



PROGRAMME FUNDED BY THE EU



The INOGATE Study Tour Dublin June 2015

TRANSNATIONAL EXCHANGE ON
SUSTAINABLE ENERGY AWARENESS-RAISING

www.inogate.org



Workshop

INOGATE Study Tour, Dublin 16-19 June

www.inogate.org



Objectives of Workshop



Internalize study tour learnings
Generate ideas
Exchange experience
Make initial plans

Aim:

Master Plan your awareness-raising campaign
Concept for sustainable energy info centre

Approach:

Dynamic & interactive
Group work & presentation
Process more than results
There is no bad questions and wrong answers
Everybody wins!
Have fun



Stage 1: Commit



- Group discussion:
 - Why an energy awareness-campaign?
 - Which are the key market segments?
 - Why?

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Raising Awareness is



- the process of **informing** a group's norms, attitudes, beliefs and actions and
- **influencing** the group to change/transform/ re-assess them
- towards a **theoretical or a practical issue.**

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The 5 steps to energy awareness



Stage 1: Commit



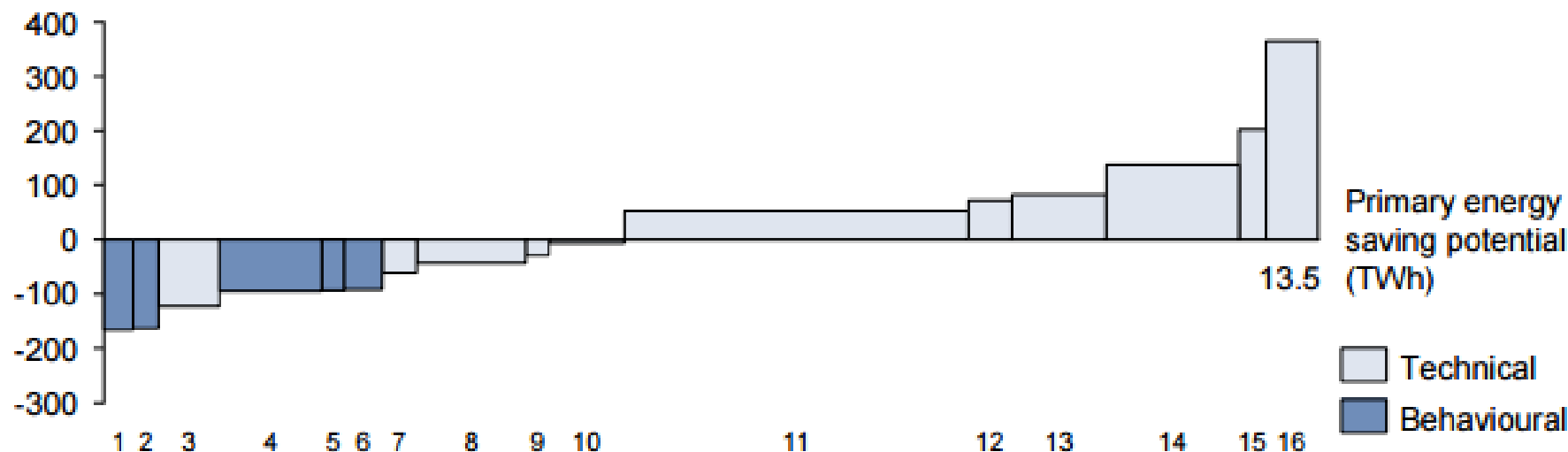
- Individual Group work:
 - Pick one market segment per group
 - What are the desired changes?
 - Decide on a target (e.g. % saving)

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Lifetime cost of savings (€/MWh)

Primary energy consumption in this sector in 2013: ≈ 44 TWh



Measure	PE saving (TWh)	Measure	PE saving (TWh)
Total technical measures	11.05	15. Heat pump	0.30
3. Energy efficient appliances - "Cold" and "Electrical cooking"	0.67	16. Energy efficient glazing	0.57
7. Draught proofing	0.38		
8. Roof insulation	1.21	Total behavioural measures	2.41
9. Energy efficient lighting	0.26	1. Air dry instead of tumble dry	0.32
10. Cavity wall insulation	0.84	2. Turn off lights when not in use	0.29
11. More efficient boiler with heating control	3.81	4. Reduce room temperature by 1C	1.14
12. Energy efficient appliances - "Wet" and "Consumer electronics"	0.48	5. Turn off heating in unused rooms	0.25
13. Floor insulation	1.05	6. Use efficient shower head	0.42
14. Solid wall insulation	1.47	Total	13.46

