European Energy Network

A voluntary network of European energy agencies

EnR catalogue of best practices of behaviour change programmes

November 2023

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INTRODUCTION FROM THE THE EnR WORKING GROUP ON BEHAVIOUR CHANGE

As Chair of the EnR Working Group Behaviour Change, together with my co-Chair - we feel proud and privileged to present this second edition of the Catalogue of Best Practices – a collection of successful best practice projects and programmes on behaviour change from many of the 24 national EnR member energy agencies.

Changing the ways in which we consume energy has a significant and immediate impact on accelerating the energy transition, on increasing the energy resilience of Europe and beyond, and on tackling climate change and environmental degradation.

Behavioural change is becoming an increasingly important dimension in achieving quick and effective energy demand reductions across all sectors, in both the work place and at home. Simple measures such as awareness campaigns on switching off lights and electrical equipment, promoting alternative modes of transport, or adjusting heating temperatures by 1 degree have already helped to achieve significant energy reductions, but we need to do more.

Energy agencies are key players in engaging and supporting citizens in their countries on energy issues, and their role will become even more important in the coming years. There will be an increased need for education and awareness raising, advice and support to encourage greener energy choices, as well as behaviour change programmes to promote more sustainable habits.

These activities are at the heart of the European Energy Network (EnR). Behavioural change in these areas offer some of the greatest potential, from the improvement of energy efficiency at home to buildings' renovation, but also to enhance energy efficiency in the industry context.

It is through networks like EnR that we can make the best use of knowledge and insights from behavioural science, and continue learning and replicating effective approaches.

We hope you will enjoy reading this catalogue and be inspired by the many successful behavioural insights approaches presented here.

Chair: Rebecca van Leeuwen, Netherlands Enterprise Agency

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1 INTRODUCTION

Energy efficiency behaviour change is an important aspect of reducing energy consumption and reaching net-zero goals across Europe by 2050. As the urgency to reach these targets grows, it is crucial to implement effective behaviour change programmess that promote energy-saving practices and shift attitudes on sustainable resource consumption.

Behaviour change programmes implemented by energy agencies and national, regional and local governments play a pivotal role in fostering resource efficiency by encouraging individuals to adopt sustainable practices. These initiatives aim to modify behaviours, attitudes, and habits surrounding energy and water consumption, leading to reduced carbon emissions and lower energy costs for individuals and businesses.

Through this catalogue of best practice examples we aim to build on the 'EnR catalogue of best practices related to behavioural insights' first published in 2021. We have therefore collated an updated set of case studies with recent examples of programmes delivered by the members of the European Energy Network. The field of energy efficiency behaviour change is constantly evolving, therefore, by exchanging knowledge as well as information about the learnings from the programmes we deliver, policy implementers can stay up to date with the latest research and best practices.

In summary, sharing knowledge on resource efficiency behaviour change programmess between implementers is essential for learning from each other's experiences, promoting collaboration, staying up to date with the latest research, and building a strong network. By doing so, members of the European Energy Network can enhance the effectiveness and impact of their programmes, and contribute to a more sustainable and energy-efficient future.

2 METHODOLOGY

To gather the case studies featured in this catalogue, we developed an online questionnaire to garner relevant information about the behaviour change programmes implemented by the members of the European Energy Network. We asked members to provide details of specific examples of the programmes they deliver, along with details about their aims and expected outcomes. We asked members to provide information on all types of behaviour change programmes, without restricting the responses to a particular theme or topic, in order to ensure we collected a diverse type of programmes, that used a variety of techniques and approaches.

After the responses were collected, they were organised into six clusters based on their common themes, techniques and approaches used. The six thematic clusters are:

1) Broad awareness raising campaigns or programmes

2) Tailored-advice programmes

3) Educational programmes

4) Research programmes

5) Energy community development

6) Behavioural intervention programmes

The best practices were then analysed to identify the key lessons learnt, the successful strategies used, and innovative approaches that have led to positive outputs.

3 Overview of the programmes in each cluster

3.1 Broad awareness raising campaigns or programmes

Broad awareness raising campaigns aim to increase public knowledge, understanding, and appreciation of the importance of energy efficiency and environmental sustainability. These campaigns are designed to reach a wide audience and generate engagement with these topics. The broad awareness raising campaigns analysed in this catalogue focused on promoting energy saving, water saving and use of renewable heating technologies as well as the carbon impact of digital technology use and promoting electric vehicle uptake.

The most frequently used communication channels were social media, print media, and online materials. The aim of the campaigns was to disseminate information in an engaging way that captures the attention and interest of the target audience. The desired impact of these campaigns is to reach as many people as possible and inspire them to take action and reconsider their attitudes towards a topic, like for example, electric vehicles.

Aside from raising awareness of a topic, many of the campaigns in the catalogue also aim to direct people to useful resources to help them make informed choices about their energy use, as well as making them aware of other support that is available to them, for example financial incentives.

3.2 Tailored-advice programmes

Tailored advice programmes offer a personalised service that gives people and businesses recommendations and guidance on how to reduce their energy usage and improve their sustainability, that are specific to their needs and goals.

In the case studies analysed in this catalogue, guidance is delivered through trained advisors with the relevant technical skills, through online tools or through audits. In all cases, people and businesses will provide information about their energy use, their habits and their goals and they are then provided with recommendations and guidance on the next steps and customized solutions to reduce their environmental impact.

In the current collection of case studies, we also observed **innovative** approaches, such as the use of visual language. Under the ENPOR project, the Austrian Energy Agency, developed advice materials targeted at people in energy poverty using visual language. The use of visuals helped simplify the information and made it easier to understand and faster to read. The approach led to an increase in engagement with the content, because it was better at capturing attention. This innovative approach also increased comprehension of the materials, because it helps overcome barriers such as language, meaning that it is accessible to more people regardless of their cultural background.

3.3 Educational programmes

The educational programmes collected in the catalogue vary in their target audience and aims. Some of the educational programmes are aimed at individuals and other are aimed at professional stakeholder groups. The stakeholder educational programmes are designed to facilitate capacity building and knowledge exchange on topics such as policies to promote the adoption of electric mobility (EMOBICITY, CRES - Greece). Other educational programmes are aimed at individuals in order to build skills and knowledge and engage citizens in finding bottom-up solutions to environmental issues. The JUSTem project (KAPE, Poland) runs educational workshops with individuals to enable capacity building among citizens and find solutions to energy poverty.

The catalogue also features educational programmes motivated by the need to address gaps in the workforce needed for the energy transition. Two programmes in the catalogue aim to encourage people to consider vocations needed in key sustainability sectors. “Cinque passi da ingegnera/Five steps as an engineer” (ENEA) in Italy aims to get young women interested in a career in engineering, as a way to address the gender gap in STEM job sectors. “T’es Refait/You’ve reinvented yourself” (ADEME) is an initiative in France aimed at young people between 15 and 24 to inspire them to take up a career in the energy efficiency renovation sector, through an educational web series and information campaign. The Educational offensive in buildings (SwissEnergy, Switzerland) project is aimed at engaging stakeholders from the building and education sectors to find solutions to the shortage of skilled workers in the building renovation sector.

3.4 Research programmes

Research programmes in the sustainability sector aim to gain insights and generate knowledge that will help solve problems, develop solutions and address barriers in achieving carbon reduction. There are complex interactions between people’s behaviour and the environment and in order to gain the knowledge and understanding we need to address environmental issues, it is necessary to conduct this type of research. The outputs of these research programmes are useful in guiding decision making and the future design of energy

efficiency programmes, they can also be used to inform policymaking and developing strategies to achieve carbon reductions.

An example of this type of programme is De Sign (ENEA) in Italy, which is a research project promoting the regeneration of the built environment by adopting new models of urban regeneration with a bottom-up approach.

3.5 Energy community development

Energy community development programmes aim to create an enabling environment in which people can come together and form energy communities with a mutually beneficial outcome. The energy community focused projects featured in the catalogue involve educational activities in order to raise awareness about the benefits and possibilities of energy communities and to help shift attitudes toward generating renewable energy on a local level.

The main objective of the UP Stairs project (KAPE, Poland) is to set up and test one-stop-shops for energy communities that support citizens and local authorities in becoming prosumers. The SHAREs project (AEA, Austria) aims to empower local community members to take control of their energy consumption, reduce greenhouse gas emissions, enhance energy security, and promote local economic development through the utilisation of sustainable energy sources.

Recognising the need to support the development of energy communities, IDAE (Spain) launched an initiative to support the establishment of Community Transformation Offices. The aim of these offices is to disseminate information, deliver training, seminars and conferences on how to set up energy communities. The initiative also provides technical advisory services for the establishment of energy communities.

3.6 Behavioural intervention programmes

Behavioural intervention programmes are initiatives that are specifically designed to influence or change behaviours and shift attitudes towards environmental sustainability. These initiatives typically use techniques and approaches that are informed by behavioural and social science.

Examples of behavioural intervention programmes include carrying out resource efficiency audits that provide energy users with feedback about how they can modify their behaviour in order to use resources more efficiently, or what actions they can take in order to improve the sustainability of their homes and businesses. There are also tools such as smart meters which give live feedback about energy usage, and help people understand their habits and what they can do to reduce energy use. Other techniques that can be considered behavioural interventions include, using digital tools to set an energy budget, or set an energy reduction goal, or providing feedback on energy usage and using social comparisons techniques on resource consumption. There is therefore a wide variety of methods that can be used to

change behaviour, including incentives, feedback mechanisms, and setting goals in order to encourage people and businesses to act and think sustainably. The ultimate goal of these types of interventions is to create long-term shifts in behaviour and the permanent adoption of environmentally responsible habits.

In this catalogue, there are two examples of a certification scheme (ADENE, Portugal), which aim to give feedback on water use (AQUA+) and the circular economy (eCircular) with a view to influence businesses to take action. AQUA+ is a water efficiency auditing tool that supports decision making and eCircular is a classification system that assesses how resources are used in a business and provides options on how to improve their resource circularity practices.

The catalogue also includes an example from Luxembourg, named Energie-Spuerconcours, which illustrates a different type of behavioural intervention technique. Energie-Spuerconcours is a competition designed to encourage households to use less energy, by giving them a baseline of their consumption and tips on how the reduce energy wastage. Households are then encouraged to lower their usage compared to the baseline.

