



European Energy Network

The voluntary network of European Energy Agencies - at the heart of the clean energy transition

Name and Country of EⁿR Member

ADENE - Portugal



AGÊNCIA PARA A ENERGIA



Name of Project/Programme & Link to website

Awareness-raising and promotion campaign for energy efficiency in households.

<https://portalcasamais.pt/simulador/>

Description of Project

The strategic objective of this campaign, focused on mainland Portugal and targeted to the residential sector, was to promote energy efficiency in households by changing behaviours and encouraging the use of energy performance certificates (EPC).

The campaign was designed to promote and reinforce that investments in energy efficiency provides multiple benefits including better quality of life, costs reduction, health benefits and comfort improvement for households.

The main goals were to:

- Promote energy efficiency behaviour in the general public;
- To show that it is always possible to be more energy efficient and do more to save energy;
- Provide the different target audiences with tools and information that enables behaviour change;
- Promote energy efficiency multiple benefits, such as the achievement of strategic objectives for economic and social development and environmental goals;
- Demystify and simplify the behaviour change concept so that the campaign messages persist and reach future audiences, impacting their energy consumption habits.

Over 8.000.000 individuals (about 3,200,000 families), considering the target public and the geographical scope, were reached by the awareness, information, communication and promotion actions of the campaign.

Aim/Expected Impact of Project

The campaign, which had as motto “Certificar é Valorizar” (“EPC gives value to your house”) aimed to:

- Inform individuals about practices and measures to trigger energy efficiency behaviour changes at home;
- Make known to consumers the advantages of energy efficiency, by appealing to the responsible use of energy;
- Promote the additional benefits of the EPC for the citizens, beyond its legal requirement for sold or rented out buildings, namely the opportunities to do informed choices and value the properties, as well as direct benefits, in the short term, in terms of energy savings and monthly costs;
- Make citizens aware that:
 - EPC increases the commercial value of homes and facilitates commercialization;
 - by implementing measures, the energy performance of the house improves;
 - living in an energy efficient home is less expensive, more comfortable and more rewarding.

Involvement of the Agency and Link to the EU Green Deal

- Renovation wave

ADENE was responsible for the development of:

- Market studies, before the campaign, to evaluate the state of the art among the target audience and after the campaign to evaluate its impact;
- Simulator and app casA+, a tool to estimate the energy rating of houses, to identify simple improvement measures, as well as, best practices and associated savings: <https://portalcasamais.pt/simulador/>



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- Communication and awareness raising actions, below the line, for the target audience: households, students, tenants and real estate professionals.
- Communication campaign on media channels (TV, radio, internet, press):
 - <https://www.youtube.com/watch?v=sY5zKmfFwfA>
 - <https://www.youtube.com/watch?v=oB7U3xeLYAM>
 - <https://www.youtube.com/watch?v=rO2et9X5NH8>
 - <https://www.youtube.com/watch?v=GTisjfG8luM>
 - <https://www.youtube.com/watch?v=EYOCGKqbfh0>