Figure 2-7: Energy efficiency cost curve for the Residential buildings sector

Stage 2: Identify

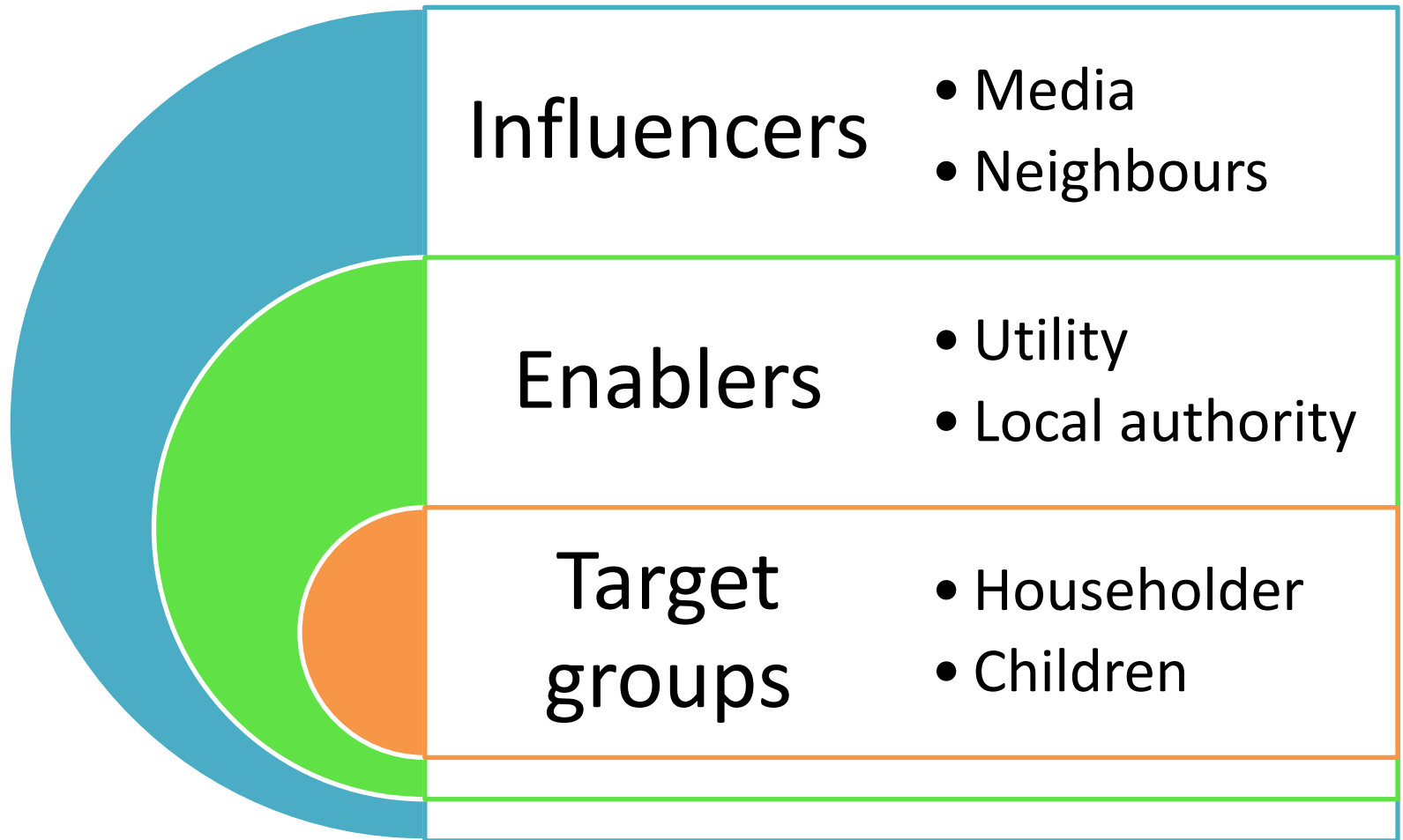