In the case study from Ireland (SEAI) we see an example of an innovative engagement technique, called community based social marketing. Community-based social marketing (CBSM) is a behaviour change technique which aims to understand the social and psychological factors that influence behaviour and bases the marketing strategies on those factors. In Ireland, this approach was used to increase building renovations, by addressing several barriers at the same time. It promoted awareness of the issue, made it relevant to the local setting, and brought together the relevant stakeholders. During the initiative, they hosted information events that were promoted by local community organisations.

4 Key success factors and lessons learnt

Although good programme design and implementation is crucial to the effectiveness of a behaviour change programme, its success can also be affected by other factors such as the national cultural context, the local economy and the policy framework in each location. Nevertheless it is possible to point to some common factors that contribute to success across the best practice examples in this catalogue.

The broad awareness raising programmes featured in the catalogue provide comprehensive information that **give people the knowledge they need to make different choices**. An example of this is the ‘Soyez au courant’ (SwissEnergy, Switzerland) campaign that gives people detailed information about electric car ownership, so that people can decide whether this technology is suitable for them.

A good awareness raising campaign also **helps people understand the impact that changing their behaviour can have.** An example of this is the ‘Responsible Digital

Technology Campaign' which uses an online calculator to demonstrate to people the carbon impact of digital technology, depending on how frequently they use and replace their devices.

Giving people and businesses **personalised feedback** also has a positive impact on the effectiveness of a programme. Providing information on the use of resources that is specific to them, helps people and businesses understand what they can do to improve their efficiency by changing their behaviour, investing in building renovations or making different purchasing decisions. Examples of this tailored approach in the catalogue include, Business Energy Scotland (Energy Saving Trust, UK), which provides small businesses with an assessment for them to understand their requirements and provides advice that is specific to their needs. Casa+ (ADENE, Portugal) is another example of a programme that provides users with an online portal that helps people find out how to improve the energy and water performance of their home according to its specific characteristics.

Another factor that contributes to success is providing clear next steps that are easy for people to put into practice. Presenting **clear and actionable recommendations** to people and businesses about how they can improve their resource efficiency is important, so that they can take action based on what they have learnt. The 'Guest' campaign in Malta, is set to support guesthouses on water and energy efficiency, providing businesses with step-by-step technical guidance on what they can do to improve, giving them a clear way of understanding what they need to do next.

Finally, it is important to engage people and businesses over the long-term by having programmes that provide **continuous support**. Several programmes featured in the catalogue are on-going support programmes, like 'Italy in Class A' (ENEA) and Business Energy Scotland (Energy Saving Trust), which have been running for several years. Providing ongoing resources and maintaining awareness of the issues around resource efficiency helps build momentum and maintain the motivation to adopt more sustainable practices.

5 Recommendations

Aside from the approaches and techniques used by the projects and programmes featured in this catalogue, there are other approaches that can be considered as well, when designing behaviour change programmes.

Offering people **incentives or rewards** to change their behaviour or make a decision to invest in resource efficiency, can be an effective way to get people to adopt more sustainable habits. Incentives can be financial, or other non-monetary benefits and rewards. Offering incentives can be a useful way of getting people to consider a new habit or new technology, that they hadn't previously thought about.

Another technique to consider is the use of **social norms** and **peer influence** to encourage behaviour change. People are more likely to feel motivated to adopt a sustainable behaviour when they feel that others around them are doing the same. For example, highlighting positive behaviours of others in the community, or using social comparison techniques so people can see how they compare to others in their neighbourhood. In the research project by RVO (The Netherlands) 'Behavioural interventions for scale-up personalised approach in living labs natural gas-free neighbourhoods' they found that people were more likely to respond positively to the offer of a 'heat scan' of their home when the invitation included a photo of one of their neighbours. Also, the Casa+ Hub (ADENE, Portugal) is developing a feature for its online advice tool that will allow users to monitor their energy and water consumption and compare their performance with that of other users.

Communication and **information sharing** is also crucial to promote behaviour change. The existence of digital catalogues, directories and databases that provide accurate, practical, and easy-to-access information on certified service providers and products is key to encourage people to invest in resource efficiency interventions/renovations and to help them make informed decisions as consumers. Not limiting the availability of information to the digital realm is also crucial, as many people still prefer face-to-face interaction, valuing the existence of physical spaces open to the public (eg.: one-stop-shops) where tailored support can be provided. Adding to the aforementioned innovative use of visual language, it is also crucial to make sure that the language used in campaigns or initiatives aimed at the greater public is clear and easy to understand, as the technical and complex language often used, for instance in communications related to subsidies for the support of energy efficiency measures, discourages people from seeking information and taking action.

Finally another important point to consider is the **monitoring and evaluation** of the impacts of the programme. Incorporating good monitoring frameworks into the design of a programme can help identify whether it is meeting its goals and whether any changes and tweaks are needed to maximise the positive outcomes of the project.

6 Conclusion

Energy efficiency behaviour change programmes play a crucial role in fostering sustainable practices and addressing the increasing demand for energy. Through education, incentives, audits and behavioural interventions, these programmes empower individuals to make informed decisions regarding their energy consumption. By implementing such changes, we can all contribute to a more energy-efficient and environmentally responsible future.

To help us scale up behaviour change to the level needed to achieve the transition to carbon neutrality by 2050, we need to make best use of the knowledge and insights from behavioural

science, continue learning from one another through networks like the European Energy Network, so that effective approaches can be transferred and replicated in other countries. This needs to happen within an enabling environment of support policies and regulation, in order to accelerate change.

7 FACTSHEETS BY COUNTRY

Country	Name of programme	Cluster
Austria	ENPOR: Visual language for energy poor households	2) Tailored-advice programmes
Austria	SHAREs target group profiles and white label materials	5) Energy community development
France	Responsible Digital Technology Campaign	1)Broad awareness raising campaigns or programmes
France	“T’es Refait” (“You’ve reinvented yourself”)	3) Educational programmes
Greece	EMOBICITY	3) Educational programmes
Hungary	LIFE-IP North-HU-Trans programme: training material for the energy counsellors	3) Educational programmes
Ireland	Measuring the effect of community based social marketing on the rate of application for home energy upgrade grants in Ireland.	6) Behavioural intervention programme
Italy	Cinque passi da ingegnera (5 steps as an engineer)	3) Educational programmes
Italy	De Sign Urban Lab	4) Research programmes
Italy	Italian Training and Information Programme Italy in Class A	1)Broad awareness raising campaigns or programmes
Italy	Oikia An awareness action focused on behaviour change in households that have recently installed energy efficiency measures	6) Behavioural intervention programme
Italy	Ten actions for saving energy and the smart and rational use of energy in the public sector	2) Tailored-advice programmes
Luxembourg	Energie-Spuerconcours	6) Behavioural intervention programme
Malta	GUEST – Guesthouse owners and Users Embarking on a Sustainable Transition	2) Tailored-advice programmes

Malta	The 2022 Research and Innovation Scheme in Energy & Water (annual scheme)	4) Research programmes
Poland	JUSTEM JUStice in Transition and EMpowerment against energy poverty	3) Educational programmes
Poland	UP-STAIRS UP-lifting Communities	5) Energy community development
Portugal	CasA+ Hub	2) Tailored-advice programmes
Portugal	eCIRCULAR – Circular Economy Classification methodology	6) Behavioural intervention programme
Portugal	AQUA+ Water Rating for Buildings	6) Behavioural intervention programme
Spain	Community Transformation Offices for the promotion and dynamization of energy communities (EC OFFICES PROGRAMME)	5) Energy community development
Switzerland	«Soyez au courant» / Drive with the current	1)Broad awareness raising campaigns or programmes
Switzerland	Educational offensive in Buildings Bildungsoffensive gegen Fachkräftemangel in der Gebäudebranche. (energieschweiz.ch)	3) Educational programmes
Switzerland	2000Watt-Site-Label	1)Broad awareness raising campaigns or programmes
Switzerland	Make Heat Simple	1)Broad awareness raising campaigns or programmes
Switzerland	Renewable Heating Programme	1)Broad awareness raising campaigns or programmes
The Netherlands	Behavioural interventions for scale-up personalised approach in living labs natural gas-free neighbourhoods	4) Research programmes
UK	Business Energy Scotland	2) Tailored-advice programmes

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ENPOR (AEA, Austria)

Funded by European Union's Horizon 2020 research and innovation programme

Name of Project/ Programme:

ENPOR - Visual language for energy poor households

www.enpor.eu

Description of project/scheme

In Austria, a range of support services aims to assist low-income households in achieving energy efficiency and reducing related costs, fostering a more sustainable lifestyle. However, these services often fall short in catering to the unique needs of energy poor households, who face significant time and resource constraints. Additionally, energy poor households are not effectively targeted, necessitating innovative solutions that are easy to implement and cost-effective.

Recognizing the importance of addressing this issue, in the framework of the H2020 project ENPOR the Austrian Energy Agency has partnered closely with DIE UMWELTBERATUNG, an energy advice service for vulnerable households in Vienna, to undertake a critical initiative. The primary objective was to revamp existing information materials on various aspects of household energy-saving and create new versions that stand out from previous offers. These new materials focused on using figurative language and emphasize clear, intuitive illustrations and pictograms. This approach aims to minimize the reliance on extensive written content, making it easier for the target group to overcome linguistic barriers and potential hurdles arising from a lack of background knowledge.

The developed materials were used in a pilot phase in ongoing counselling to obtain feedback from energy poor people and to involve them in the development process. In total, 50 energy poor households were advised in this pilot phase with the help of the newly developed materials for obtaining their feedback. The feedback was very positive, and the material had the desired effect on the quality of the advice.

