einsparungen
 - b. Falls nötig Information über weitere Beratungsangebote (wie Verbrauchzentrale)

Ergebnis

1.500 Beratungen von Dez. 2005 bis Dez. 2010.

Jeder Haushalt spart im Durchschnitt:

Durchschnittl. Einsparung pro Haushalt	kWh bzw. m ³	in €	CO ₂ gesamt	Über Lebensdauer der Produkte*
Strom im Ø (kWh)	391	81 €		566 €
Wasser im Ø (m ³)	12,9	41 €		410 €
Heizenergie im Ø (kWh)**	296	15 €		150€
Gesamt pro Haushalt		137 €	303 kg	2,4 t

* Lebensdauer für Energiesparlampen und Steckerleisten 7 Jahre, für Wassersparprodukte 10 Jahre

** durch Einsparung beim Warmwasser

Jede Beratung führt zu Einsparungen von durchschnittlich 137 € pro Jahr;

Personen, die ALG II oder Sozialhilfe erhalten, sparen anteilig 81 €/a bei Strom; Kosten für Wasser und Heizenergie von 56 €/a werden von der Kommune gespart. Die gesamten Einsparungen aus 1.500 Beratungen belaufen sich auf (über die Lebensdauer der Produkte) auf 1,7 Mio. € und 3.600 t CO₂.

Ergebnisse der Evaluation 2009:

- Die Zielgruppe der einkommensschwachen Haushalte wird erreicht, rund 30 % der Haushalte haben einen Migrationshintergrund

- Lern- und Multiplikationseffekte werden erzielt
- Die gesamten Einsparungen sind etwa zwei Mal so hoch wie die Kosten des Projekts
- Die Kofinanzierung durch die Stadt Frankfurt am Main ist langfristig kosteneffizient aufgrund der Einsparungen bei Wasser und Heizenergie
- Klimaschutz ist ein zusätzlicher positiver Nebeneffekt
- Kooperation von Akteuren aus verschiedenen Bereichen: aus dem sozialen Bereich (Jobcenter, Sozialdezernat, Wohlfahrtsorganisationen, etc.), aus dem Umweltbereich und aus dem Bereich Energieversorgung (Energierferat und Energieagenturen, Energieversorger)
- Einbau von hochwertigen kostenfreien Wasser- und Energiesparartikeln und individuelle Beratung der Haushalte dazu, wie sie Energie sparen können
- Der cariteam-*Energiesparservice* wird vorrangig als ein soziales Angebot gesehen, weniger als ein ökologisches – der Schwerpunkt liegt auf „Geld sparen“
- Ansprache der Haushalte über bekannte und vertraute Kommunikationswege (etwa im Jobcenter, im Wohnungsamt)
- Caritas ist ein bekannter Wohlfahrtsverband, der als unabhängig und vertrauenswürdig angesehen wird
- Die im Projekt qualifizierten Berater kennen die Situation der einkommensschwachen Haushalte und beraten „auf Augenhöhe“
- Die Integration von Wasser sparenden Maßnahmen führt zu Einsparungen für die Kommunen

2.2 Stromspar-Check für einkommensschwache Haushalte

Kurze Projektbeschreibung:

- Projektbeginn: im Dezember 2008
- Das Konzept basiert auf Erfahrungen aus ...
 - dem cariteam-*Energiesparservice*, einem Projekt des Caritasverbandes Frankfurt am Main,
 - (seit 12/2005), externe Evaluation durch IFEU in 2009,
 - und einem Pilotprojekt des BMU, der Energieagenturen Berlin und Freiburg (130 Audits durch professionelle Energieberater von 05 bis 08/2008)
- Die Ausbreitung als *Stromspar-Check* wird gefördert vom Bundesumweltministerium (12/2008 bis 12/2012)
- Ist eine Kooperation zwischen dem Deutschen Caritasverband e.V. (DCV) und dem Bundesverband der Energie- und Klimaschutzagenturen Deutschlands (eaD)
- Deutschlandweites Projekt in zurzeit 100 Städten, in Zusammenarbeit mit örtlichen Caritasverbänden und anderen Wohlfahrtsorganisationen sowie regionalen Energieagenturen
- Langzeitarbeitslose werden zu so genannten Stromsparhelfern qualifiziert mit dem Ziel, einkommensschwache Haushalte beim Stromsparen zu unterstützen
- Förderung : Bundesumweltministerium (BMU), örtliche Jobcenter, Kofinanzierung durch die jeweilige Kommune, regionale Energieversorger, Banken etc.
- Verantwortlich: DCV und eaD

Partner

Örtliche Caritasverbände und andere Wohlfahrtsverbände, regionale Energieagenturen, Bundesverband der Verbraucherzentralen e.V. (vzbv), verschiedene lokale Netzwerke.