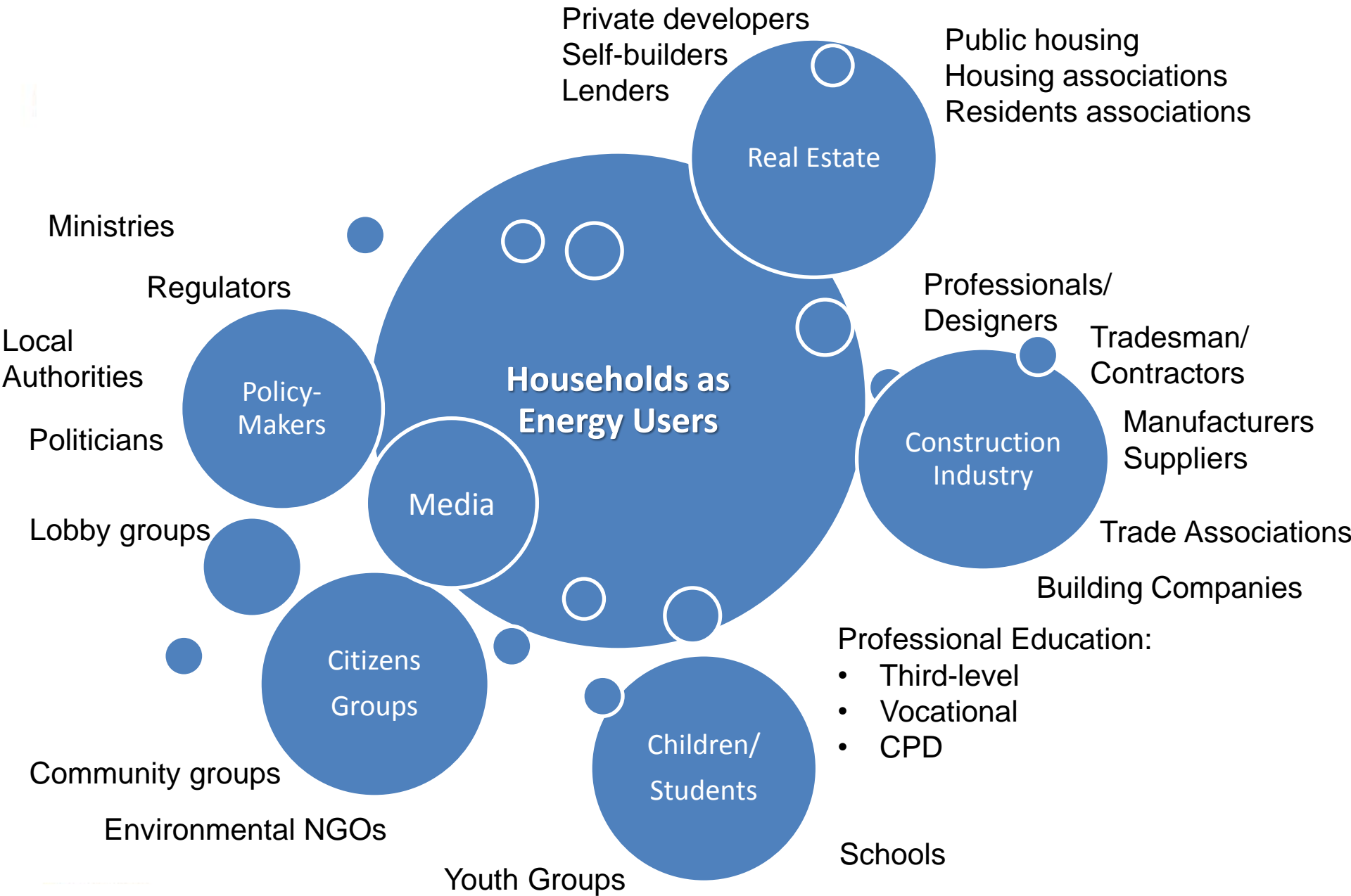
- Key stakeholders (users, enablers, influencers)
- Size of your target market
- Key factors affecting potential for change