ENPOR (AEA, Austria)

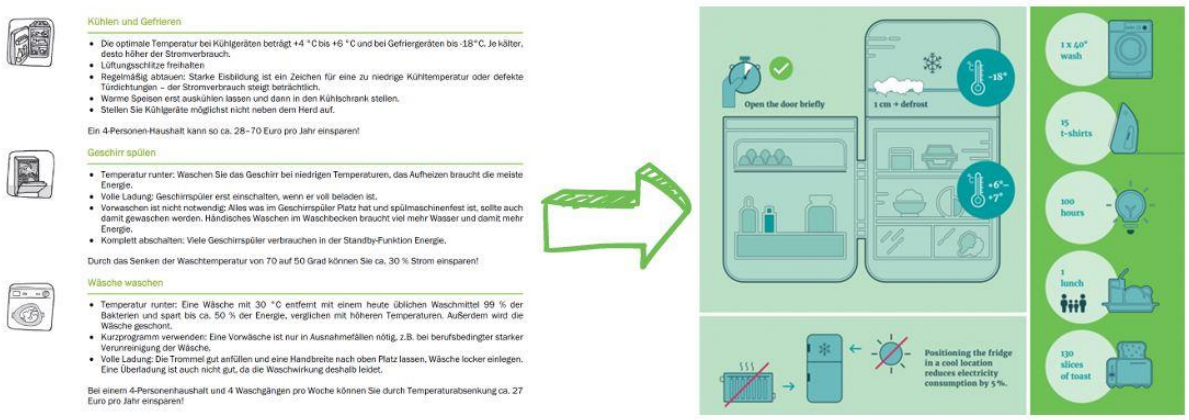
Aim/Expected impact of project

ENPOR had a substantial impact on supporting energy poor households in Austria, particularly in the private rental sector. Through close cooperation with the Ministry of Climate Action, the developed materials were translated into multiple languages, increasing accessibility to key target groups. These materials became integral to the Ministry's advisory programs, including for example the appliance exchange program. The information was also made available to social counsellors and energy counsellors for use in their advice sessions. As a result, approximately 130,000 factsheets were distributed, and the materials are now a vital part of support services for energy poor households throughout Austria. ENPOR's success has led to additional measures, such as developing a water-saving factsheet and translating materials into Ukrainian and Russian. The project's use of figurative language proved highly valuable, making it a model for future interventions in other contexts.

Involvement of the agency and link to the EU Green Deal

The Austrian Energy Agency developed new visual information materials to aid energy poor households, securing the involvement of the Ministry of Climate Action for additional funding. This allowed translations into multiple languages and extensive printing for nationwide use. This has greatly increased accessibility for relevant target groups. These materials simplify energy-saving tips to facilitate their understanding and application, thereby promoting energy efficiency. This aligns with the EU Green Deal's goals, notably promoting energy efficiency and ensuring a “Just Transition” by safeguarding disadvantaged populations during the shift to a greener economy. By informing and supporting these households, we actively contribute to these objectives. Furthermore, the project resonates with the Green Deal's emphasis on education and raising awareness about climate change, empowering consumers with tools to reduce their energy consumption.

Example a revised factsheet, from text-rich to illustrated:



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SHAREs (AEA, Austria)

Funding by European Union's Horizon 2020 research and innovation programme

Name of Project/ Programme:

SHAREs target group profiles and white label materials

www.shares-project.eu

SHAREs empowering communities

Description of project/scheme

SHAREs supports local heroes in setting up or expanding energy communities and enables them to motivate and reach out to consumers directly, including those who do not yet have an affinity for energy or are simply unfamiliar with the concept of energy communities.

SHAREs' target group profiles help local heroes understand their potential members, taking a deep dive into the different mind-sets and motives to join energy communities. Where and through which communication activity you can reach each group. The profiles elaborate on distinct views regarding:

- Financial payback versus environmental concerns (e.g. for silver investors: "[…] their main motivation to invest are stable assets and preferably financial gain. Ecological issues on the other hand play a secondary role for them. […]").
- Attitude towards green energy
- Openness towards new technology
- Community spirit

Key messages as well as Challenges:

Possible reasons for not taking part for each group ensure that local heroes are prepared to address potential members' insecurities early on, as well as motivate them with messages fitting their circumstances: https://sharerenewables.eu/target-group-profiles/

Aim/Expected impact of project

SHAREs' objective is to support a great diversity of collective actions, contributing to increased energy efficiency, optimised energy management as well as a higher share of renewables. Thus, the term energy communities in SHAREs refers to all forms of collective actions by and for consumers. In countries that have already implemented European law regarding energy communities, as for example in Austria, the focus lies on Renewable Energy Communities and Citizen Energy Communities.

SHAREs (AEA, Austria)

SHAREs directly supports about 20 emerging energy communities (pilot projects) in the six partner countries in setting up their energy community or collective action. Through their feedback, the materials developed in the project are tested and improved.

Indirectly, 310 energy communities shall be founded through SHAREs Gateways, tools and dissemination activities (with the SHAREs pilots the total results to 330). The project impact shall trigger 135 GWh/year of primary energy savings.

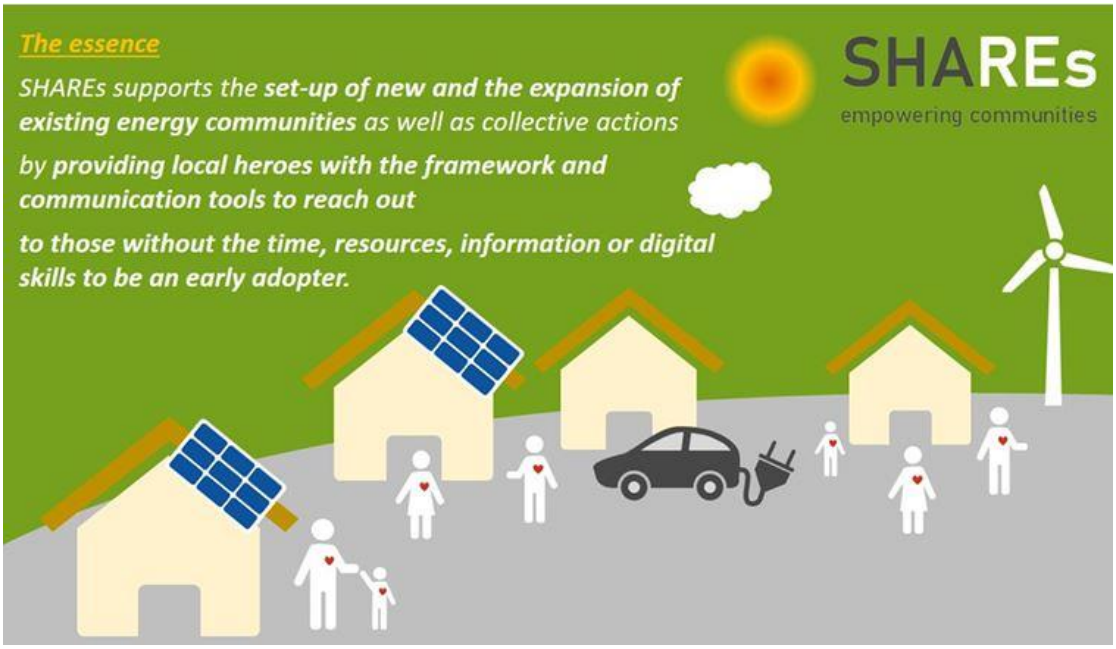
Involvement of the agency and link to the EU Green Deal

SHAREs' link to the objectives of the EU Green Deal:

- No net emissions of greenhouse gases by 2050: SHAREs aims to reduce greenhouse gas emissions by 47,000 tCO_2eq/year.
- Economic growth decoupled from resource use: SHAREs aims to trigger investments in sustainable energy (82 Mio. Euros), leading to added value in European regions.
- No person and no place left behind: the SHAREs communication package enables local heroes to motivate people from varying backgrounds to join and in turn benefit from their local citizen-driven energy project.

AEA coordinates SHAREs, leads dissemination activities and created the communication campaign, as presented in the get members-section of the Gateway blueprint (https://sharerenewables.eu/).

AEA is networking on a national and international level, regularly engaging particularly with the Energy Community Repository, sister projects (such as other EU-funded projects) and the coordination office for energy communities in Austria (https://energiegemeinschaften.gv.at/).



ADEME, France

Name of Project/ Programme:

Responsible Digital Technology Campaign

www.longuevieauxobjets.gouv.fr

www.longuevieauxobjets.gouv.fr/videos

Description of project/programme

Digital technology is often thought of as immaterial, but smartphones, computers, tablet PCs, televisions and other connected objects are perfectly real. From manufacture to the end of their lifecycle, they have an impact on the environment, including at the time of their use. The digital technology sector mobilises numerous resources, emits 2.5% of greenhouse gas emissions and accounts for about 10% of energy consumption in France.

ADEME has been entrusted with the mission of conducting a communications campaign to promote more responsible use of digital technology, aimed first and foremost at the general public and employees.

The campaign has been disseminated 100 % through digital channels. In terms of form, ADEME chose an unconventional and humorous tone in order to raise awareness of this often little-known issue. The creations feature emblematic items of digital technology in everyday situations. In terms of content, the discourse is intended to be educational, with concrete data on the environmental impact of digital technology, in order to enable the target audiences to improve their awareness of this issue.

At the heart of this communication campaign, a website section entirely devoted to responsible use of digital technology has been placed online at longuevieauxobjets.gouv.fr, with information, practical advice, news and tools to pass on etc.

Aim/Expected impact of project

- Raise awareness of the often little-known impact of digital technology.
- Set in motion a process of behaviour change by providing education on the right actions to be taken in order to reduce the impact of digital devices at the acquisition, use and end-of-life stages.

ADEME, France

Involvement of the agency and link to the EU Green Deal

An interministerial road map was made official in October 2020, and ADEME was entrusted with the mission of conducting a communications campaign to promote more responsible use of digital technology, aimed first and foremost at the general public and employees.

This campaign was launched in January 2022 and was also supported by the Ministry for Ecological Transition and the Junior Minister's Office responsible for Digital Transition and Electronic Communication.

Images from campaign:

ADEME, France

Name of Project:

“T’es Refait”
“You’ve reinvented yourself”

Communication and recruitment campaign for young people on energy efficiency renovation and the building sector

https://www.tesrefait.fr/

https://www.youtube.com/@tesrefait/videos

Description of project/scheme

With almost 800,000 renovations in the housing sector, the building and public works sector needs to recruit 300,000 apprentices, at a time when the industry is already confronted with a labour shortage. In order to meet the challenge of improving energy efficiency through renovation, CCCA-BTP, which acts as an accelerator of innovation in training for the building and public works trades, and ADEME, which is responsible for implementing public policies relating to the ecological transition, are joining forces to launch a major digital recruitment campaign.

The campaign will culminate in a web series entitled “T’ES REFAIT!”, launched at the end of 2022 and disseminated via affinity-based social networks. It is intended for young people of 15-24 years of age, and is aimed at promoting training and careers in energy efficiency renovation for young people, by facilitating direct contact with training bodies via a dedicated platform.

To catch the target audience’s attention, a dedicated audience acquisition system has been constructed using “growth marketing” techniques. The performance of these marketing actions is assessed on a regular basis, in order to optimise the targeting and thus win over as many people as possible.

