



# European Energy Network

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

## Name and Country of E<sup>n</sup>R Member

RVO - The Netherlands



Netherlands Enterprise Agency



## Name of Project/Programme

Personal and up-scalable approaches for preservation of residential areas (November 2020-to November 2021)

Project of Programma aardgasvrije wijken,  
(Residential Areas with Zero-Natural gas)  
RVO, for the Ministry of Interior

<https://aardgasvrijewijken.nl/default.aspx>

## Aim/Expected Impact of Project

4 effective and up-scalable interventions to persuade and enable private home owners to take sustainable measures in their homes and direct environment are ready for use on a national level.

## Involvement of the Agency and Link to the EU Green Deal

### Renovation Wave

Promote new sustainable technologies and reduce the demand for fossil fuels

The project was initiated and is carried out by RVO on behalf of the Ministry of Interior, with the support of internal and external behaviour experts

## Description of Project

Many attempts are undertaken to persuade residents to invest in sustainable preservation of their dwelling. Usually it is the municipality that approaches citizens to this aim. In this project we examine which factors determine the effectiveness of a personal approach, and how the findings can be used to develop a top 4 of effective and up-scalable interventions that personally affect groups of private home owners and encourage them to take sustainable measures at neighbourhood level. 27 residential areas are involved to test the interventions in various pilots, and a large number of people and organisations are involved to help build the challenge we face.