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Mapping your target market





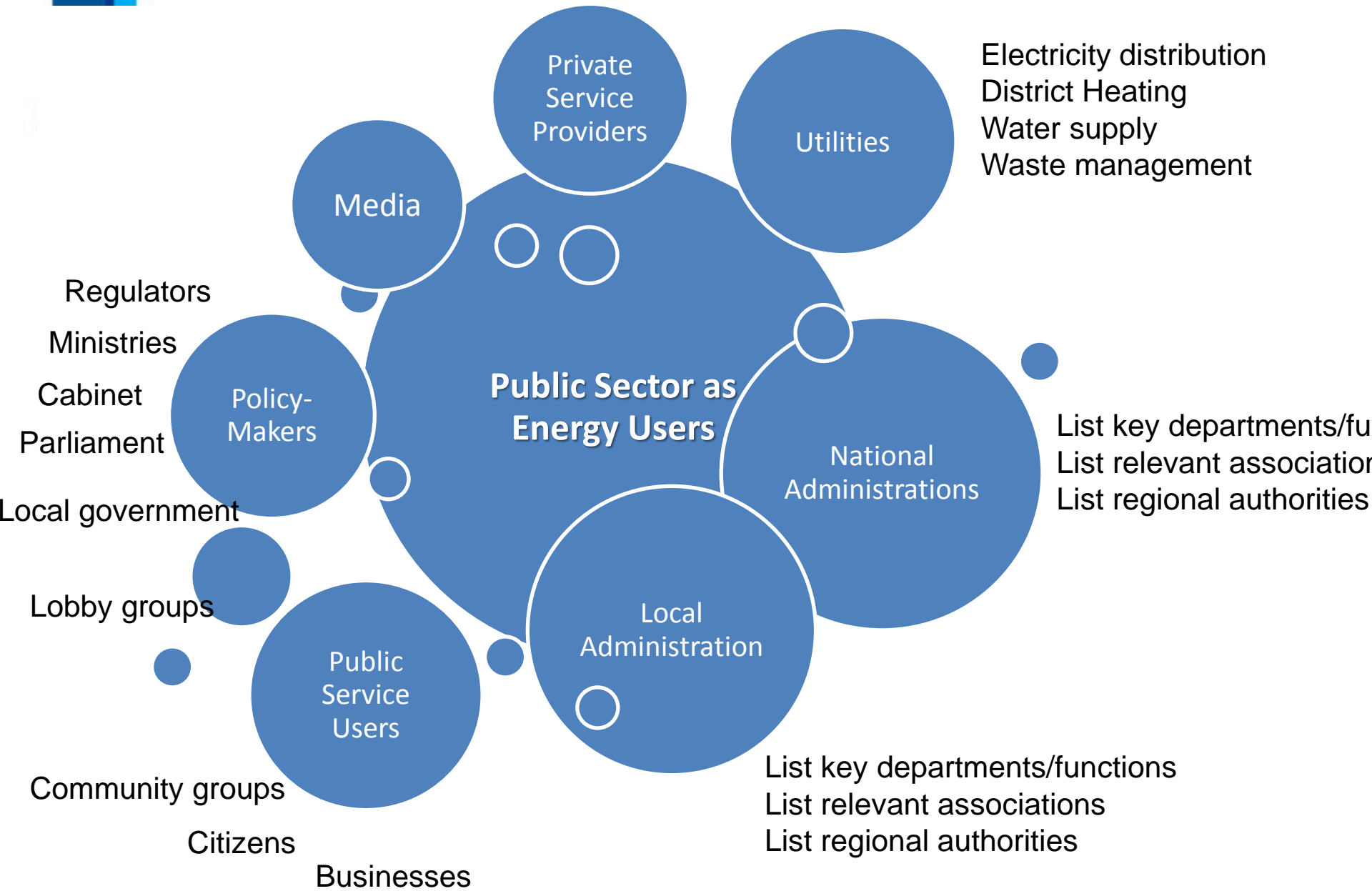


Figure 7 Drivers of Energy Usage and CO₂ Emissions

The Housing Stock

- Number of dwellings
- Type of dwelling
- Period of construction
- Floor area
- Energy rating (BER)

Space Heating

- Penetration of central heating
- External and internal temperatures
- Fuel used
- Building regulations
- Insulation
- Heating controls
- Appliance efficiency



Economic Factors

- Disposable income
- Housing tenure (i.e. renting/ownership)
- Employment status
- Household size
- Age of occupants
- Number of children
- Energy prices

Other Factors

- Location (proximity to gas grid)
- Household occupancy
- Penetration & efficiency of electrical appliances
- Intensity of use of electrical appliances
- Prevalence of energy saving features
- Behavioural factors
- Information (e.g. Smart Meters)

Stage 3: Plan

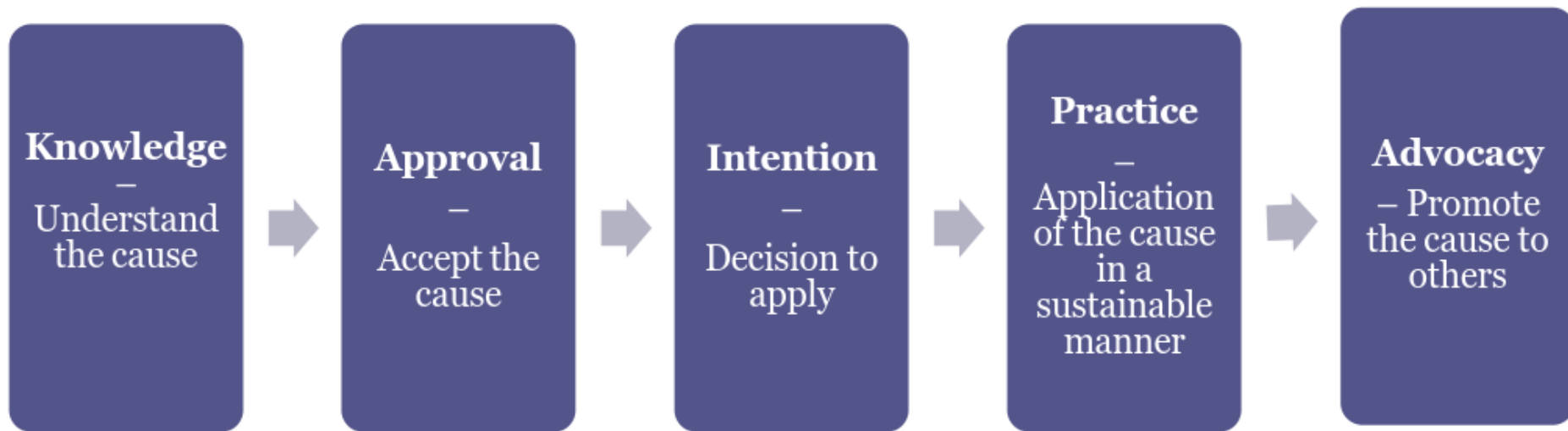


- Define general campaign strategy
- Motivation themes & messages (3 slogans)
- Awareness activities, media, channels
- Timeline
- Team
- Resources (+ → +++)

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How social change occurs...



