

IMPLEMENTATION-SUPPORT MEASURES PERFORMANCE REPORT

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1. Introduction

In order to support the action of EHDs, specific support measures have been devised (WP4), comprising the organization of workshops (involving primary and secondary school students, families living in social housing, heating and cooling solutions retailers and installers), home energy efficiency lotteries (1 per city, 1 extraction per year), consumer purchasing groups (1 per city involving heating and cooling solutions retailers and installers and their professional associations, consumers and other stakeholders' associations, etc.).

The objectives of all the above mentioned activities are as follows:

- To make students and families aware not only of the importance of energy efficiency and effective energy use at home, but also of the services offered by each local authority to the citizens through the FIESTA EHDs;
- To acquire energy efficient appliances (FIESTA focuses on cooling and heating) at good prices;
- To create best possible conditions for both parties, allowing families to benefit from more efficient appliances;
- To sell (or install) more appliances, increase revenues and business opportunities.

This document, as a FINAL version of D4.1 FIESTA Implementation-support measures performance report, presents the achievements the project made regarding following tasks:

- T1.1 Workshops for social housing residents;
- T1.2 Workshops for schools;
- T1.3 Workshops for retailers and installers of heating and cooling systems;
- T1.4 The FIESTA lotteries: If you don't save, you can't win!;
- T2.1 Creation of a common transnational model for CPGs and subsequent localization;

FIESTA EHD support measures therefore include:

- 2100 home energy audits (150 energy audits per city)
- 224 workshops for schools;
- 28 workshops for social housing residents;
- 14 workshops for intermediaries (heating and cooling retailers and installers);
- 14 FIESTA energy efficiency lotteries;
- 14 local Consumer Purchasing Groups (CPG) agreements

All aforementioned activities have been implemented by the end of the project: this document summarizes - mostly quantitatively, but to some extent qualitatively as well - the status of implementation. The information contained in this report should be considered final.

2. Workshops for social housing residents

One of FIESTA primary target groups are families living in social housing who often face more difficult financial conditions, whereby being able to ‘do more with less’ is particularly important for them. The idea behind organizing 28 workshops (2 in each participating city) is to make people aware of the potential in efficient energy use and help them implement significant improvements with the support provided by EHDs and some focused measures devised by each individual LA for their territories. Affecting the behaviour patterns of citizens in order to produce effective changes in their consumption routines is intended to bring tangible energy-saving results. Two sessions were envisaged in each city involved. However, several partners decided to organize more than two local workshops due to high interest of the community. On average, each workshop was attended by 13,55 participants.

Name of the partner / organizer	Workshop(s) held	No. of workshops	No. of participants
Italy			
Municipality of Trieste	Yes	3	16
Municipality of Ravenna	Yes	2	27
Municipality of Forlì	Yes	2	15
Spain			
Zaragoza Vivienda	Yes	7	93
Zaragoza City Council			
Municipality of Pamplona	Yes	3	32
Logroño City Council	Yes	20	322
Croatia			
Municipality of Pula-Pola	Yes	2	18
Municipality of Rijeka	Yes	2	35
Municipality of Zadar	Yes	2	16
Bulgaria			
Municipality of Burgas	Yes	2	25
Pazardzhik Municipality	Yes	2	19
Municipality of Vratsa	Yes	2	45
Cyprus			
Limassol Municipality	Yes	2	31
Larnaca Municipality	Yes	2	22
TOTAL		53	716

As demonstrated, the figures defined by the project were exceeded and the task was successfully carried through.