The web series makes it possible to catch young people’s attention, with 30 episodes closely connected to their codes and centres of interest. Two housemates are the main characters, who are funny and endearing, enabling viewers to identify with them: Noah, an apprentice in a vocational training centre, who has a passion for sustainable development, and Jade, his best friend, a young woman who always has good ideas, but has not yet found her calling.

ADEME, France

Aim/Expected impact of project

The aim of this campaign is to successfully provide 50,000 young candidates with careers advice. It is not only a matter of advising them with regard to qualifications, but above all with regard to their future profession. The messages are intended to be dynamic and appropriate both in terms of young people's language, and for parents who accompany them. Once their interest has been awakened, future candidates are directed to a platform aimed at providing them with more information about the 30 professions in the 8 branches of the sector, and enabling them to register, in order to be put in contact with their nearest vocational training centre.

Involvement of the agency and link to the EU Green Deal

The ADEME agency plays an essential role as a partner, on the one hand, in terms of its expertise in the building industry with regard to environmental issues. And on the other hand, through the financial and human resources mobilised in order to support and disseminate this campaign.

Image from the campaign:

EMOBICITY (CRES, Greece)

Interreg Europe, European Regional Development Fund

Name of Project/ Programme:

EMOBICITY

Interregeurope.eu/emobicity

Description of project/scheme

EMOBICITY (Increase of energy efficiency by Electric MOBIlity in the CITY) is an Interreg Europe project, running from 1.8.2019 to 31.7.2023 and seeks to improve low-carbon economy policies, so as to facilitate the take up of electric mobility at a national and regional level.

EMOBICITY aims to strengthen the capacities of all key-stakeholders on e-mobility, especially regarding policy making, through workshops, study visits and peer reviews, as well as to raise public awareness by open campaigns and other communication activities. EMOBICITY supports policy learning on e-mobility at a national and regional level, by the increase of knowledge and exchange of experience, between the project partners, policy and decision makers and other project stakeholders from the EU participating countries. For this reason, the project provides workshops, study visits and other activities, bringing together all key players for discussions and brainstorming, highlighting relative good practices. By this way, EMOBICITY generates high leverage and provide action plans for the improvement of the policy instruments addressed by the partnership, proposing enrichments and amendments, leading to increased e-mobility integration, thus contributing to a low-carbon economy. Indicative topics that have been addressed:

Legislative amendments to overcome current obstacles for e-mobility integration

Improvement of Charging/Taxation Models - Energy price for charging

Specialized Regional policies for the development of e-mobility

Promotion of e-mobility in low integration fields

Integration of incentives in policy instruments to stimulate e-mobility by private users

Inner city logistics and autonomous driving

Integration of RES in the energy mix for EV charging

EMOBICITY (CRES, Greece)

Aim/Expected impact of project

During the project lifetime, the partners identified 25 Good Practices regarding e-mobility promotion and shared them through the organisation of 30 Local Stakeholder Group meetings, 7 Study Visits and 6 Workshops in the partner countries, thus engaging numerous stakeholders and promoting e-mobility in an efficient way.

As a result;

- In Greece, identified Good Practices inspired the design of the Go Electric subsidy scheme and the design of the monitoring platform of the Micromobility program
- In Croatia, improvement of a public Call for co-financing of EV charging stations tailored for public sector buildings
- In Germany, a local Action Plan has been produced for the deployment of heavy e-trucks in Northern Hessen
- In Portugal, improvement of a public Call regarding charging infrastructure for e-vehicles in the Azores islands
- In Romania, an identified Good Practice inspired the creation of the Smart Mobility Academy in the North-West region

Involvement of the agency and link to the EU Green Deal

The EMOBICITY consortium consists of:

The Centre for Renewable Energy Sources and Saving (Greece), the Energy Institute Hrvoje Pozar (Croatia), the Regional Management Northern Hesse GmbH (Germany), the Azorean Government – Regional Directorate for Energy (Portugal), the Portuguese Energy Agency (Portugal) and the Northwest Regional Development Agency (Romania).

EMOBICITY is aligned with the goals of the EU Green Deal, namely a 90% reduction of greenhouse gas emissions in transport by 2050 and at least 30 million zero-emissions cars and 80000 zero-emission lorries in operation, by 2030.

European Energy Network

A voluntary network of European energy agencies

MEKH, Hungary

Funded by the European Union Life Programme

Name of Project/ Programme:

NECP - LIFE-IP North-HU-Trans

www.enhat.mekh.hu/tippek

MEKH
Hungarian Energy and Public Utility Regulatory Authority

Description of project/scheme

Training material for the energy counsellors issued by MEKH in cooperation with the Budapest University of Technology and Economics (in the framework of the LIFE-IP North-HU-Trans programme), for more information and materials see https://www.enhat.mekh.hu/tippek

Aim/Expected impact of project

Dissemination among the energy counsellors who are working on the spot. They are giving advice to households based on the training material.

Involvement of the agency and link to the EU Green Deal

MEKH is part of the consortium of LIFE-IP North-HU-Trans programme that is working on the just transition of the North Hungarian Region.

SEAI, Ireland

Name of Project/ Programme:

Measuring the effect of community based social marketing on the rate of application for home energy upgrade grants in Ireland

Description of project/scheme

Barriers to retrofitting include a lack of understanding about retrofitting and the process, and a lack of awareness of grant availability. Community based social marketing (CBSM) might be an effective way of increasing uptake because it addresses several barriers at once. It effectively promotes awareness and understanding of an issue while making it local and bringing together all relevant actors in a room at the same time. We ran two retrofitting information events in May/June 2023 in a pre-defined intervention area that were promoted by and involved local community organisations.

Aim/Expected impact of project

To assess the effectiveness of this intervention on rates of retrofitting in Ireland, we will compare the rate of retrofitting grant applications from the intervention area (marked out in advance) to the rate of applications in two predetermined control areas that did not host events and that are matched to the intervention areas in important respects.

ENEA, Italy

Name of Project/ Programme:

“Cinque passi da ingegnera”
Five steps as an engineer

www.italiainclassea.enea.it

Description of project/scheme

A career guidance course targeted to high schools’ female students to upskill them with energy related skills and bring STEM discipline closer.

The course is carried out within Italy in Class A programme and taught by energy professionals and researchers.

Digital transformation and energy efficiency in traditional industrial processes; energy efficiency in civil constructions; energy efficiency and green technologies; energy efficiency and behaviour change; communicating energy efficiency; empowerment and soft skills; role modelling: these are the subjects covered in the training course.

Aim/Expected impact of project

In 2023, the gender gap in STEM remains significant, with women making up only 28% of the STEM workforce.

The presence of women in the field of energy efficiency and saving, especially as technicians and decision-makers, remains very low. Improving Gender Diversity in STEM Is Important. Gender diversity in the workplace has numerous benefits, including bringing new perspectives to STEM, filling gaps in a growing workforce with skilled workers.

Involvement of the agency and link to the EU Green Deal

The course is carried out within Italy in Class A programme and taught by energy professionals and researchers.

ENEA, Italy

Name of Project/ Programme:

De Sign Urban Lab

www.italiainclassea.enea.it

Description of project/scheme

A research project which promotes the regeneration of the built environment adopting new models of urban regeneration with a bottom-up approach. Focused on Cosenza in Southern Italy, the project integrates education and action to drive energy transition within marginalized areas and foster urban regeneration. At the core of the initiative is the Cosenza Urban Lab, serving as a platform for research, training, and participatory activities involving the local government, associations, and schools in the targeted neighbourhoods.

Aim/Expected impact of project

By experimenting with creative and transformative practices for sustainable regeneration, the project aims to overcome the challenges posed by energy poverty and socio-environmental concerns. It promotes a systemic vision that recognizes the interdependencies between energy, environment, and socio-cultural factors in driving transformative and participatory processes within communities

Involvement of the agency and link to the EU Green Deal

The project is included in Italy Class A Programme, and it is in line with guidance of the Renovation Wave Strategy and with the purposes of the New European Bauhaus.

ENEA, Italy

Italy in Class A

Italian Training and Information Programme

www.italiainclassea.enea.it

ItaliainclasseA
Programma Nazionale di Informazione e Formazione sull'Efficienza Energetica

Description of the project

Italy in Class A is a national information and training programme promoting the efficient use of energy and provide the support needed to achieve the energy transition. Within the programme there are many activities and initiatives to reach different target groups (citizens, businesses, education, industry, public sector, households). The Italy in Class A programme helps citizens achieve energy reduction goals by giving impartial advice, and simple tools to use and design interventions that remove barriers.

Current status

The new edition of Italy in Class A, promoted by the Italian Ministry of Environment and Energy Security and conducted by ENEA, according to the national transposition of Art. 7of the EED will end in January 2025.

Key findings from the monitoring and evaluation

The programme is monitoring direct social reach, engagement rate, and inbound links. Data regarding impact on consumption is not yet available. In the medium term there will be a survey to assess the results and the persistence of energy sustainable behaviours in the targeted population.

Lessons learnt

Behavioural insights can help policy makers to identify and remove barriers to sustainable behaviours in energy use. Through information and training actions, citizens can improve their energy skills and be more involved in the energy transition and get motivated to make informed and sustainable energy choices.

ENEA, Italy

Italy in Class A

Oikia

An awareness action focused on behaviour change in households that have recently installed energy efficiency measures

www.italiainclassea.enea.it

Description of the project

Oikia is an awareness campaign focusing on actions that can be taken in households that have recently renovated their homes.

Current status

The campaign is running until December 2023.

Key findings from the monitoring and evaluation

The key performance indicators that are being monitored are a) perceived indoor comfort, b) temperature setting for boiler and for heating, c) comprehension of technical instructions and terms, d) digital skills related to energy production and consumption.

Project impacts

Through a bottom-up and participatory approach, OIKIA provides guidelines on post-retrofitting behaviours to boost the impact of newly installed efficient technologies to increase indoor comfort and social acceptance in line with the energy transition. The interaction between occupants and the building they live in, i.e. the control of ventilation, heating, cooling is fundamental to saving energy and can be influenced by different factors such as age, education, gender, country of origin, and personal perception of indoor comfort. The novelty factor of the improved technologies or devices that need to be managed and introduced into the daily routine, also needs to be considered, with attention to consumption and proper maintenance.