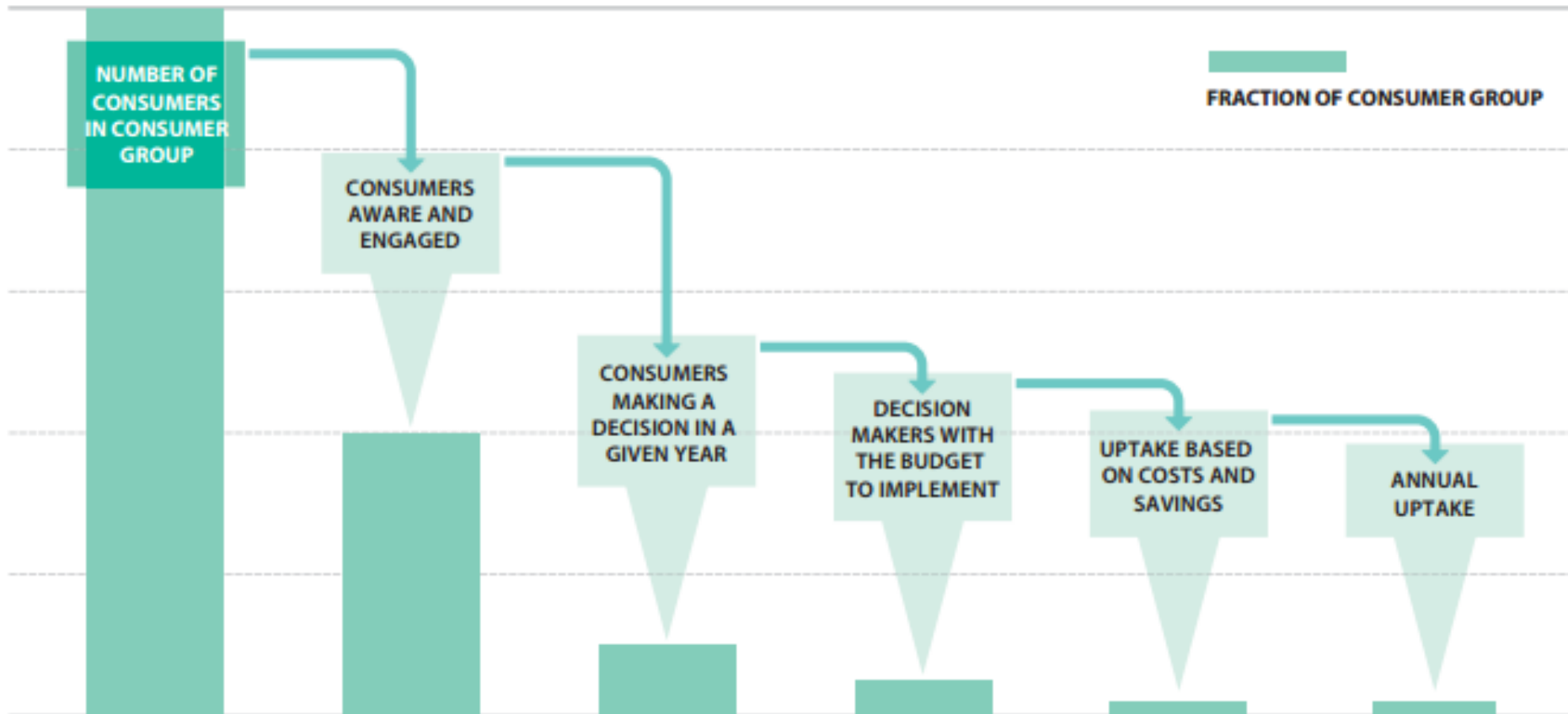
Source: OXFAM international



SEAI, 2015. Unlocking the Energy Efficiency Opportunity



FIGURE 2: CONSUMER DECISION MAKING PROCESS



Stage 4: Take Action



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Describe Visually Your Vision for a Sustainable Energy Information Centre to Service your Selected Target Group