Zielgruppe und Durchführung

orientieren sich eng an den Erfahrungen des Frankfurter *Energiesparservice*:

- 1) Langzeitarbeitslose werden im Bereich Energie- und Wasserspartechnik qualifiziert und erhalten auch Schulung zum Thema Kommunikation und Umgang mit dem Computer durch Caritas-Mitarbeiter. Die energiefachliche Schulung wird von externen Trainern (Mitarbeiter der Energieagenturen) übernommen. Seit 01/2011 gibt es die so genannte „Train the Trainer“-Schulung für Mitarbeiter der Wohlfahrtsverbände, um das Know-how im Projekt auszubauen.
- 2) Die Teilnehmer beraten einkommensschwache Haushalte: ausgestattet mit den nötigen Mess- und Prüfgeräten sowie Informationsmaterialien gehen sie in Beratungsteams in die Haushalte, dokumentieren die aktuellen Verbrauchswerte von Strom, Wasser und Heizenergie und prüfen vorhandene Rechnungen.
- 3) Nächster Schritt: Berechnung, Empfehlungen und Auswertungsbericht für die Haushalte
- 4) Einbau von kostenfreien Energie- und Wassersparartikeln (Energiesparlampen, schaltbare Steckerleisten, Durchflussbegrenzer, etc.) je nach individuellem Bedarf
 - a. Verhaltensempfehlungen für zukünftige Einsparungen
 - b. Falls nötig Information über weitere Beratungsangebote (wie Verbrauchzentrale)

Ergebnis

48.472 Checks von Anfang Dez. 2008 bis Ende April 2011.

Jeder Haushalt spart im Durchschnitt:

Durchschnittl. Einsparung pro Haushalt	kWh bzw. m³	in €	CO ₂ gesamt	Über Lebensdauer der Produkte*
Strom im Ø (kWh)	389	82 €		515 €
Wasser im Ø (m³)	9,9	35 €		348 €
Heizenergie im Ø (kWh)**	185	9 €		92 €
Gesamt pro Haushalt		126 €	275 kg	2,2 t

* Lebensdauer für Energiesparlampen und Steckerleisten 7 Jahre, für Wassersparprodukte 10 Jahre

** durch Einsparung beim Warmwasser

Jede Beratung resultiert in Einsparungen von durchschnittlich 126 € pro Jahr;

Personen, die ALG II oder Sozialhilfe erhalten, sparen anteilig 82 €/a bei Strom; Kosten für Wasser und Heizenergie von 44 €/a werden von der Kommune gespart. Die gesamten Einsparungen belaufen sich auf (über die Lebensdauer der Produkte) auf 51 Mio. € und 106.000 t CO₂.

Ergebnisse der Evaluation 2010

Evaluation des Projekts *Stromspar-Check* in 2010 durch die Freie Universität (FU) Berlin unter Verwendung der gleichen Methode, ähnlichem Fragebogen und ähnlichen Ergebnissen wie die Evaluation des cariteam-*Energiesparservice* Frankfurt.

Etwas mehr Personen haben die Energiesparartikel wieder de-installiert (besonders Wassersparprodukte und Thermostopps für kleine Boiler, rund 10 %); mehr Personen haben einen neuen Kühlschrank (10 %) oder eine neue Waschmaschine (6 %) gekauft nach der Beratung in Frankfurt am Main.

Lerneffekte, Motivation für weitere Projekte und Multiplikationseffekte. Für die Haushalte sind die Wohlfahrtsorganisationen die wichtigsten Partner im Projekt.

Die Kommunikation und Standardisierung in einem so großen/komplexen Projekt mit so vielen Partnern ist eine Herausforderung.

V – Slovenska različica

1. Ključni učenje

Ta dokument povzema ključne ugotovitve, pridobljene iz projektov, ki so bili ocenjeni kot del drugega delovnega paketa pri projektu ACHIEVE. Namen tega dokumenta je povzeti raziskave vseh partnerjev v enoten dokument. Obstajajo teme, ki so jih preko procesa učenja in raziskovanja partnerji identificirali kot pomembne: dostop do ciljnih gospodinjstev, opravljanje energetskega svetovanja in razvijanje strukturnih rešitev.

Dostp do ciljnih gospodinjstev

Pomemben element drugega delovnega paketa je razvoj metodologije za dostop do ciljnih gospodinjstev. Določeni projekti, ki so jih partnerji raziskali, so razvili znanje, ki bi ga lahko izkoristili tudi za ta projekt.