Figure 1 Workshop for social housing residents in Zaragoza (ES)

3. Workshops for schools

Primary and secondary school students are a very effective target group, both as energy users themselves and to reach their families. Therefore, a total of 16 workshops in schools were envisaged per city, meaning 224 workshops overall. These values were surpassed as well:

Name of the partner / organizer	Workshop(s) held	No. of workshops	No. of participants
Italy			
Municipality of Trieste	Yes	17	317
Municipality of Ravenna	Yes	28	633
Municipality of Forlì	Yes	16	387
Spain			
Zaragoza Vivienda			
Zaragoza City Council	Yes	23	589
Municipality of Pamplona	Yes	26	497
Logroño City Council	Yes	48	1302
Croatia			
Municipality of Pula-Pola	Yes	16	386
Municipality of Rijeka	Yes	16	312
Municipality of Zadar	Yes	16	503
Bulgaria			
Municipality of Burgas	Yes	16	339
Pazardzhik Municipality	Yes	19	504
Municipality of Vratsa	Yes	16	631
Cyprus			
Limassol Municipality	Yes	16	940
Larnaca Municipality	Yes	16	346
TOTAL		289	7686

Implementation of these workshops turned out quite successful and poses a big strength of this project, since the importance of early-childhood learning is well-known and acknowledged. By nurturing adequate energy behaviours at their early and formative years, generations of future energy-aware consumers are born. Also, these workshops were used as a reach to families – inviting them to sign up for free energy audits in their homes. So far, as reported by many of the participating cities, with the busy schedules of modern families and lack of time and willingness for any extra activity, this has shown to be one of the most efficient strategies in getting the families agree to take part in an audit.



Figure 2 Workshop for schools in Zadar (HR)



Figure 3 (left) Workshop for schools in Pazardzhik (BG)

Figure 4 (right) Workshop for schools in Trieste (IT)

4. Workshops for retailers and installers of heating and cooling systems

Retailers and installers of heating and cooling systems are considered to be a crucial target group since they are able to significantly affect families' practices and purchasing choices. These workshops were therefore intended to exchange ideas and points of view to find realistic solutions benefitting families and retailers/installers alike: trying to devise win-win solutions, however demanding it may be, is undoubtedly a good path to follow on the way to enhanced technological energy-saving content of home cooling appliances and improved usage. Also, these workshops were used to initiate discussion about Consumer Purchasing Groups formation, and to collect first expressions of interest. A total of 14 workshops were foreseen, 1 in each participating city.

Name of the partner / organizer	Workshop(s) held	No. of workshops	No. of participants
Italy			
Municipality of Trieste	Yes	1	17
Municipality of Ravenna	Yes	1	7
Municipality of Forlì	Yes	1	10
Spain			
Zaragoza Vivienda			
Zaragoza City Council	Yes	2	20
Municipality of Pamplona	Yes	1	7
Logroño City Council	Yes	1	4
Croatia			
Municipality of Pula-Pola	Yes	1	10
Municipality of Rijeka	Yes	1	7
Municipality of Zadar	Yes	1	12
Bulgaria			
Municipality of Burgas	Yes	2	10
Pazardzhik Municipality	Yes	1	33
Municipality of Vratsa	Yes	1	8
Cyprus			
Limassol Municipality	Yes	1	14
Larnaca Municipality	Yes	1	8
TOTAL		16	167



Figure 5 (left) Workshop for retailers and installers in Limassol (CY)



Figure 6 (right) Workshop for retailers and installers in Pamplona (ES)

5. The FIESTA lotteries

A number of preparatory activities preceded the implementation of FIESTA lottery. It was necessary to print out the lottery tickets in all cities involved in the project. Afterwards, they were distributed to families during audits, FIESTA workshops and events, handed to EHD visitors and similar. The number of lottery tickets per city has been decided on the local, municipal level. A total of two lottery extractions per city were foreseen, and the first FIESTA prize-giving ceremony was conducted in Pamplona (Spain) on January 22, 2016.

05 Feb 2016 / Pamplona

Ceremony Award of the “Eco-Families” lucky draw, within the FIESTA project

The first FIESTA Lottery Ceremony Award took place at Pamplona Municipality on January 22nd, 2016. Find out more about the lucky winners!