Lessons learnt

The research methods used were in-depth interviews, questionnaires and informal interactions with the households. The survey was designed by experts and delivered by the network of Home Energy Advisors. Households see the Advisory group as impartial and trustworthy, who were interested in collecting inputs and suggestions about their experience and their perspective on how to improve energy savings and domestic comfort levels through sustainable behaviours and habits.

ENEA, Italy

Italy in Class A

Ten actions for saving energy and the smart and rational use of energy in the public sector

www.italiainclassea.enea.it

Description of the project

As part of the Italy in Class A programme, Italy's Department of Public Administration shared a package of ten actions to increase awareness of energy efficiency and reduce energy consumption in the public sector, by offering rewards and setting rules for employees and managers:

1. Training and awareness for public authority employees
2. Training for managers
3. Information campaign for citizens about the rational use of energy
4. Information campaign for schools
5. Upgrade of energy systems and equipment (for example through the PREPAC Program for the Energy Renovation of Central Public Administration Buildings)
6. Simplification and incentives to apply for renewable energy systems (for example PV systems in schools)
7. Incentives for energy communities (with public authorities as a key stakeholder)
8. Rules for using energy for employees, to reduce energy consumption and improve energy savings
9. Rewards and incentives for employees
10. Awards for the public sector for the efficient use of energy (replication of the best practices for energy saving and the smart and rational use of the energy in the public sector)

Current status

The project/scheme has now ended. The 'Ten actions for saving energy and the smart and rational use of energy in the public sector' was a short-term initiative in response to the energy crisis. The public sector needed to lead by example and was considered a key actor in promoting measures to reduce gas consumption during the winter of 2022-23, both in terms of users' behaviour and as pilot case for renovation and energy crisis response.

ENEA, Italy

Project impacts

The public sector in Italy has 3.2 million employees, 32,000 entities and 1.2 million buildings spread throughout the country. The Public Administration therefore represents a strategic sector for contributing to energy saving and measures to reduce gas consumption, as envisaged by the EU regulation 2022/1369 in August 2022.

In Italy, around ten billion m^3 of methane gas was saved in eight months (August 2022 - March 2023), equal to 18% less than the average consumption for the same period in the last 5 years.

This is a saving that exceeds the reduction of 8.2 billion m^3 set by the national plan for the containment of natural gas consumption by about 20% (about two billion m^3).

There is no consumption data specifically for the public sector, but the main goal was achieved overall.

Lessons learnt

Within the campaign many actions were carried out to deliver a clear and simple message to engage public administration employees and managers. Leaflets and brochures prepared by ENEA were distributed, with indications contained in the publication "Energy saving and efficiency in the office - Operational guide for employees".

Screenshot from Italia in Classe A website:

Klima-Agence, Luxembourg

Name of Project/ Programme:

Energie-Spuerconcours

www.klima-agence.lu/en/energie-spuerconcours

Description of project/scheme

The “Energie-Spuerconcours” is a competition designed for households and aiming to reduce energy wasting. Participants were asked to indicate their electricity and/or gas consumption of February and March 2022, and then encouraged to reduce waste energy during the same period in 2023. The comparison with their consumption data for the same period in 2023 allows to designate the best energy savers. As essentially all households are provided with smart meters, detailed on consumption data is easy to find in the client portal of the respective energy providers.

Pragmatic tips how to reduce waste energy were given in eight specific mailings to the participants.

Aim/Expected impact of project

- Reduce the waste of energy by behaviour change
- Get familiar with client portal of the energy provider
- Get informed on the topics and tools of Klima-Agence

Involvement of the agency and link to the EU Green Deal

The competition was completely organized and implemented by Klima-Agence.

Energy and Water Agency, Malta

Name of Project/ Programme:

GUEST – Guesthouse owners and Users Embarking on a Sustainable Transition

Guest Project, EWA

THE ENERGY &WATER AGENCY

Description of project/scheme

The Energy and Water Agency developed the GUEST (Guesthouse owners and Users Embarking on a Sustainable Transition) project in order to focus specifically on guesthouses and thus provide a more tailored approach to address energy and also water management in such premises given that their setup and management might differ from other types of collective accommodations such as hotels.

The Agency will be providing energy and water audits within guesthouses in order to take stock of the current situation and identify possible areas of improvement. This individual approach will also allow the possibility to hand-hold such operators in this transition by providing technical guidance, given that they do not usually have personnel with technical expertise. Furthermore this exercise would also indicate whether there are key common weaknesses in energy and water management within the sector which could be addressed through training, sector specific financial schemes or other measures.

Acknowledging that guests play an important role in the overall energy and water consumption within such premises, the Agency will address guests through welcome packs. These packs will include items which the guest can make use of during the stay. Such items will carry an energy or water awareness message which will remind the guest that everyone has a part to play in sustainability.

Aim/Expected impact of project

The Agency aims to target around 30 guesthouses in this exercise however it is expected that key improvement messages and main findings would be disseminated through the Energy and Water Agency's communication team and also targeted sessions with guesthouse owners. Furthermore, the best-practices will be showcased with all operators in the sector.

Energy and Water Agency, Malta

Involvement of the agency and link to the EU Green

The Energy & Water Agency is directly managing this project, in terms of deliverables, and through active participation in the opening & final meetings with the guesthouses. The outcome of the project is expected to result in a number of recommendations as contained in the Energy Audits that will result in savings with regards to energy & water use. This will assist in the green transition and thus aligning with the vision outlined in the Green Deal.

Guest U

Guesthouse owners and Users
Embarking on a Sustainable Transition

Energy & Water Agency, Malta

Name of Project/ Programme:

The 2022 Research and Innovation Scheme in Energy & Water

EWA R&I Grant scheme 2022

Description of project/programme

The Energy and Water Agency R&I Scheme has been running since 2020. In 2023, the same parameters from the previous scheme were adopted but slightly changed the delivery of the workable prototypes and scheme duration in general, going from a maximum of two years to three. The Scheme is a financial incentive in the form of a grant, where the Agency funds projects working on R&I addressing nationally important topics within the Energy and Water sector. The scheme looks to aid projects to establish a deliverable that equates to a TRL-7 project, where the beneficiaries will boost their projects by meeting a certain list of deliverables such as presenting at conferences and creating project prototypes. The aim of such a scheme is also to create the environment for collaboration between the three major sectors in this field: The Academic Sector, Public Sector and Private Industries. As of 2022, the Energy and Water Agency has also initiated a process to start integrating its R&I strategy with the objectives of the Water4All and SDWishees strategic agendas for R&I in the fields of water management in order to ensure a holistic research strategy aligned with the EU's vision.

Aim/Expected impact of project

The expected outcome is that the Agency supports projects that may provide policy solutions once implemented, and help Malta reach it's 2030 and 2050 climate goals respectively. There are also goals and objectives tied with Research and Innovation binding Malta to honour as a European Member State

Involvement of the agency and link to the EU Green Deal

The Agency is the main organiser of the scheme and has the support of a private enterprise to administer the operational details. The outcome of the R&I projects will assist in the green transition and thus aligning with the vision outlined in the European Green Deal.

European Energy Network

A voluntary network of European energy agencies

JUSTEM (KAPE, Poland)

LIFE Programme, European Commission

Name of Project/ Programme:

JUSTEM
Reducing local energy poverty by engaging the population in the transition to a greener future

www.ieecp.org/projects/justem

Description of project/scheme

The JUSTEM project starts at a critical time: although renewables could bring important cost savings and net social gains, some EU member states are calling for a smoother phase-out of coal to compensate for the shortage of fossil gas (and high energy prices). However, only clean energy can maintain a safer climate and end the crises: renewable energy lower energy prices and reduce dependence on fossil fuels, and more efficient households reduce the risk of energy poverty.

Territorial just transition plans are critical to facilitate green and socially accepted transitions from coal. The JUSTEM project will address a wide range of transition-related issues that go beyond the purely technical aspects and include health, structural development, re-training of workers, and new economic opportunities.

Following a double-sided approach, the project will help regional authorities to develop and implement plans that are sensitive to local impacts, while engaging citizens in capacity building activities tailored to increase acceptance and build confidence in a coal-free economy.

Aim/Expected impact of project

Project objectives:

The overall objective of JUSTEM is to build regional capacity and involve citizens in the development or implementation of the regions' energy and climate plans to adapt them to their needs. JUSTEM intends to facilitate policy development, especially just transition planning, by increasing the uptake of sustainable energy solutions.

JUSTEM

JUSTEM will:

Conduct workshops and activities developed under the project in the coal pilot regions to enable capacity building among citizens;

Evaluate and target energy poverty in the regions;

Design project pipelines from the bottom up and make them ready for funding through the Just Transition Mechanism (JTM) and other funding sources;

Support replication and scaling of the developed project pipelines and approaches for a just energy transition.

Involvement of the agency and link to the EU Green Deal

The Polish National Energy Conservation Agency (KAPE) is a partner of the consortium of the project

Project logo:

European Energy Network

A voluntary network of European energy agencies

UP-STAIRS (KAPE, Poland)

Funded by Horizon 2020 research and innovation programme

Name of Project/ Programme:

UP-STAIRS

Structuring collective Action for Sustainable local Transition and Identifying Regulatory Solutions for adopting frontier technologies and disruptive business models

www.h2020-upstairs.eu

Description of project/scheme

The UP-STAIRS project accelerates the creation of energy communities. It develops flexible and iterative business model frameworks for One-Stop-Shops for local collective actions which support local stakeholders in working together. UP-STAIRS facilitates citizen participation in the energy transition and supports them in becoming prosumers. One-Stop-Shops are set-up in 5 pilot regions in Austria, Bulgaria, Germany, Ireland and Spain.

Aim/Expected impact of project

Objectives of the project:

Accelerating the creation of energy communities and collective action in 5 pilot regions

Supporting citizens and municipalities in becoming prosumers

Testing new energy service model frameworks of One-Stop-Shops which support local stakeholders in working together

Stimulating replication in other regions throughout the EU

Key impacts:

Setting-up and testing 5 One-Stop-Shops for energy communities and collective local action

Triggering 66 million Euro in sustainable energy investments

Engaging 10,000 consumers in sustainable energy activities

Involvement of the agency and link to the EU Green Deal

The Polish National Energy Conservation Agency (KAPE) is a partner of the consortium of the project

ADENE, Portugal

Name of Project/ Programme:

CasA+ Hub

www.portalcasamais.pt

adene
Agência para a En

Description of project/scheme

CasA+ Hub (www.portalcasamais.pt) is a Portuguese digital platform developed by ADENE, designed to align with the Energy Performance of Buildings Directive (EPBD) framework. Its primary objective is to address and encourage the implementation of over 1.5 million improvement measures identified by EPCs (Energy Performance Certificates).