V Franciji je projekt zagotavljanja energetskega svetovanja strankam poudaril potrebo po proaktivnem pristopu do strank in nakazuje, da bo bi tudi element vključenosti skupnosti (npr. sosedski dogodki) lahko pridodal k uspehu pri dostopu do strank, ki jih je težje doseči. Svetovalci morajo biti pripravljeni, da prepozna možnosti za dodatno promocijo s partnerskimi organizacijami, ki delujejo s ciljno skupino. Tako bi lahko dopolnili predvidene dejavnosti na področju promocije storitve s pomočjo lokalnih medijev in s sodelovanjem z lokalnimi partnerji.

Svetovalci bi lahko bili proaktivni tudi pri raziskovanju možnosti promocije storitve na način, na katerega se skupnost odziva – torej, da bi promocijo prilagodili določeni skupnosti.

Opravljanje energetskega svetovanja

Obstaja veliko projektov, katerih namen je zagotavljanje energetskih nasvetov gospodinjstvom s splošnim ciljem zmanjšanja stroškov gospodinjstva za energijo. Obstajajo področja učenja, s katerimi lahko obveščamo o dostavi nasveta in tudi o načinu pomoči gospodinjstvom, da bi dosegli dolgoročne spremembe glede načinov njihove rabe energije.

Izkazalo se je, da so spletna orodja za podporo in nasvete lahko zelo učinkovita pri komunikaciji sporočil energetskega svetovanja tako za cliente kot za deležnike.

Slovenski projekt je razvil spletno aplikacijo za izračun porabe energije ter energetskih stroškov za različne gospodinjske in ostale elektronske domače aparate ter naprave. Aplikacija vsebuje tudi primere dobre prakse in nasvete v zvezi z morebitnimi prihranki električne energije v gospodinjstvu. Aplikacija je oblikovana tako, da omogoča uporabniku izbiro različnih vrst gospodinjskih aparatov, podatki pa so opremljeni s trenutno porabo aparata in stroški. Dodani so možni prihranki, če se izvedejo specifični ukrepi za bolj učinkovito in ekonomično rabo električne energije. Sama metodologija izračuna in informacije bi lahko bile koristne za ACHIEVE za razvoj komunikacijskega orodja.

Drugi tak projekt zagotavlja spletno kalkulacijsko orodje, obenem pa povezuje skupaj gospodinjstva iz sosedstva, ter jim pomaga pri njihovem skupnem varčevanju z energijo kot skupnost, ki tekmuje proti drugim skupnostim. Takšna varianta bi lahko bila uporaben način za ohranjanje stika z gospodinjstvom ter dolgoročnejše evalvacije spremiščanja vedenja.

S tako veliko dostopnih uporabnih orodij se morajo ACHIEVE partnerji zavedati celotnega obsega ponudbe v njihovem nacionalnem jeziku, da lahko priporočijo različna orodja strankam, glede na njihove okoliščine in potrebe.

Projekt v Franciji je ugotovil, da so lahko otroci ključni agent sprememb in da so dobro seznanjeni s trenutnim diskurzom o okoljskih vprašanjih. To znanje bi lahko vključili v prilagojena poročila energetskega svetovanja za boljšo motivacijo vedenjskih sprememb v celotnem gospodinjstvu. Komunikacija z agencijami, ki delajo z družinami, bo pomembna pri dostopu do ciljne javnosti.

Pri projektih v Nemčiji so ugotovili, da za usposobitev gospodinjstev, da naredijo prave trajne spremembe v načinu kako porabljajo energije, morajo tudi druge agencije, ki so v interakciji s ciljno skupino, biti informirane o projekti: o ciljih projekta ter možnih ključnih sporočilih, ki lahko pomagajo pri motivaciji gospodinjstva. To je bilo demonstrirano tudi pri projektu v VB, kjer so sodelovali s strokovnjaki iz zdravstvenega in socialnega varstva, in ima konotacije za razvoj strukturnih rešitev za ublažitev energetske revščine.

Ostali primeri, ki jih navajajo partnerji, kažejo, da lahko element tekmovanja z možnostjo nagrad spodbudi gospodinjstva. To je lahko področje, kjer lahko partnerji raziščejo možnosti usmerjanja strank k takšnim pobudam na podlagi posameznih primerov.