Figure 7 Screenshot taken from FIESTA website

Different energy-efficient prizes have been foreseen for winners, e.g.:

- In Italy: electric bike, folding bike, LED TV, air dehumidifier, ceiling fan, vertical fan, intelligent electric multiple socket

- In Spain: fridges, LED bulbs kits, electric bike
- In Croatia: electric heating boiler with extra insulation, aerators on taps, air-conditioners with inverter, air dehumidifier, washing machine, dryer, water heaters, dishwasher, LED TV, induction cooktops, vacuum cleaners, electric bike, boilers, LED bulbs kits
- In Bulgaria: air conditioner, refrigerators, washing machines, LED TV, oven, dishwasher, vacuum cleaners, microwave ovens, irons, electric scooter, bike, kitchen robot, toaster, electric kettle, convector, LED bulbs
- In Cyprus: refrigerators, A/C split units, washing machines, air conditioners, radiant panels



Figure 8 Lottery ticket sample - Italy



Figure 9 Lottery ticket sample - Croatia

There was an issue with lottery implementation in Croatia. Due to legal and procedural constraints, Croatian LAs were not able to organize a lottery by themselves, but only by subcontracting that activity to a third party (which was not foreseen in the budget). Lottery and fortune games organization, as an activity, is strictly regulated by the national Law on Fortune Games, which states that fortune games organizers can be limited companies and physical persons – entrepreneurs (Article 69 of the Law), but NOT public bodies. With that respect, and in order to fulfill this activity, EASME was asked to allow the subcontracting of this activity. Following the budget amendment, the organization of lottery in Croatia was subcontracted by all of the cities and adequate subcontractor companies were contacted.

Furthermore, project partners from Zaragoza decided to substitute the lottery with a scheme of distributing the Energy Efficiency Tool kits. The implementation of lottery-related activities in Zaragoza was handled by the project partner Zaragoza Vivienda, and they faced with certain obstacles: due to the company social responsibility goals in housing matters, they weren't allowed to implement a lottery procedure. Therefore, they decided to use the budget to create a pack of energy kits and distribute them as a gift to all beneficiaries included in FIESTA audits. The energy kit contains a group of "low investment elements" adapted for self-installation at home and achieving energy savings: led bulbs, window weather-stripping (for windows and doors), a power strip with a switch, and depending if the home has radiators or electrical boilers for DHW, reflective panels and timers were included to program the electrical boiler. The estimated value of an Energy Efficiency Tool kit is around 35 €. So far, 167 energy kits have been distributed to social tenants and private owners that applied for an audit.

Additionally, it's worth noting that partners from Pamplona organized three rounds of lottery, while others agreed to carry out only two lottery rounds. The implementation of the lottery proceeded according to the following schedule:

Name of the partner / organizer	1st draw Date	No. of tickets distributed	2nd draw Date	No. of tickets distributed	3rd draw Date	No. of tickets distributed
Italy						
Municipality of Trieste	8.10.2014	114	28.06.2017	183	/	/
Municipality of Ravenna	29.10.2016	140	04.06.2017	81	/	/
Municipality of Forlì	30.5.2016	98	05.06.2017	182	/	/
Spain						
Zaragoza Vivienda				(energy kits)		
Zaragoza City Council						
Municipality of Pamplona	17.12.2015	250	18.11.2016	560	22.06.2017	595
Logroño City Council	27.7.2016	647	14.06.2017	1200	/	/
Croatia						
Municipality of Pula-Pola	23.12.2016	114	01.03.2017	169	/	/
Municipality of Rijeka	28.12.2016	95	29.09.2017	96	/	/
Municipality of Zadar	14.10.2016	98	27.05.2017	164	/	/
Bulgaria						
Municipality of Burgas	3.6.2016	60	01.09.2017	159	/	/
Pazardzhik Municipality	21.5.2016	86	26.07.2017	311	/	/
Municipality of Vratsa	22.9.2016	200	03.06.2017	300	/	/
Cyprus						
Limassol Municipality	4.8.2016	500	07.05.2017	500	/	/
Larnaca Municipality	14.12.016	69	18.09.2017	183	/	/

6. Creation of a common transnational model for CPGs and subsequent localization

With the support from technical partners, all local authorities (LAs) have developed their Consumer Purchasing Group strategies. Due to different local contexts, it was impossible to create a joint transnational CPG model that would be implemented in the same manner in all LAs.