CasA+ Hub is aimed at homeowners (or tenants) and its main objective is to centralize all relevant information about the house in one place. It arises from the need to facilitate the communication between all agents, bridging the gap between consumers, service providers, companies, qualified experts, and other relevant stakeholders. By bringing together these various actors in a single place, casA+ offers numerous benefits for everyone involved.

It provides homeowners with valuable and detailed information about their houses, including efficiency performance and characteristics. It offers a comprehensive set of data and insights on efficiency, as well as suggestions for enhancing performance and achieving savings.

One of the key benefits of casA+ hub is its direct connection to registered qualified companies and professionals. This streamlined process facilitates efficient communication and fosters a seamless collaboration between homeowners and service providers, ensuring the best possible outcomes for all parties involved.

The platform also serves as a valuable resource for accessing information on housing, incentives, and financing options. A primary focus of the platform is to promote energy and water efficiency through comprehensive guides, helpful tips, and informative newsletters. Through the dissemination of knowledge, homeowners become better equipped to make informed decisions that contribute to a more sustainable and environmentally conscious lifestyle.

ADENE, Portugal

Aim/Expected impact of project

The casA+ hub was officially launched in April 2021 and has already garnered significant traction, with over 3,000 registered companies, more than 28,000 homeowners/tenants, and over 7,000 requests for proposals made.

One of the primary objectives is to become the leading platform for integrating Building Renovation Passports (BRPs) in Portugal, thereby fostering the development of new areas of expertise such as Nearly Zero Energy Buildings (NZEB) and Zero Emission Buildings (ZEB).

In the next two years, casA+ hub aims to achieve ambitious targets, including receiving approximately 15,000 requests for proposals from 60,000 homeowners/tenants and facilitating €6 million in investments in sustainable energy projects. This significant investment in building renovations is expected to create a secondary effect of promoting new job opportunities, contributing to economic growth and sustainability.

Involvement of the agency and link to the EU Green Deal

The casA+ hub is fully aligned with the objectives of the European Green Deal, particularly regarding the renovation and decarbonization of buildings. It achieves this alignment through its incorporation into relevant regulations and its promotion of mechanisms and economic incentives.

CasA+ hub currently facilitates a feature that simplifies the implementation of improvement measures. This feature leverages the mobilization of investment, through the presentation of the different types of existing financing products suitable for energy and water renovation of buildings, as well as the public mechanisms to support the mobilization of investment.

Serving as the national reference One-Stop-Shop for energy and water efficiency, casA+ hub is recognized for its integration of EPC information within the community. It is cited in the Long-Term Strategy for Building Renewal (ELPRE) and referenced in Recommendation (EU) 2019/786, guiding the transposition of the European Energy Performance of Buildings Directive (EPBD).

Image of project website:

European Energy Network

A voluntary network of European energy agencies

ADENE, Portugal

Name of Project/ Programme:

eCIRCULAR – Circular Economy Classification methodology

www.ecircular.adene.pt

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Description of project/scheme

The eCIRCULAR (ecircular.adene.pt) – Circular Economy Classification methodology – developed by ADENE, is a comprehensive system designed to drive actions and achieve practical and progressive outcomes in the realm of the circular economy. It comprises the assessment of how resources are managed, as well as the organisation's strategic options to promote circularity as key principles of its activity. Through eCIRCULAR, organizations can gain recognition for their efforts in the circular economy, enhancing their standing with customers, society, and other stakeholders.

The methodology has been developed, tested, calibrated by ADENE's team in circa 35 organisations and publicly launched in July, after a staged pilot trial. The methodology uses a set of 27 pre-defined assessment questions which have been following a few guiding principles intended to be applied to different types and sizes of organisations and independently from its nature.

The classification process is carried out by qualified auditors – trained and certified professionals recognized by ADENE. In general, it has in mind a Plan Do Check Act process that can identify, stimulate, and deliver actual improvements in the performance of the organisation towards circularity.

At the end of the audit process, a certificate is issued with the performance class - which varies from F (worst performance) to A+ (best performance). The certificate also highlights the best practices towards circularity already implemented in the organisation, as well as some practical measures that are identified as feasible and able to improve performance. The certificate is due to be updated periodically, hence inducing a continuous improvement cycle.

ADENE, Portugal

Aim/Expected impact of project

The eCIRCULAR was launched in July of 2023 and is expected to become fully operational in 2024. More than 5 classifications were issued with 10 more in pipeline, and over 25 auditors trained.

eCIRCULAR identifies practices that can be implemented to make evaluated organization's activities more efficient in terms of energy, water, and material consumption. Additionally, it facilitates the adoption of more sustainable strategies and operational options, in line with circular economy principles. By doing so, the eCIRCULAR contributes to changing mindsets and business models under a new vision of a circular economic growth, enhancing competitiveness, stimulating innovation and creating green jobs.

ADENE aims to primarily apply this classification to SME, that comprise most of the businesses in Portugal, in the productive sector, due to its impact in the Portuguese economy and environment. In a second stage, the focus will also encompass distribution and construction sectors. The metrics evaluation is specific to each sector and will allow comparison and benchmarking of organisations once there is enough data to conduct such analysis and benchmarking.

Involvement of the agency and link to the EU Green Deal

The eCIRCULAR is in line with the goals of the European Green Deal, namely the goal of decoupling economic growth from resource consumption.

The methodology is aligned with the spirit of the European and Portuguese Circular Economy Action Plans. It highlights activities that promote efficient resource use and waste minimization, products' eco-design, the utilization of renewable energy, water reuse, among many others that contribute to circularity.

This will provide guidance to organizations, by helping them identify and provide more comprehensive information on their environmental and social performance. Thus, there will be more transparency and accountability along the value chain, facilitating sustainability reporting required for the new Corporate Sustainability Reporting Directive.

Finally, ADENE's ambition with eCIRCULAR is to contribute to attest which economic activities can be considered sustainable and eligible for investment and finance, under EU's sustainable finance framework and the EU Taxonomy.

eCIRCULAR®
FUTURO MAIS SUSTENTÁVEL

ADENE, Portugal

Name of Project/ Programme:

AQUA+ Water Rating for Buildings

https://www.aquamais.pt/

adene
Agência para a Energia

Description of project/scheme

AQUA+® (www.aquamais.pt) empowers users and building designers with an agile water efficiency auditing and decision support tool. It is a voluntary water performance certificate, that rates and improves indoor/outdoor water use/reuse in buildings, based on infrastructural evaluation, thus reducing water loss and consumption, scarcity, and impact on water resources.

It assesses, in a simple and agile way, water use efficiency and identifies opportunities to increase water efficiency, reuse, water-energy savings and reduce water losses. Certified auditors perform an evaluation, rating the building within a scale ranging from F (less efficient) to A+ (more efficient). Auditors also provide, guidance on better solutions/equipment (i.e., devices, alternative water sources, green/blue infrastructures) and quantify water/energy/economic savings.

AQUA+ methodology was validated by external scientific institutions and professionals with expertise across all its contemplated areas of evaluation. It is applicable to buildings at any stage of development and use, including buildings in design phase, renovation and operation. This scheme is already available for residential buildings (since 2020) and for hotels (since 2022). From 2024 it will be expanded to public and commercial buildings. It promotes water efficiency across sectors, increasing water availability and sustainable water management. It leads to significant energy savings and climate change mitigation under the water-energy nexus.

AQUA+ values water and alternative water sources and systems, leading to more climate change resilient cities by mitigating the impact of droughts and floods at building level. It leads to inclusive water and sustainability, by engaging citizens and having the potential of expansion to other sectors and geographies.

ADENE, Portugal

Aim/Expected impact of project

The main innovative features are: detailed yet easily replicable tool focused on water efficiency, created by a bottom-up participatory approach; focus on building infrastructure/equipment in contrast to behavioural approaches; water-energy nexus and water reuse innovation (e.g., rainwater harvesting, grey water reuse); promotion of green jobs; and empowerment of building owners/designers (demand-side) by addressing savings in both litres and euros.

Since its deployment, it fostered the implementation of measures leading to 6 million litres of estimated annual water savings in the first 100 audited households/hotels, alongside the identification of measures in existing buildings that can lead to 30-50% water savings. More than 300 AQUA+ classifications were issued with 600 in pipeline, and over 300 technicians trained.

It won EEPA 2021 national award and was shortlisted by the European jury to the European final, was shortlisted for the Financial Times/IFC Transformational Business Awards 2022 and was finalist of the 2023 Water Europe Innovation Awards.

AQUA+ will soon apply to public and commercial buildings, enhancing its impact to the whole buildings sector.

Involvement of the agency and link to the EU Green Deal

AQUA+ complies with the EU Green Deal main objective to achieve climate neutrality by 2050, by promoting the implementation of water efficiency measures in buildings which leads to significant water savings and, consequently, contributes to the reduction of energy consumption (both direct and indirect).

It is suited for adaptation to regional regulations and site-specific criteria, making it easily transferable across Europe and worldwide. It assures compliance with Do No Significant Harm (DNSH) criteria concerning sustainable use of water in commercial buildings (eg. Hotels) under the EU Taxonomy for Climate Mitigation and Adaptation, safeguarding the application of EU funding in sustainable investments.

AQUA+ is supported by a Commitment Network, engaging 30 stakeholders in its development and expansion. This Commitment Network advocates and tackles water efficiency and water-energy nexus, placing these topics in Portuguese and in EU public policy agendas.

IDAE, Spain

Name of the project/programme:

Community Transformation Offices for the promotion and dynamization of energy communities

"Oficinas de Transformación Comunitaria"

IDAE
Instituto para la Diversificación y Ahorro de la Energía

Financiado por la Unión Europea
NextGenerationEU

Description of project/scheme

In October 2022, IDAE, launched a funding programme whose main aim is to support the establishment of Community Transformation Offices within Spain's Recovery, Transformation and Resilience Plan framework, financed by the European Union – Next Generation EU. The first call for projects was open in November 2022 with a budget of €20,000,000.

The objective of this funding programme is the execution of projects for the start-up and operation of Community Transformation Offices (one-stop-shops), as well as the adaptation of existing offices, for the promotion and dynamization of energy communities. The ultimate purpose of the programme is to strengthen the support system for stakeholders interested in the creation and development of energy communities, mainly citizens, SMEs and local authorities at different levels, thereby contributing to a fair and inclusive decarbonization process by promoting investments in green infrastructure and the participation of stakeholders not traditionally involved in the energy sector.