You have an open floor plan of unspecified dimensions as your blank canvas

Stage 5: Review

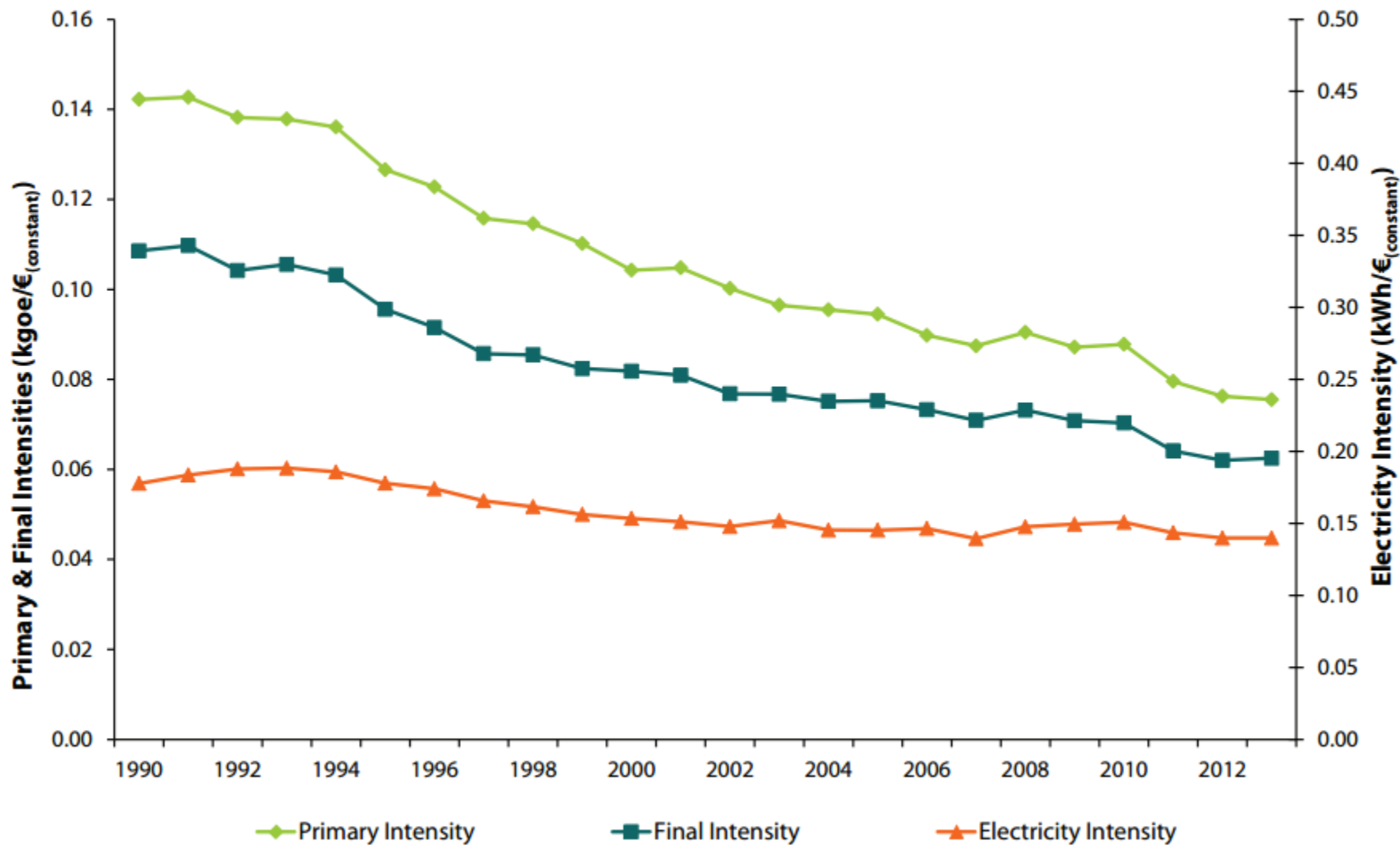


- Define Key Performance Indicators
- Ideas for measuring them
- How would you use the feedback?

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Figure 9 *Primary, Final and Electricity Intensity*



The 5 steps to energy awareness



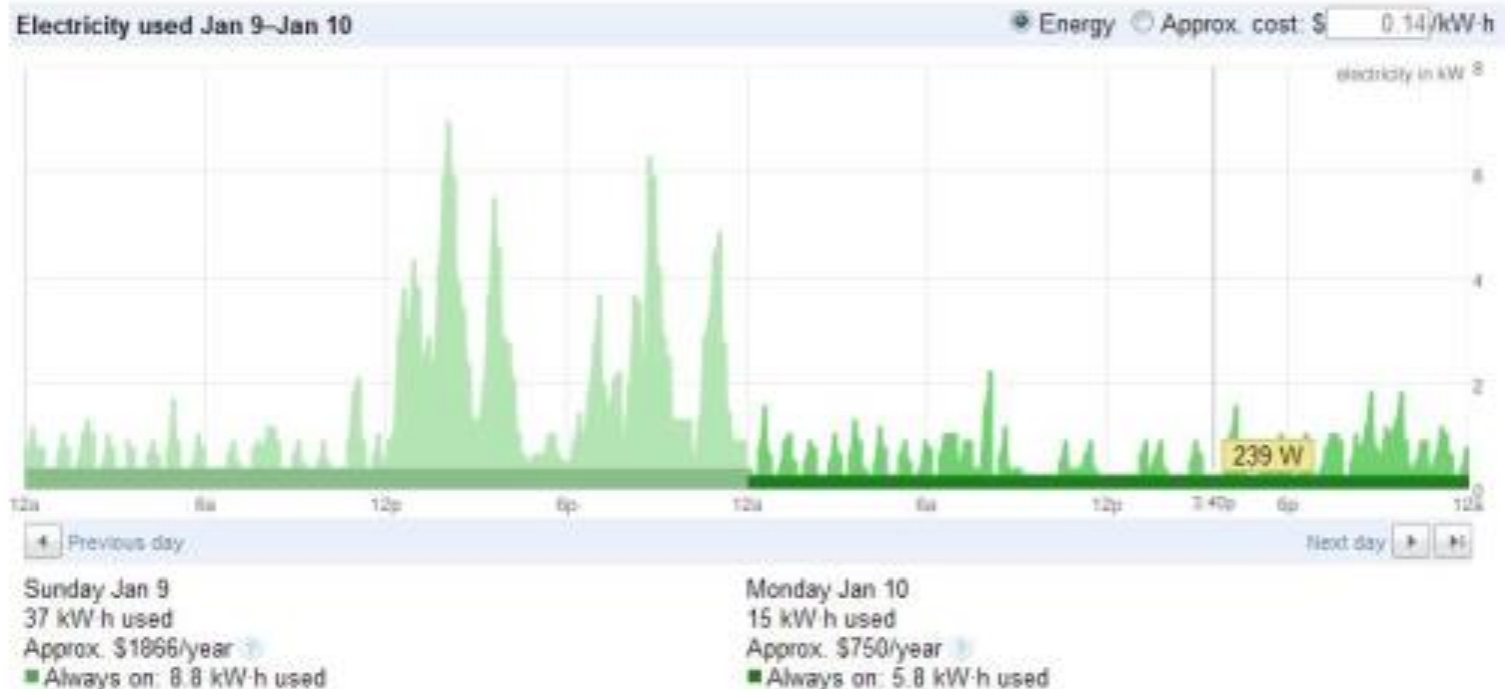
Reducing energy waste

Good for us, great for the environment



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Raising Awareness: Feedback through Google Power Meter Project



Timely feedback of domestic electrical consumption can contribute in reducing the amount consumed by 5-15%.