Thus, localization process had to be put in place, adjusting the concept to particular local conditions and resources, but in any case keeping “the core” of CPG: coming together of a group of consumers and the use of the old rule of thumb - there's power in numbers, to leverage the group size in exchange for discounts. The objective of this activity is to increase household investments in energy efficiency and thus tackle the energy consumption reduction in households, primarily in social housing and family households.

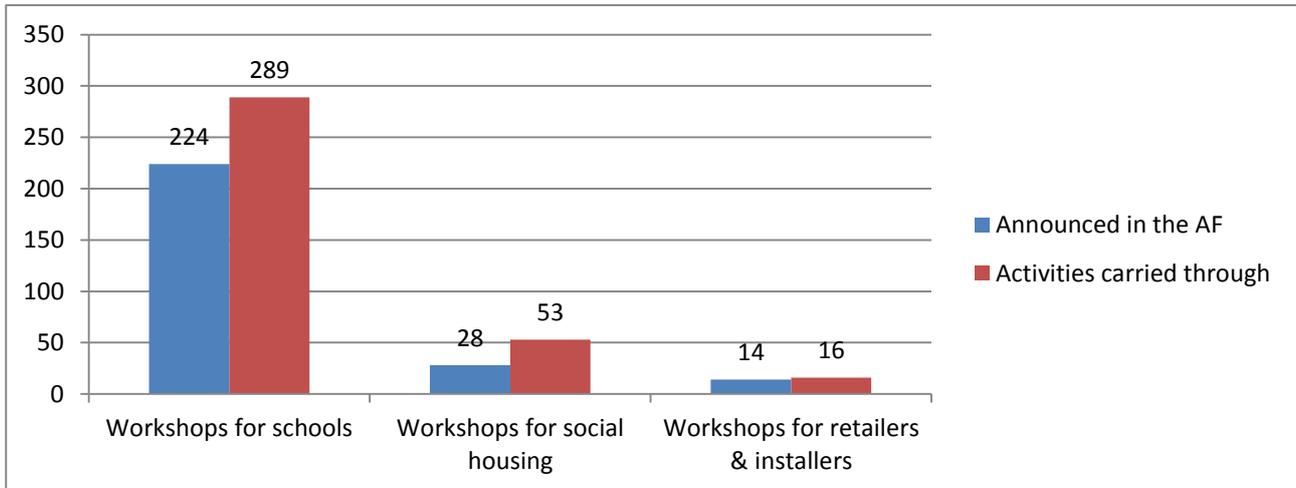
The aforementioned plans were implemented in order to achieve 14 agreements on CPG establishment. Please examine the document *D4.2 Creation of 14 Consumers Purchasing* to find detailed information on this activity.

7. Conclusion

The first months of WP4 implementation were devoted to planning and creating written guidelines for the implementation of activities. Even though a substantial effort has been invested in the preparation phase, in the implementation of activities some more work on the localization and adaptation of working methods needed to be done. For example, while Italy has a lot of experience and best practice examples when it comes to Consumer Purchasing Groups, in Bulgaria and Croatia they are a complete novelty, while in Cyprus they go against the usual consumer behaviour patterns. With that respect, some flexibility had to be introduced, while taking care that the core idea and objective of the activity does not get lost.

Also, when it comes to lottery, due to legal constrains, some LAs were completely unable to proceed with this activity and has asked EASME for a permission to subcontract it (case of Croatia), while some other LAs simply adjusted the lottery rules to their local settings, aligning it with more simple lucky draws regulations. In Zaragoza this activity was substituted with a scheme of Energy Efficiency Tool kits distribution.

When it comes to workshops, the hardest part of the job was to set up the workshop programme and initiate the activities. Once the first workshops have been held in countries, it was easy to replicate, and use the snow-ball effect when it came to attracting the participants to take part. The biggest success all countries were workshops in schools, and the benefits from organizing them were two-fold: children could significantly influence their parents' behaviour when it comes to efficient use of home appliances, and could also motivate them to sign up for free FIESTA energy audits and learn more about concrete steps for saving both energy and money.



As demonstrated by the bar chart shown above, the workshops were successfully carried out, and it was even possible to exceed the number of workshops envisioned by the project.