Aim/Expected impact of project

The main aim of this programme is to facilitate the deployment of energy community initiatives on a national scale, identifying and eliminating barriers that prevent their establishment with the support of one-stop-shops that may operate at national, regional, and/or local level. These one-stop-shops can be set-up in new facilities/online, but also existing facilities can be adapted and refurbished to accommodate Community Transformation Offices.

The Community Transformation Offices must promote the dissemination and implementation of accompanying measures that may work as a tool to encourage local communities to engage in participatory processes and/or support the creation of energy communities.

IDAE, Spain

These offices must carry out at least two of the following types of actions:

I. **Dissemination:** Organise and offer training courses, and/or conferences, seminars and/or workshops for the setting-up and operation of energy communities, aimed at citizens and other interested parties of local communities potentially interested in them and/or dissemination of the actions, projects, and outcomes of energy communities to encourage their extrapolation and implementation in other contexts

II. **Accompanying measures:** Provision of technical advisory services for energy communities' dynamization and empowering, offering the following services, among others:
   - Provision of technical advice for the development of participation processes in certain environments to evaluate the potential to develop projects for the constitution of energy communities, with citizen and community participation and other interested parties of the local social fabric, facilitating, where appropriate, the establishment, in their area, of information, debating, deliberation and decision processes of their potential participants.

III. **Advice:** Technical, administrative, economic, social and/or legal consulting linked to the implementation and execution of specific projects for the constitution and operation of energy communities

Involvement of the agency and link to the EU Green Deal

Within Spain, IDAE is the main managing and executing agency of the energy transition within the framework of the Recovery and Resilience Facility Funds-NextGeneration EU. Within this Plan, IDAE defines and designs the funding programmes, which includes setting up the rules of the grant application processes in legislation notices and launching of the funding calls. IDAE also manages the grant allocation, evaluation, and validation processes, among others. Currently, IDAE carries out intense work related to the promotion of Energy Communities; financing projects related to the implementation of these communities through the launch of various funding programmes. In addition, IDAE is carrying out a strong editorial activity issuing publications and audiovisual material addressed to the sector and citizens.

The Community Transformation Offices programme is in line with the 2019 Clean Energy for all Europeans Package and contributes towards the European Green Deal's Renovation Wave as well as the European Union's climate and energy policy targets for 2030. The Renovation Wave Strategy establishes measures to exploit the untapped potential of Energy Communities as active players in the energy system.

SwissEnergy, Switzerland

Name of Project/ Programme:

“Soyez au courant” / Drive with the current

www.suisseenergie.ch/programmes/soyez-au-courant/

Description of project/scheme

The focus of this campaign is on electric cars (https://www.energieschweiz.ch/programme/fahr-mit-dem-strom/ueber-uns/). According to current knowledge, this technology has the best eco-balance and energy efficiency. "Drive with the Current" provides easy-to-understand information and a good overview around the topics of electric cars, the environment and electric charging.

The overall goal of the campaign " Drive with the Current" is to jointly achieve the energy and climate goals through voluntary and energy-efficient mobility for all people in Switzerland. Our campaign focuses mainly on the B2C segment, which consists of identified personas.

Aim/Expected impact of project

Change purchasing behaviour in favour of energy-efficient cars with low CO2 emissions in order to increase the market share of rechargeable vehicles in accordance with the goals of the Swiss Roadmap for Electromobility.

Outcomes:

1. change of thoughts regarding the perception of electric mobility.

2. basic considerations of car needs and use before purchasing a new model.

3. a change in purchasing behaviour towards energy-efficient vehicles.

4. becoming a player in the energy transition.

SwissEnergy, Switzerland

Involvement of the agency and link to the EU Green Deal

Involvement of the agency: Conception of the campaign (support in the analysis and definition of the target group, definition of the impact objectives and the impact model). Stakeholder identification and integration (offering added value in a win-win approach). Coordination and implementation of activities (communication, marketing, national campaigns). Updating, quality control and development of website content, as well as impact measurement (web and social network indicators).

Link to EU Green Deal: The transport sector is the largest energy consumer in Switzerland with 33 % and is based on fossil fuels for 93 %. The campaign contributes to zero-emissions cars by 2050.

Image from project website:

SwissEnergy, Switzerland

Name of Project/ Programme:

Educational offensive in Buildings

.Bildungsoffensive gegen Fachkräftemangel in der Gebäudebranche. (energieschweiz.ch)

Description of project/scheme

The building sector plays a central role in achieving national energy and climate targets. In the next few years, it will have to replace numerous fossil-fuel heating systems, renovate a large number of buildings to make them more energy-efficient and increasingly use renewable energies. In order to master these major challenges, well-trained specialists are needed who are constantly acquiring additional skills. However, there has been a shortage of skilled workers for a long time and the number of graduates in basic vocational training in the building sector is declining. It is therefore to be feared that in the future there will not be enough competent specialists available for the timely implementation of the necessary measures.

To address this shortcoming, SwissEnergy worked with representatives from the building and education sectors to find solutions. The existing challenges and possible target-oriented measures were identified and prioritised at round tables. Fields of action and focal points for an education offensive were derived from this comprehensive overview.

The result of this process is a roadmap including a catalogue of 32 measures. It contains the inputs of the important stakeholders and reflects the needs of the building sector. During the intensive exchange, the stakeholders clearly expressed that they want to work more closely together in the future and join forces to tackle the problems. The industry should now implement as many of the priority measures as possible as quickly as possible. SwissEnergy supports the players in this.

SwissEnergy, Switzerland

Aim/Expected impact of project

In the "Roadmap Education Campaign for Buildings" launched in 2021, SwissEnergy defined 32 measures in four fields of action:

1) Strengthening formal education,

2) Empowering specialists through further training,

3) Increasing the attractiveness of the sector,

4) Strengthening intersectoral cooperation.

Involvement of the agency and link to the EU Green Deal

Involvement of the agency:

- Exchange with the stakeholders and financial support of the measures.
- organizational and communicative support
- Coordination of the different actors as well as maintenance of the network and thus the pursuit of the objectives of the roadmap

Link to the EU Green Deal: In order to achieve the international energy and climate policy goals, the building sector will be strongly challenged in the coming years. That is why the joint program contributes to:

- future-proof jobs and skills training for the transition
- Renovated, energy efficient buildings by 2050.

SwissEnergy, Switzerland

2000-Watt Site label

www.2000watt.swiss

Description of the project

The 2000-Watt Site label allows the evaluation of large site developments in terms of building quality, density, mixed usage and mobility. The total energy consumption and CO2-emissions of a certified site are optimized to the targets of the 2000-Watt Society. This includes goals of the Swiss national 2050 energy strategy and CO2-Zero Emission targets. Lowering resource consumption is achieved by energy-optimized buildings, on-site renewable energy production, in a well-functioning urban development context.
The concept of a 2000-Watt Site takes an integrative view of the entire site rather than individual buildings. It broadens the focus by depicting the whole living environment. It encompasses all phases of a site's life cycle: development, planning, implementation and operation of newly constructed sites. Additionally, existing sites that undergo a long-term transformation process can also be monitored.

Current status

The 2000- Watt-Site ends at the end of 2023 and will then become the Minergie-Site and the SNBS-Site. This is due to the reorganisation of the building label family (Minergie, GEAK, SNBS und 2000-Watt-Site). The supporting organisations and the Swiss Federal Office of Energy have decided that only one organisation will be responsible for certification, quality assurance, communication and further training. This will create synergies and strengthen the individual labels. A report by SwissEnergie will be published by the end f 2023, so all the knowledge from the past 10 years of 2000-Watt-Sites will be retained.

Key findings from the monitoring and evaluation

In the summer of 2023, 48 sites throughout Switzerland will be certified - 30 of them as 2000-watt sites "in development", 13 have already received the "in operation" award and 5 sites have the "in transformation" certificate.

SwissEnergy, Switzerland

Make Heat Simple

www.makeheatsimple.ch

swissenergy

Description of the project

The project aims to extend the use of remote control of heating systems in secondary residences in Switzerland. Switzerland has around 700,000 secondary residences, mainly in mountain regions. Behavioural insights have been used to identify the awareness and the readiness of the target group to change behaviour. Property owners were targeted through a dedicated communications campaign.

Aim and expected impact

The potential energy savings have been estimated at around 2,200 GWh/a.

Current status

The Make Heat Simple programme runs until 2025

Key findings from the monitoring and evaluation

In 2019, the Swiss Federal Office of Energy launched the Make Heat Simple programme to remotely control heating systems, in the approximately 700,000 second homes across Switzerland.

According to current figures, over 40,000 new systems have already been installed since its launch. This means that three times more properties are now equipped with such systems than at the beginning of the programme. Currently, the Swiss Federal Office of Energy estimates the penetration of remote heating controls in second homes at 10 to 15 per cent.

In terms of the number of installations, the programme has already clearly exceeded the original target of 30,000 newly installed systems. These results are the outcome of a broad communication and awareness-raising campaign. In addition, regional programme partners draw attention to the ongoing measures, through which over 90,000 second home owners have been reached directly.

Name & Country of EnR Member

There has been large public interest in the Make Heat Simple website, where interested users can register. More than 500,000 users have visited the website since 2019 to obtain all relevant information on the installation of such a system, e.g. from the calculation of the individual savings potential to the regional installation partner.

Project impacts

- Readiness to install remote control has improved over the course of the campaign.
- In installations, Make Heat Simple even exceeds expectations.
- Compared to the social benefit, Make Heat Simple is very efficient. Direct contacts and PR work are among the most efficient measures.

Lessons learnt

Partnerships with installers and municipalities should be intensively developed from the very beginning in order to reach the target audience accurately and personally with trustworthy information.

The great satisfaction of the early adopters of remote-controlled heating should be used to trigger positive spreading effects on the undecided.