Razvoj strukturnih rešitev

Gotovo je, da bo ACHIEVE moral ustanoviti partnerstva z več organizacijami, da bi omogočili navzkrižni sektorski pristop k reševanju problema energetske revščine. Takšno partnerstvo je lahko sestavljeno iz ponudnikov stanovanj, izvajalcev zdravstvenih storitev ter drugih deležnikov, ki so vključeni v aktivnosti s tistimi, ki jim grozi energetska revščina. Ključna ugotovitev iz Francoskega modela opisuje nekatere ukrepe za razvoj lokalnega energetske revščine:

- definiranje ciljnega območja delovanja (sosekska – verjetno bo to v ACHIEVE; mesto, skupina mest, občina, regija)
- opredeliti glavne lokalne akterje ter se srečati z vsemi, da bi pripravili začetek mreže
- definirati cilje omrežja: npr. deliti skupno stališče do energetske revščine (definicija, deleži, ukrepi za izvajanje), vzpostavitev 'bazena' virov, ozaveščanje v ciljnem območju idr
- jasno analizirati potrebe strokovnjakov, odgovoriti na njihova pričakovanja v najboljši meri
- ustanoviti usmerjevalni odbor
- organizirati redno izmenjavo in srečanja za ustvarjanje in krepitev povezav.

Ena od možnih usmeritev razvoja strukturnih rešitev za naslavljanje energetske revščine je tudi izboljšanje energetske učinkovitosti v večjem obsegu (large scale). Lahko se zgodi, da bo v določenih primerih pomanjkanje razumevanja med lastniki stavb za proces in stroške izvajanja takšnih del. ACHIEVE lahko pomaga pri razvoju referenčne baze podatkov za spodbujanje lastnikov opravljanje takšnih del.

Projekt v Sloveniji je razvil spletni portal z relevantnimi informacijami, bazo dobrih praks, ukrepov za energetsko učinkovitost v stanovanjskih in poslovnih stavbah. Predstavljeni so primeri stanovanjskih in poslovnih stavb, z opisom gradbenih ukrepov energetske učinkovitosti ter fotografijami. Bili so spodbujani k vključevanju pri prenosu izkušenj s podatki preko portala ter tudi z možnostjo ogleda ukrepov in objekta v živo. Uporabnik zagotovi ključne izkustvene informacije: dobre in slabe strani, stroške naložbe, obratovanja in vzdrževanja ter (ne)zadovoljstvom z izvajalcji.

Takšen portal je vzpostavil javno dostopno, enostavno, brezplačno, profesionalno in nekomercialno orodje za vpogled v različne tehnologije, produkte in ponudnike, za pomoč pri odločanju o investicijah v učinkovite ukrepe za gospodinjstva, podjetja ter javne ustanove.

Takšno orodje bi lahko pomagalo projektu ACHIEVE pri komunikaciji z lastniki stavb o odpiranju dialoga o investicijah v izboljšavo stavb.

Kot je navedeno zgoraj, je lahko element tekmovanja dober način sprožanja trajnih vedenjskih sprememb pri strankah. Vzpostavitev neke vrste skupnosti (po možnosti na spletu) za stranke, ki bodo vključene v projekt ACHIEVE, obstaja kot možnost za partnerje. To bi lahko razvili kot svetovalno službo v okviru strokovnih rešitev za ublažitev energetske revščine

2. Študije primerov

2.1 Uresničujmo, z energijo varčujmo!

Ozadje projekta

Tako na državni kot na EU ravni se soočamo s cilji za izboljšanje energetske učinkovitosti za 20 %, zmanjšanjem emisij CO₂ za 20 % ter povečanjem rabe obnovljivih virov energije do leta 2020. Ta projekt/kampanja je povezana s temi cilji s pristopom do gospodinjstev ter zmanjšanjem njihove porabe električne energije. Projekt predstavlja sodelovanje med dvema poglavitnima slovenskima akterjema pri elektro-distribuciji – SODO (Sistemski operater distribucijskega omrežja z električno energijo) in ELES (Elektro Slovenija).

Lokalna situacija

Gre za nacionalni projekt, ki cilja na zmanjšanje stroškov za električno energijo za gospodinjstva. Veliko gospodinjstev namreč nima primernih informacij o tem koliko električne energije porabi kateri od gospodinjskih aparatov.

Analize kažejo, da bi s trenutnimi politikami lahko izboljšali energetsko učinkovitost zgolj za 10 % do leta 220 na EU ravni, kar pa ni dovolj. Raziskava REUS (september 2011) je razkrila, da se gospodinjstva ne obnašajo zadovoljivo na energetsko varčen način. Pokazalo se je tudi, da se gospodinjstva ne zavedajo dovolj o možnostih varčevanja z energijo. Količina porabljene energije nam pove, da slovenska gospodinjstva porabijo tretjino električne energije v državi. Največ električne energije se porabi za ogrevanje prostorov in sanitarne vode ter za gospodinjske aparate.