Goal setting

Feedback is most helpful when combined with goal setting.

The screenshot displays the Cité Green website interface. At the top, the logo for Cité Green is visible, along with navigation links: GAGNER DES POINTS, TRANSFORMEZ-LES, LE BLOG, and À PROPOS. The main content area features several promotional banners:

- Trier c'est gagner!**: A banner encouraging recycling with the text "MAINTENANT À SEVRES ET À SURESNES" and a "PARTICIPER" button.
- Espace Utilisateur**: A user login section with fields for "Email" and "Mot de passe", and buttons for "INSCRIPTION" and "CONNEXION".
- Gagnez des points**: A banner showing point values (100 pts, 15 pts, 20 pts) and an illustration of people recycling.
- A la Une ...**: A banner for "Gobib" water bottles, offering a "50% sur les Gobib" discount and a "45 pts" reward.
- Parainez vos amis**: A banner offering "10 pts par ami" for referrals.

At the bottom right, there are social media links for Facebook and Twitter, and a "Suivez nous !" button. The Cité Green logo and "à l'honneur" text are also present in the footer area.

Competitions



Raising Awareness: Competitions

The screenshot displays the InoGate website interface, which is designed to engage users in energy-saving competitions. The interface is divided into several sections:

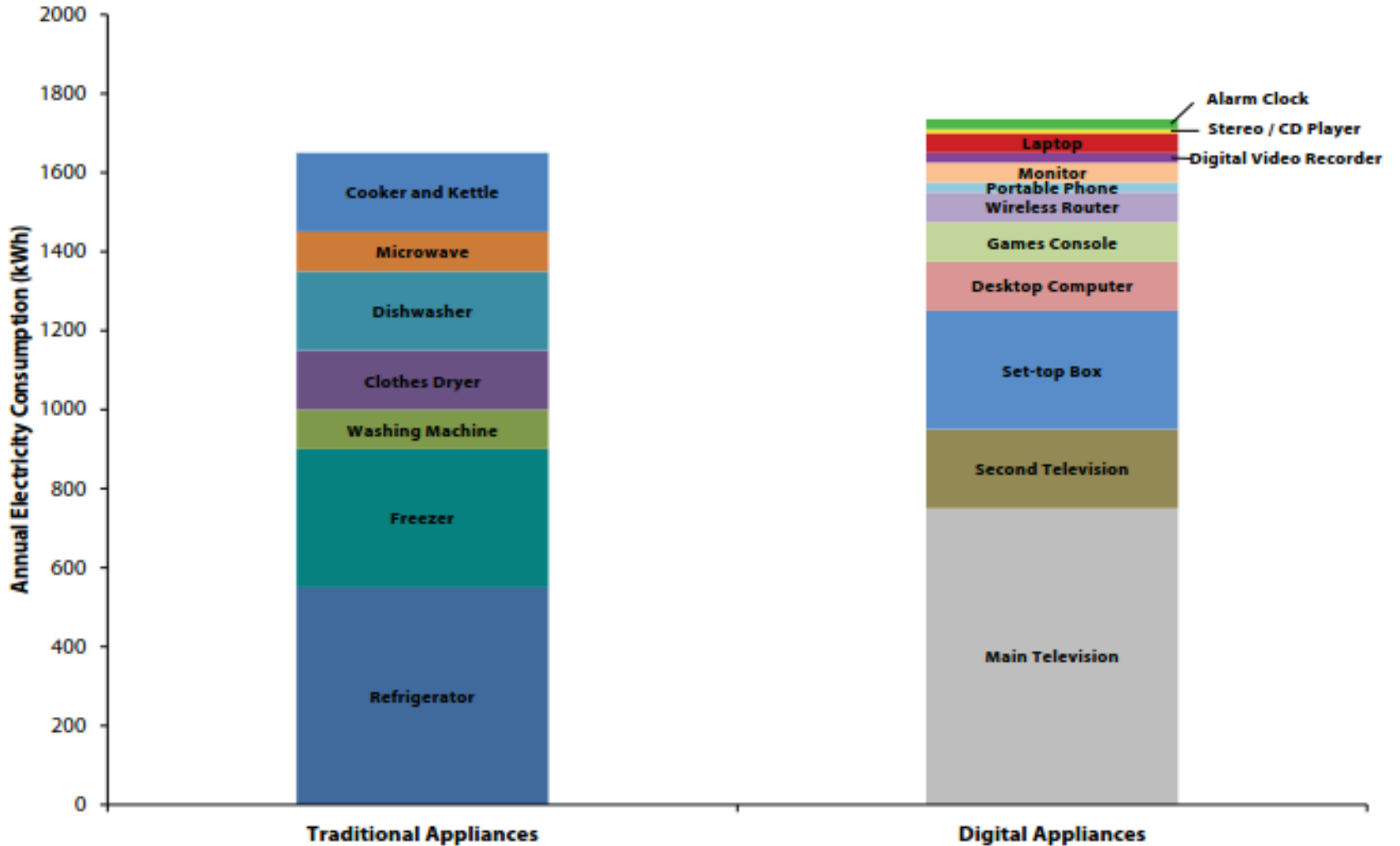
- Header:** Features a navigation menu with icons for 'Home', 'Get Nutz', 'Go Low', 'News', 'Prizes', 'Profile', and 'Help'. It also shows user statistics for 'limo-A' (25 points, #366 out of 1084 overall) and 'limo-Lounge-A' (138 points, #12 out of 20 in all rooms).
- Round 2 New starter:** A section for new users with a 'Your Guests' area containing links like 'Learn Secrets of Kukul Cup Masters', 'Make a commitment', and 'Learn about energy'.
- Energy-saving tips:** A central area with four main categories: 'GET NUTZ' (tips on activities and rewards), 'GO LOW' (tips on checking and controlling power), 'PRIZES' (tips on seeing prizes and winning), and 'PROFI' (tips on managing settings and changing devices).
- Competition Leaderboard:** A section for 'limo-Lounge-A' showing 10203 points overall and #1 ranking out of 20 in all rooms. It includes an 'Overall' status for 5 days, 14 hours, and 1 minute.
- Your Quests:** A section indicating that there are no quests available at the moment.
- Current Lounge Power:** A gauge showing the current power consumption of the lounge, currently at 3577 W, with a target range between 2000 W and 4000 W.
- Daily Energy Goal Game:** A section showing the current status of energy consumption. Consumption today is 40 kWh, which is 3 kWh over the goal of 37 kWh. A traffic light icon is used to indicate the status (red for over goal).
- Completed Energy Goals:** A section for tracking completed goals.