Screenshot of Make Heat Simple website:

SwissEnergy, Switzerland

Renewable Heating programme

www.erneuerbarheizen.ch

swissenergy

Description of the project

Switzerland's building stock is responsible for around one third of the country's total CO2 emissions. The Renewable Heating program was set up to help reduce emissions form buildings. Since 2020, the program has been supporting building owners to switch from fossil heating or direct electric heating to renewable energy systems and demonstrate that it is cost-effective and feasible and that there is a suitable renewable heating system for every type of house.
The programme offers:
- A subsidised on-site advisory service for renewable heating
- Website for finding renewable heating options suitable for their building, investment costs, operating costs and CO2 emissions, an action plan and a list of local installers.
- The installers are trained in “impulse advisory” and receive specialist training to do the replacement work
- Partnerships with associations and companies who contribute to the content and communication. For example cantons, municipalities, installer associations, banks, insurance companies.
- Communication campaign aimed at the different target groups via different channels: TV adverts, newspapers, social media, news channels, newsletters, special editions, exhibitions, congresses, etc.

The development of the programme was preceded by a detailed analysis of the obstacles to a corresponding change in behaviour.

Current status

The programme started in 2020 and is expected to close in 2024. It will be followed by another programme called MoNet, that will specifically target property owners and incentivise holistic energy modernisation measures in and around the building. The measures include heating system replacement in combination with building renovation, charging station installation and photovoltaic system installation for electric vehicles.

Name & Country of EnR Member

Aim and expected impact

The aim of the Renewable Heating Programme is to replace the country's 90,0000 fossil fuels heating systems with renewable heating systems by 2050. This corresponds to an increase in the replacement of fossil heating systems by renewable heating systems from 10,000 to 30,000 per year. As fossil fuel heating systems have a service life of 15 to 25 years, no more fossil fuel heating systems should be installed after 2025.

Project impacts

The "impulse consultation" service is being actively used: In the first year of funding, the approximately 2,000 advisors from the energy and heating industry trained by the "renewable heating" program conducted more than 14,000 impulse consultations. And more than 2,000 impulse advisors are helping homeowners to switch to heating systems with renewable energies thanks to the free impulse advice.

Key findings from the monitoring and evaluation

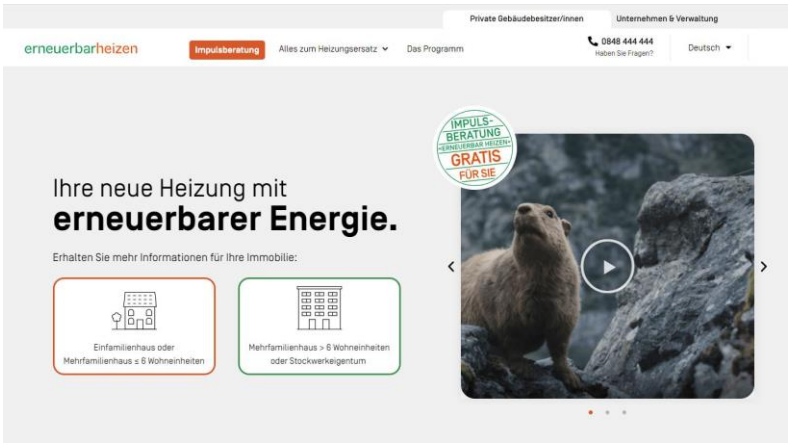
- Program increasingly plays a central role in the heating sector on the way to net zero
- High switching rate for small heating systems
- High demand for impulse consultations
- Increasing awareness of the need for and benefits of renewable heating systems

Lessons learnt

Cooperation with partners is central. This requires trust, consistency and planning security. It is essential that a program has sufficient human and financial resources and runs for several years so that the development, introduction and market penetration of new products/services can be successful.

Prior behavioral analysis and ongoing monitoring of program success (surveys, quality assurance, etc.) is also important for program control.

Screenshot of programme website:



European Energy Network

A voluntary network of European energy agencies

RVO, The Netherlands

Name of project/programme:

Behavioural interventions for scale-up personalised approach in living labs natural gas-free neighbourhoods

inspiratie rvo (aardgasvrijewijken.nl)

Netherlands Enterprise Agency

Description of the project

Many attempts are made to persuade residents to invest in sustainable renovation of their homes. Usually it is the municipality that approaches citizens to encourage this. In this project RVO examines the effectiveness of a personal approach, and how the findings can be used to develop a list of 'top 4' interventions that are effective and can be scaled up. 27 residential areas were involved in pilot studies.

Aim and expected impact

Identify four effective and scalable interventions to persuade and enable private homeowners to take-up sustainable measures in their homes and immediate environment.

Current status

The research project ended in April 2022.

Key findings from the monitoring and evaluation

In the Netherlands, a personal approach and one-on-one contact, has proven crucial to getting residents on board with Natural Gas-Free Neighbourhoods, but this approach is time-consuming and costly.

Experiments show that small behavioural interventions that respond to commitment or social influence are effective in changing the behaviour of residents. For example, when offered a free doormat at the same time as being offered sustainability advice, 94% indicated that they might want, or definitely want to make their home more sustainable, compared to the control group that did not receive a free doormat, where only 65% indicated that they might want, or definitely want to make their home sustainable.

Furthermore, it was found that people are more likely to react positively to people who are similar and close to us. In one intervention, people were sent an invitation to participate in a heat scan that had a photo of a neighbour. More people from the group that received the invitation with the photo participated in the heat scan (5.4%) compared to the control group (1.7%).

RVO, The Netherlands

Recommendations

Push for the individual: consistency
Let people speak up. See an action as part of a bigger picture. By communicating an action as a step in the transition to natural gas-free living, you create a sense of commitment. You strengthen this feeling if you let people express their positive experiences.
- Let people perform a small action and thereby increase the chance of larger follow-up actions. Let people first take a small step, such as a non-committal energy talk or filling out a questionnaire. If a while later a larger request is made, which is an extension of that smaller action, people are more willing to comply with that larger request as well. It is important to provide feedback after the first smaller request. For example, by complimenting or acknowledging that they have taken a step in the right direction.
- Get people to show commitment publicly. This can be something very small that shows that they are working on the transition to natural gas-free, such as a sticker, a doormat or a sign in the garden. Posting something small commits people to the message involved, and the placed acts as a reminder of this commitment.

Power of the group: social influence
- Choose similar people as the sender. This can be a familiar face from an organisation, or someone actually close to the residents, such as a neighbour. And preferably, this person is a frontrunner: someone who, for example, has already gone a step further in preparing for the arrival of the natural gas-free alternative.
- Show what is 'normal' with social proof. Make visible that many people are preparing and taking steps in the transition, such as people who have previously expressed commitment. Even when a majority is not yet fully live natural gas-free, making visible the actions that have already been carried out ensures that the positive social norm becomes visible.
- Show that you are making an effort. People are more inclined to make an effort for someone who has made an effort for them. For example, by putting a handwritten post-it on a letter or a handwritten greeting on a card.

Lessons learnt

Experiments show us that small behavioural interventions that respond to commitment or social influence are effective in changing the behaviour of residents. More experimental space is needed. Some municipalities became aware of that and are willing to continue. For that to happen on al lager scale, it is necessary to get enough numbers of people to participate in this in coordination with municipalities to be able to draw conclusions. Reaching those numbers is a challenge.
RVO were able to present the conclusions at a national conference for municipalities. The insights were taken further through the living labs to groups of municipalities sharing knowledge about making their neighbourhoods more sustainable.
The point remains that setting up this type of experiment requires a long start-up and implementation period from municipalities. In general, municipalities have a high workload and are time-constrained. Therefore municipalities need to invest in employing more behavioural experts, in order to achieve the green transition.

Energy Saving Trust, UK

Name of Project/ Programme:

Business Energy Scotland

Business Energy Scotland

Description of project/scheme

Business Energy Scotland is a service funded by the Scottish Government to support small and medium sized business (SMEs) in becoming more energy efficient. It is a regional service, covering businesses in the whole of Scotland. The service provides free advice, impartial support and access to funding to help SMEs save energy, carbon and money.

Businesses are provided with advice and guidance to support their decision-making and influence their behaviour to invest in becoming more energy efficient.

The service offers a wide range of support to help businesses identify energy and carbon-saving opportunities which includes online guides and tools; skills development training; remote technical energy assessments either by telephone or virtually, and onsite technical energy assessments. Support is provided through Business Energy Advisors and a network of consultancies, who give technical expertise on the implementation of energy efficiency projects.

The service also provides support to help businesses take the actions needed to implement energy and carbon-saving opportunities by helping SMEs apply for financial support measures (for example an interest free loan between £1,000 and £100,000 funded by the Scottish Government), and by providing guidance on finding suitable installers and suppliers, and finally by supporting businesses to get approval from their internal decision-makers to make the investments.

SMEs have a diverse energy profile and their energy efficiency needs vary a lot. Furthermore businesses of this size are at different phases of decarbonisation, with some having a clear idea of their needs, while others need help understanding what measures are suitable for them. Business Energy Scotland recognises this diversity, so it offers multiple routes into the service. There is a ‘Lighting fast track’ option for businesses who want to upgrade their

Energy Saving Trust, UK

lighting and a ‘Solar PV fast track assessment’ for businesses who are interested in installing photovoltaic panels. Businesses who need full support can start by having an ‘Energy efficiency assessment’. By offering various access options, the service helps businesses access information and guidance, that is specific to their goals and needs.

Aim/Expected impact of project

The aim of Business Energy Scotland is to encourage small and medium sized businesses to install energy efficiency measures, low carbon heating systems and renewable energy technologies. The service is being delivered to support the Scottish Government’s Heat in Buildings Strategy, and reaching Scotland’s net-zero carbon emissions target by 2045.

Although Business Energy Scotland was established in April 2022, the service operated under the name ‘Energy Efficiency Business Support Service’ for several years prior to that. During that time, the service identified over £200 million of cost savings for businesses. The typical savings identified per business are £50,000, over the lifetime of their projects, which equals 24% energy saving per business, on average. To date the service has saved over 1 million tonnes of carbon savings. Independent evaluation shows that 70% of businesses that have received advice have either already taken action, or plan to take action on the back of the recommendations.

Involvement of the agency and link to the EU Green Deal

Energy Saving Trust manages Business Energy Scotland on behalf of Scottish Government. They deal with the administration of the scheme and provide energy saving advice, technical advice and guidance on accessing financing products. Energy Saving Trust also develops the content for the online tools and guides, delivers webinars and training events.

Although the UK is outside of the EU, this service contributes towards goals that are in line with the EU’s target of reaching climate neutrality by 2050. Business Energy Scotland has been established in order to help reduce greenhouse gas emissions produced by buildings in Scotland and to reach its own goal of achieving climate neutrality by 2045.

Screenshot of Business Energy Scotland website: