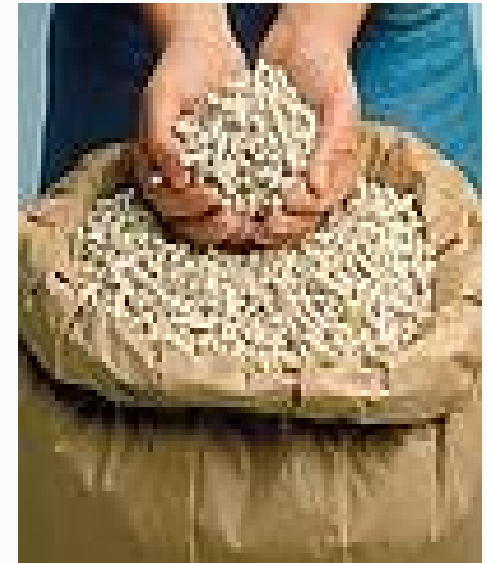


The SErENADE project: Sharing Expertise in Energy Advice across Europe

Catrin Maby



What is SErENADE?

- a project to share knowledge and experience in energy advice, 2006-2008
- partnership of energy advice practitioners from 7 European countries

Coordinator: Severn Wye Energy Agency, UK

Associazione Rete du Punti Energia, Italy

Sofia Energy Centre, Bulgaria

Prioriterre, France

Upper Austria Energy Agency

West Energy Network, Sweden

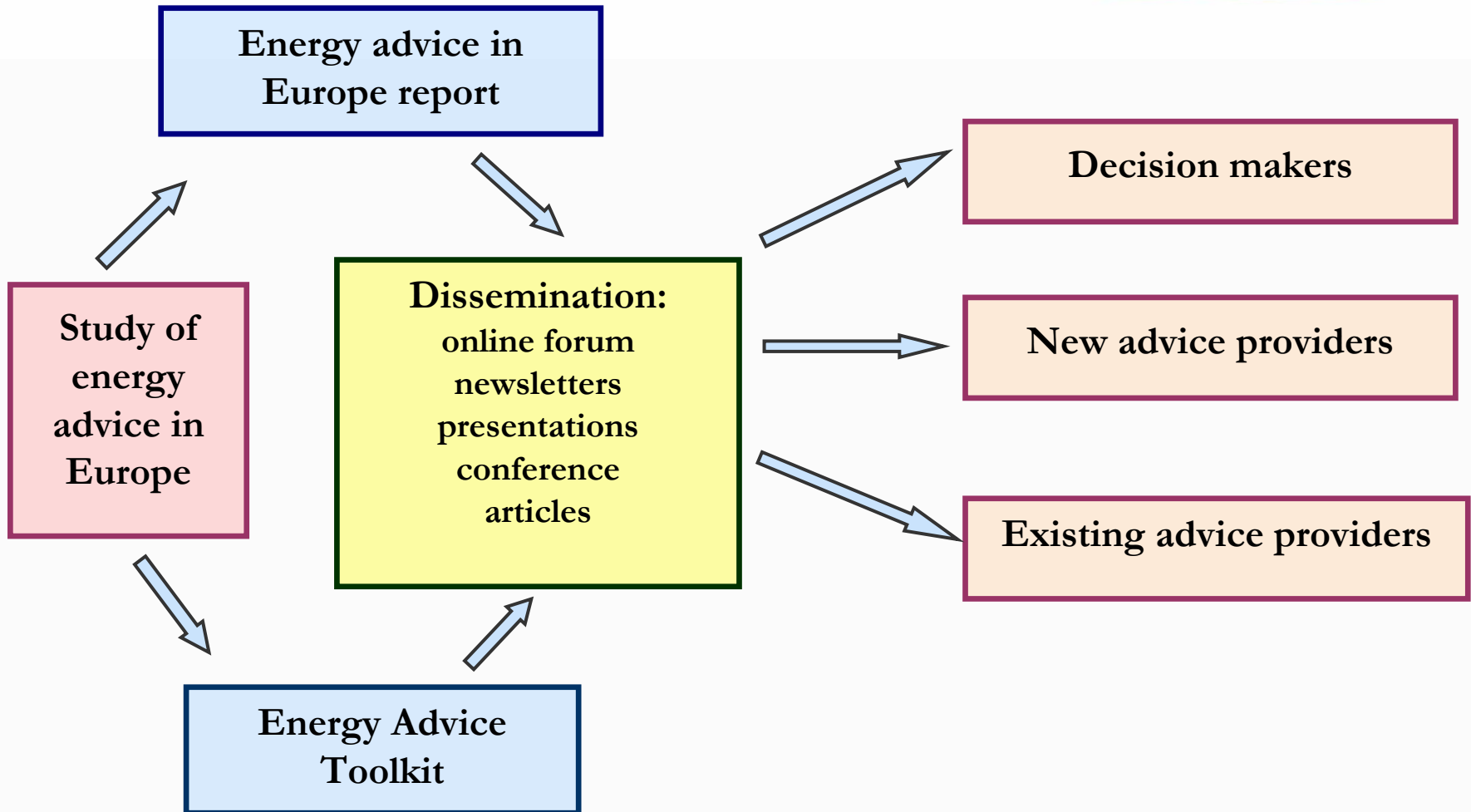
ZRMK Physics & Civil Engineering Institute, Slovenia

Comite de Liaison Energies Renouvelables, France

SERENADE activities:

- research current ‘state of the art’ in energy advice provision in Europe – report to be available online
- collect information on methods, materials, results and make freely available through **online toolkit**
- publicise these resources & facilitate exchange of experience through the website and **online forum**





Reasons for the project - 1

Significance of advice in enabling achievement of sustainable energy objectives:

- behavioural change
- take up of measures
- full realisation of savings from measures
- supporting other policy tools:
 - Energy Performance Certification of Buildings
 - Energy End-Use and Services Directive

Reasons for the project - 2

- Survey of work of European energy agencies, European Commission, 2005:
 - advice provision patchy
 - wide variation in interpretation of what advice is
 - widespread assumption that it is 'covered'
- Guide to Change, SAVE, 2001:

need for better trans-national exchange of experience on behavioural change



Scope of project: definitions agreed

Energy advice:

- deals with any aspect of energy use, efficiency or sources
- specific to client
- interaction with client, whether face-to face, phone, post, e-mail.
- recommendations for action
- commercially impartial

Scope of project: activities linked to advice

- **Awareness-raising:**
 - engaging interest
 - simple facts
 - bringing clients to advice
- **Information:**
 - generalised, not specific
 - supports advice

Scope of project: area and target group

- 27 countries of EU - including new member states
- Advice to:
 - Households
 - SMEs
 - local authorities



SHARE "Zmanjšanje rabe energije v neprofitnih stavbah"

PREVROČE – nekoliko znižajte temperaturo; nevarnost vročinskega udara pri dojenčkih.	27°C
PRIMERNA temperatura za dnevne bivalne prostore ŠE UGODNA temperatura za prostore v stanovanju	24°C
NEUGODJE in nevarnost bolezni dihal	21°C
PREHLADNO – povečano tveganje srčnega napada in kapi pri občutljivih osebah	18°C
NEVARNOST PODHLADITVE pri nižjih temperaturah	15°C
	12°C
	9°C

 REPUBLIKA SLOVENIJA
MINISTRSTVO ZA OKOLJE IN PROSTOR
  Intelligent Energy Europe
  ZMK INSTITUTE

Results - overview

- a minority of countries in Europe have national coverage of free energy advice for households – and even less for SMEs
- most cover renewables as well as energy efficiency, few cover sustainable transport
- very limited evaluation of results

Different categories of energy advice emerging

- network of local delivery agents, with central coordination
- centralised, information-orientated
- energy audits, linked to grants for measures
- aimed at specific target groups only
- project based, time limited
- ad hoc, occasional

Free and impartial energy advice programmes with full geographical coverage

- Czech Republic
- Denmark
- France
- Germany
- Slovakia
- Slovenia
- Sweden
- UK
- Upper Austria
- Walloon (Belgium)



France

- network established 2001
- 160 Energy Information Centres, 260 advisers
- energy efficiency, renewables, sustainable transport
- free advice to all sectors
- advice is customer-led
- over 1m clients p.a., 85% are households



Sweden

- network (re) established 1998
- energy efficiency and renewables
- free for households
- funded by government through national energy agency - municipalities can apply
- 200 energy advisers (many part time) cover 290 (all) municipalities



Varför åka ensam när fler ska åt samma håll?

Slovenia

- national energy advisory network 1991
- 75 licensed advisers, in 35 offices
- free advice to domestic sector
- efficiency, renewables
- 6000 advised directly in 2005, plus awareness
- evaluation indicates 19% energy savings



Germany

- freephone hotline run by national energy agency, dena:
 - for homes and businesses
 - energy efficiency and renewables
- National Consumer Organisation gives energy advice:
 - free at regional offices (75,000 in 2005)
 - home survey for fee of 45€ (subsidised) for more specialist technical advice (480 in 2005)

Netherlands

- ‘Milieucentraal’ website: 3,000 visitors daily
- covers wide range of environmental topics
- phone and e-mail enquiries also taken, 20-30 calls per day
- ‘Meten is Weten’ scheme loans electricity consumption meters – 4000 in circulation, 19,000 households have used them

Estonia

- 75% of population live in large apartment blocks
- most are owner-occupied, purchased at low price and/or with vouchers linked to jobs during Soviet time
- most are district heated
- advice programme recently established for apartment owners and administrators



Poland

- energy audits as precondition for ‘thermo-modernisation’ grant
- auditors are licensed
- owner pays for audit but can reclaim if approved for grant
- 99% of measures recommended are implemented

Upper Austria

- federal country, different arrangements in each of 9 regions
- strong regional energy policy and well resourced energy agency
- well developed services for homes & businesses, linked into procedures for obtaining subsidies
- energy efficiency and renewables

Some interesting issues arising....

- advisers/funds per population/household
- quantity vs depth / detail / quality
- cost and results of advice using different approaches:
 - holistic vs single topic
 - systematic vs customer-led
 - centralised vs local delivery





Some more interesting issues arising....

- attitude and approach to evaluation
- linking advice to subsidies
- adviser image, qualifications, career structure
- use of variety of media to communicate:
tv, internet, phone, e-mail, text messages

Making the results available:

- **report** on energy advice provision in Europe onto **website** - June
- energy advice **toolkit** onto website – August
- online energy advice **forum** - **now**
- **conference**, Paris, November
- **www.energy-advice.org**



SevernWye
ENERGY AGENCY

SErENADE energy advice toolkit

Cómo aprovechar mejor la energía

BIENVENIDOS AL HOGAR DE JAVI Y MARTA.

Puede que el tuyo no sea igual. Pero las estadísticas indican que tu casa y los aparatos que tienes en ella son muy similares a las de muchos hogares españoles.

Debes saber:

- Que el consumo de energía varía dependiendo de la región climática en que vives.
- Que en España, debido a las bonanzas económicas, hemos retrasado en gran medida el desarrollo de algunas prácticas al respecto, lo que causa dificultades para una mejor...

Refrigeración en verano

La Cocina

Cada dos meses, Javi y Marta gastan en el uso de la electricidad para la cocina, unos 37,74 € en verano, y unos 40,80 € en invierno. Al bimestre les cuesta (DESCUBRELO):

Cinco cosas que debes saber

La Casa Boda

¡Aprende a ahorrar!

Consejos de Ahorro Energético

1. Ajustar las bombas de calor.
2. Regular el termostato a una temperatura de 18°C.
3. Contar con aislamiento en la parte de arriba.

Siempre

El día de la boda, pero cuando a más sea un día en el que se haya de que hacer la boda... (text continues)

SE CHAUFFER AU BOIS... UN BON CHOIX !

Une gamme de solutions écologiques et économiques

Stoppa onödän!

Stop unnecessary energy consumption

LA GUIDA DEL CONSUMIDORE

ENERGIA DAL SOLE

ADICOMIUM

Tools to save the planet.

BUILD-IN ENERGY EFFICIENCY NEXT TIME YOU DIY

Energy Saving Trust