TABLE 1: KEY ENERGY SAVINGS OPPORTUNITIES FOR ALL SECTORS

SECTOR	KEY OPPORTUNITIES	PRIMARY ENERGY SAVINGS POTENTIAL IN 2020 (TWh)
COMMERCIAL BUILDINGS	• Energy efficient lighting with controls	1.1
	• Heat pumps	0.8
	• Roof insulation	0.7
	• Energy efficient glazing	0.7
PUBLIC BUILDINGS, TRANSPORT AND UTILITIES	• Energy efficient lighting with lighting controls	0.5
	• Energy efficient glazing	0.5
	• More efficient boiler with heating controls	0.4
	• Roof insulation	0.2
	• LED street lighting	0.2
RESIDENTIAL	• Efficient boiler with heating controls	3.8
	• Solid wall insulation	1.5
	• Roof insulation	1.2
	• Energy efficient appliances – “Cold” and “Electrical cooking”	0.7
	• Reducing room temperature by 1°C (behavioural)	1.1
INDUSTRY	• Process integration and heat recovery for low temperature processes	1.6
	• More efficient motor systems	1.1
	• Combined Heat and Power	0.8
ROAD TRANSPORT (EXCL. PUBLIC TRANSPORT)	• Private cars – EU regulation	2.7
	• Private cars – VRT re-balancing	0.8
	• Eco-driving	0.8
	• Modal shift	1.5

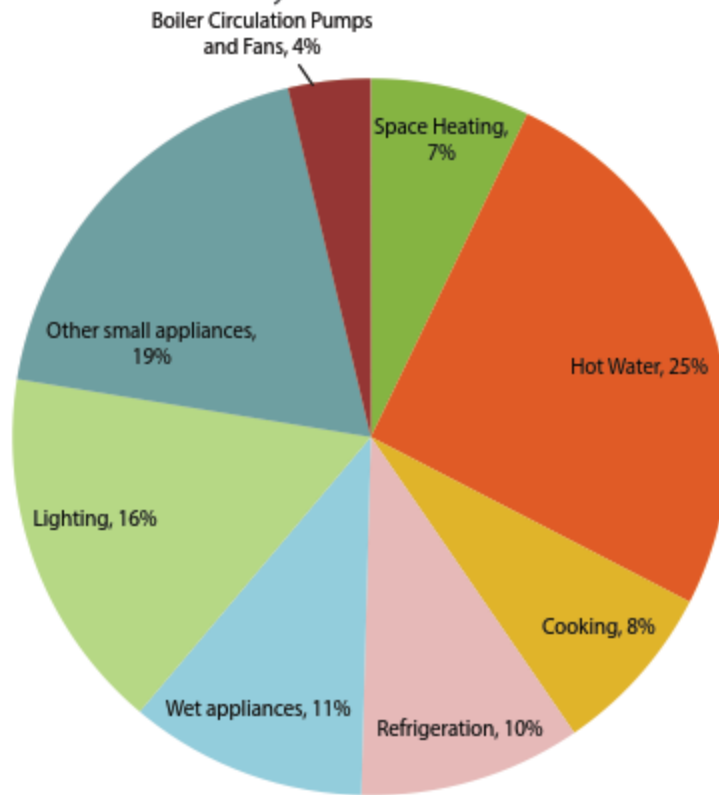


Figure 31 Typical OECD household electricity consumption of major traditional and digital appliances



Source: *Gadgets and Gigawatts*, IEA

Figure 32 Residential sector estimated electricity end use 2011



Source: SEAI