Koordinator

SODO – Sistemski operater distribucijskega omrežja z električno energijo

Sredstva

Ni podanih informacij s strani koordinatorja projekta.

Lokalna politika

Sledenje nacionalnim in EU politikam glede energetske učinkovitosti (20 % do leta 2020). Ozaveščanje javnosti glede možnosti in koristi od pametne rabe energije, izobraževanje in treningi za njeno implementacijo so eni od ključnih ukrepov za dosego ciljev EU.

Pričakovani rezultati

S kampanjo bi radi približali slovenskim gospodinjstvom načine učinkovite in ekonomične rabe energije ter ponuja konkretnе in praktične napotke o tem, kako lahko zmanjšanje dosežemo. Organizatorji ocenjujejo, da lahko povprečno gospodinjstvo prihrani do 100 EUR letno.

Ozaveščanje in opogumljanje gospodinjskih porabnikov električne energije za učinkovito in ekonomično rabo le-te.

Projektni koordinator želi promovirati javno in profesionalno razpravo, ker bi radi, da energetska učinkovitost postane vrednota za vse. Okoljske cilje lahko dosežemo tudi z majhnimi koraki ter optimalnim delovanjem vsakega posameznika.

Če bi vsa gospodinjstva v Sloveniji implementirala te ukrepe, bi lahko privarčevali do 20 % električne energije, kar je 634 kWh na leto (glede na porabo gospodinjstev v 2010).

Partnerji

ELES – Elektro Slovenija

Ekošola Cerknica, manjši doprinos k projektu s programom varčevanja z električno energijo

Projekt podpira častni pokrovitelj – evropski komisar za okolje, dr. Janez Potočnik

Ciljna skupina

Vse stranke in uporabniki elektro-sistema v Sloveniji. Projekt se primarno fokusira na gospodinjske uporabnike, ki jih je potrebno ozavestiti ter jih opogumiti za bolj učinkovito rabo električne energije. Gospodinjstva bi se morala zavedati okoljskih in finančnih prihrankov pri učinkoviti rabi energije.

V projekt vključujejo tudi mladino in sicer pri promociji racionalne rabe energije, saj dojemajo zgodnje izobraževanje kot ključno pri tej tematiki. Učenci osnovne šole Cerknica bodo uporabljali spletno aplikacijo za razvijanje ukrepov zmanjšanja rabe energije v svojih domovih.

Dejavnosti

Gre za ozaveščevalno kampanjo. Vzpostavili so spletno stran ter facebook profil. Prisotna je spletna aplikacija za izračun rabe energije ter stroškov za energijo za različne gospodinjske aparate ter druge elektronske naprave. Aplikacija vsebuje primere dobrih praks ter nasvetov, povezanih s potencialnimi prihranki električne energije v gospodinjstvu. Z enostavnimi koraki lahko uporabnik preveri koliko energije lahko prihrani pri posameznih napravah v gospodinjstvu ter primerja svojo porabo električne energije s povprečnim gospodinjstvom v Sloveniji. Stran vsebuje veliko uporabnih informacij in ukrepov, ki pripomorejo k bolj učinkoviti rabi naprav.

Aplikacija je zasnovana tako, da omogoči uporabniku izbiro različnih vrst gospodinjskih aparatov, ki jih spremljajo podatki o porabi ter stroških določenih naprav. Vključeni pa so tudi možni prihranki, če se implementira specifične ukrepe za bolj učinkovito in ekonomično rabo električne energije.

Rezultati

Kombinacija ekološkega ozaveščanja z neposrednimi in takojšnjimi koristmi za uporabnika je pritegnila javnost ter jih spremenila v uporabnike spletnne aplikacije kampanje. Vsaka interakcija s spletnim orodjem predstavlja neposredno izpostavljenost sporočilom kampanje.

Spletna stran je zabeležila 3.336 obiskov v prvem mesecu. Spletna aplikacija je zabeležila 10.000 obiskov v prvem mesecu, 1.563 obiskovalcev je opravilo izračune.

Ugotovitve

Za projekt ACHIEVE so zanimivi podatki, ki so zbrani na spletni strani projekta – o porabi naprav ter kako pri njih privarčevati. Uporabni so tudi podatki o vedenjskih spremembah, ki bi prišli prav strankam pri našem projektu.

link: <http://www.uresnicujmo.si/>

2.2 ENSVET – Energetsko svetovanje

Ozadje projekta

Ker ima aktivacija potenciala energetskih prihrankih v stavbah in gospodinjstvih pomemben vpliv na izboljšanje energetske učinkovitosti v stavbnem sektorju, je Ministrstvo za gospodarstva leta 1991 začelo s programom energetskega svetovanja za stavbe in gospodinjstva. Namen programa je bil organizirati Mrežo energetskih svetovalnic za gospodinjstva (leta 1993), ki bi večala zavedanje o energetski učinkovitosti med gospodinjstvi.

Lokalna situacija

Splošna skrb za energetsko učinkovitost ter cilji, ki so z njo povezani. Ker je obstajal velik potencial za energetsko učinkovitost v stavbnem sektorju (še posebej pri večjih obnovah domov ali ko gradimo novega), je bila ustanovitev pisarn za energetsko svetovanje razumna rešitev.

Koordinator

Gradbeni inštitut – ZRMK d.o.o., Center za bivalno okolje, gradbeno fiziko in energijo

Sredstva

Projekt je financiran iz državnega proračuna kot projekt, izbran na javnem razpisu pri Ministrstvo za gospodarstvo – direktorat za energijo.

Občine financiranje pisarno – prostor (stroški najema, električne energije, ogrevanja, čiščenja, pisarniške opreme in računalnika, poštne in telefonske stroške). Povprečni letni stroški ene pisarne (obstaja 34 pisarn) je približno 2800 EUR, kar predstavlja skupno nekaj več kot 25 % vseh sredstev, potrebnih za realizacijo projekta.

Lokalna politika

Projekt je zasledoval cilje, zapisane v Resoluciji o strategiji rabe in dobave energije za Republiko Slovenijo. Z izvajanjem so pričeli leta 1991 s partnerjem iz Avstrije: Joanneum Research Institute iz Gradca. Trenutno vključuje naloge, ki so postavljene s strani Direktorata za energijo znotraj Ministrstva za gospodarstvo.

Pričakovani rezultati

Na začetku se je pričakovalo, da bodo aktivnosti pridodale k cilju izboljšanja energetske učinkovitosti za 2 % na leto. Ozaveščanje gospodinjstev o energetski učinkovitosti.

Partnerji

Ministrstvo za gospodarstvo – Direktorat za energijo

Občine (krijejo operativne stroške lokalnih pisarn ter sodelujejo pri promociji pisarne na lokalnem nivoju).

Ciljne skupine

Gospodinjstva in posamezniki, ki bi radi imeli več informacij o energetsko učinkovitih ukrepih, OVE in URE, ter načrtujejo investicije takšne vrste v svojem gospodinjstvu.

Dejavnosti

Izobraževanje energetskih svetovalcev. Vzpostavitev lokalnih energetskih pisarn za gospodinjstva, kjer ponujajo nasvete glede OVE in URE. Nasveti so brezplačni za stranke, trenutno poskušajo tudi s pristopom svetovanja preko interneta.

Rezultati

Ustanovljenih je bilo 34 energetskih pisarn po Sloveniji. Več kot 100 izobraženih energetskih svetovalcev. Več kot 30.000 pisnih nasvetov. Poleg energetskega svetovanja so dosegli tudi druge rezultate na področju splošnega povečanja interesa o energetsko učinkovitih ukrepih preko predavanj, člankov, tv in radio oddaj.

Letni stroški, ki jih za storitev nameni država, se povrnejo v manj kot 3 mesecih, zaradi zmanjšanja rabe energije v stavbah. Povprečno zmanjšanje letne porabe energije v gospodinjstvih je, zaradi implementacije nasvetov energetskih svetovalcev, približno 19 %, od 205 na 165 kWh/m²/let. Zmanjšanje emisij CO₂: iz 65 na 50 kgCO₂/m²/let (podatki iz 2005).

Ugotovitve

Izkušnje iz tega projekta bi lahko uporabljali pri svetovanjem gospodinjstvom. Imajo informacije o tem, kaj si gospodinjstva želijo. Imajo veliko znanja o temah, ki jih mi ne bomo mogli pokriti znotraj projekta ACHIEVE (ukrepi izolacije, večje obnove). Imajo tudi veliko izkušenj z izobraževanjem svetovalcev.

link: <http://gcs.gi-zrmk.si/Svetovanje/index.html>

2.3 Poisci potratneža

Ozadje projekta

Lokalno podjetje za distribucijo električne energije (v Ljubljani) je pričelo s projektom kot načinom pomoči njihovim strankam pri iskanju energetsko potratnih gospodinjskih aparatov, ki porabljajo največ električne energije.

Lokalna situacija

Nekatera gospodinjstva imajo (zelo) energetsko neučinkovite gospodinjske aparate, kar vodi k visokim stroškom za električno energijo. Če lahko identificirajo neučinkovito napravo, jo lahko lažje zamenjajo.

Koordinator

Elektro Ljubljana

Sredstva

Ni podatkov.

Lokalna politika

Sledenje politikam na področju energetske učinkovitosti ter ponujanje nove storitve svojim strankam.

Pričakovani rezultati

Informirati svoje stranke o tem koliko električne energije njihovi gospodinjski aparati v resnici porabijo.

Ciljna skupina

Stranke omenjenega podjetja, ki bi rade zmanjšale svoje stroške za električno energijo tako, da ugotovijo koliko električne energije porabi določena naprava oz. aparat.

Dejavnosti

Stranke se lahko oglasijo v informacijski pisarni podjetja, kjer najamejo (ni zastonj) merilec električne energije, s katerim izmerijo moč, porabo in stroške določene naprave oz. aparata. Ali bo stranka storila kakšen nadaljnji korak, je popolnoma odvisno od nje.

Rezultati

Ni informacij o rezultatih.

Ugotovitve

Imajo izkušnje z merjenjem električne energije in porabe različnih gospodinjskih aparatov. Informacije o napravah, ki so najbolj potratne ali najbolj neučinkovite, bi lahko bile koristne tudi za naš projekt.

link: <http://www.elektro-ljubljana.si/Elektraljubljana/Gospodinjstva/Dodatnestoritve/Poi%C5%A1%C4%8Dipotratne%C5%BEa/tabid/175/language/si-SL/Default.aspx>

2.4 Bye, bye, stand by!

Ozadje projekta

Problema porabe v stanju pripravljenosti (stand-by) elektronskih aparatov se uporabniki včasih ne zavedajo. Veliko gospodinjskih in ostalih elektronskih aparatov (TV, glasbeni stolp, idr.) porabijo veliko električne energije tudi takrat, ko jih ne uporabljamo. Če bi jih popolnoma izklopili, bi zmanjšali rabo električne energije, ohranili pa bi enako stopnjo storitve. Raziskave kažejo, da bi lahko med 5 in 7 % vse električne energije v EU prihranili, če bi se izognili porabi v stanju pripravljenosti. Zato je pomembno, da se ljudi ozavestijo o porabi v stanju pripravljenosti ter se jih spodbuja k popolnemu izklopu naprav.

Lokalna situacija

Ocenjuje se, da povprečno slovensko gospodinjstvo rabi 40 vatov električne energije za naprave v stanju pripravljenosti ves čas. Na letni ravni to pomeni približno 308 kWh električne energije, kar je približno 30 EUR. To tudi pomeni, da se približno 9 % električne energije povprečnega gospodinjstva porabi na nič uporabnega. Ocenjuje se, da slovenska gospodinjstva na državni ravni porabijo skupno 210 GWh električne energije letno zaradi naprav v stanju pripravljenosti, kar pomeni 170.000 ton CO₂.

Koordinator

Focus, društvo za sonaraven razvoj

Sredstva

Britanska ambasada Ljubljana (5.000 EUR) in EC 'agree.net' (3.000 EUR).

Pričakovani rezultati

Ozaveščevalna kampanja o porabi naprav v stanju pripravljenosti.

Partnerji

Britanska ambasada Ljubljana (finančna podpora projektu). Dejavnost je bila sofinancirana s strani Evropske komisije: Operating Grant 2007 'agree.net'. Suistainable Wales. Evalvator iz Inštituta Jozef Štefan.

Ciljna skupina

Vsi porabniki električne energije v gospodinjstvih.

Dejavnosti

Ozaveščevalna kampanja s ciljem motivacije ljudi, da bi popolnoma izklapljali elektronske naprave ter na ta način privarčevali pri električni energiji ter prispevali k zmanjšanju izpustov toplogrednih plinov. Predstavitev informacij o porabi naprav v stanju pripravljenosti ter o primerih ukrepov za zmanjševanje rabe v načinu stand-by. Priprava materialov o stand-by elektriki (letak in spletna stran), spletna nagradna igra z nagradami, implementacija uličnega dogodka ter delo z mediji.

Rezultati

Letaki, spletna stran, prisotnost v medijih, spletna nagradna igra z nagradami (420 podeljenih nagrad – če jih je 80 % bilo pravilno uporabljenih, lahko pripomorejo k zmanjšanju rabe električne energije za približno 31 MWh ter zmanjšanje za 26,5 ton CO₂ na leto), najmanj 2000 ljudi ozaveščenih o stand-by porabi ter kako jo preprečiti.

Ugotovitve

Znanje in izkušnje s področja stand-by rabe in preprečevanja nepotrebne porabe lahko uporabimo pri ozaveščanju strank o tem problemu, pa tudi za praktične namene vedenjskih sprememb.

link: <http://focus.si/index.php?node=193>

2.5 Nacionalna energetska pot Slovenija

Ozadje projekta

Energija je predraga da bi jo 'spuščali skozi okno' ter preveliko breme za okolje, zdravje in naše denarnice. Od leta 1994 – začetek projekta ENSVET – poskušajo energetski svetovalci spodbujati energetsko kulturo v gospodinjstvih. Koristi so v izboljšani kvaliteti življenja, nižjih stroških za energijo in nižjem okoljskem bremenu. Stranke so vedno znova izražale željo in potrebo po dodatnih informacijah iz prve roke ter obiskih realnih situacij. Izpostavili so tudi strah pred komercialno usmerjenimi ponudniki, ki jim zgolj poskušajo nekaj prodati.

Lokalna situacija

Slovenska gospodinjstva porabijo 30 % energije in nimajo dovolj potrebne podpore za uspešno investicijsko odločitev. Mreža energetskih svetovalcem jim pomaga, vendar jim svetovalci ne morejo omogočiti tudi to, da bi v živo videli rešitev ter dobili realne izkušnje od uporabnikov. Obiski ter pogоворi z uporabniki so poglavitni razlog za vzpostavitev tega projekta.

Koordinator

VITRA – Center za uravnotežen razvoj Cerknica

Sredstva

Sofinancirano s sredstvi iz Islandije, Liechtensteina in Norveške preko: EEA finančni mehanizem in Norveški finančni mehanizem. Skupno 55.000 EUR.

Lokalna politika

Vlada podpira Mrežo energetskih svetovalcev kot del programa energetske učinkovitosti, ta projekt pa razširja storitve strankam in potencialnim investitorjem.

Pričakovani rezultati

S pomočjo projekta NEP lahko vsi investitorji vidijo investicije v realni situaciji in lahko razpravljajo z lastniki o izkušnjah.

Internetni portal NEP Slovenija kot inovacija, ki omogoča univerzalni prenos znanja in praktičnih izkušenj o URE in OVE realnih uporabnikov v virtualni svet ter nazaj k investitorjem.

Drugi nameni: zmanjšanje vpliva na okolje, povečanje kvalitete življenja, prenos izkušenj in dobrih praks, združevanje interesov.

V širokem naboru blaginje je NEP razvrstil izobraževanje, spodbujanje socialnih kontaktov, prostovoljstvo in aktivno državljanstvo.

Partnerji

Slovenska gospodinjstva, ki prostovoljno in brezplačno omogočajo vpogled v svoja energetsko učinkovita domovanja ali zanimive energetske rešitve.

Ciljne skupine

Gospodinjstva, ki investirajo v OVE in URE; institucije formalnega izobraževanja, organizacije neformalnega izobraževanja, arhitekti, oblikovalci, gradbeniki, inštalaterji, upravniki javnih in zasebnih stavb.

Dejavnosti

Projekt se je začel junija 2008 in je trajal 14 mesecev. Vzpostavitev dobro razvitega internetnega portala z relevantnimi informacijami, baza dobrih praks, predstavljenimi pogostimi napakami ter sekcijs z vprašanji in odgovori.

Lastniki stavb so predstavili svoje kontaktne podatke, opis izvedenih ukrepov ter fotografije. Omogočajo prenos znanja preko portala in tudi v živo (na lokaciji – 334 stavb) energetsko učinkovitih ukrepov v stavbah. Uporabnik zagotavlja ključno izkustveno informacijo: dobre in slabe strani, cena investicije, vzdrževanje, idr.

Rezultati

Internetni portal je vzpostavil javno dostopno, preprosto, brezplačno, profesionalno in nekomercialno orodje za vpogled v različne tehnologije, izdelke in ponudnike, ter enostavno odločanje o investicijah v URE in OVE za gospodinjstva, podjetja in javne institucije. Projekt ima 335 prostovoljcev, ki prispevajo svoj čas, stavbo in znanje.

Portal omogoča samostojno vnašanje podatkov novim lastnikom, uporabnost se je izkazala tudi v praksi, predstavljene so pogoste napake v gradnji ter primeri dobrih praks.

Brezplačni dostop do 334 stavb, ki predstavljajo model dobre prakse, 10.000 promocijskih kartic, prisotnost v medijih ter izvedba zaključne mednarodne konference.

Ugotovitve

Veliko uporabnih informacij, ki jih lahko uporabljam tako svetovalci za boljše svetovanje kot tudi gospodinjstva za nadaljnje informacije o energetskih rešitvah.

link: <http://nep.vitra.si/?novice=1>



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