

URBAN EMPATHY – Working Package 3

RESULT INFORMATION FILE – Phase 1

Description of the result to be capitalized in URBAN EMPATHY

1. Partner's description

(Summary information of the partner presenting the result to be capitalized in URBAN EMPATHY)

Name of the institution presenting the result	Valencia Institute of Building
Type of institution (city, region, agency, tech institute...)	Research Institute
Main contact	Name: Laura Soto Francés Position: Technician Telephone: +34 96 398 65 05 Mail: lsoto@five.es

2. Project description

(Summary information of the project corresponding to the result)

Name of the project	Energy Efficiency in Low Income Housing in the Mediterranean
Acronym of the project	ELIH-Med
Starting date	2011-04-01
Ending date	2014-11-30
Project status (finished, execution...)	Nearly finished
Project type (standard, targeted, strategic, ...)	Strategic
Lead partner of the project	Italian National agency for new technologies, Energy and sustainable economic development (ENEA)
Project website	http://www.elih-med.eu
Programme (MED, Interreg...)	MED
Programme Priority	Priority-Objective 2-2

Programme Objective	Objective 2.2: Promotion and renewable energy and improvement of energy efficiency
EU 2020 Strategy (choose the most suitable one from the following options)	<input checked="" type="checkbox"/> Smart growth <input type="checkbox"/> Inclusive growth <input type="checkbox"/> Sustainable growth <input type="checkbox"/> Economic governance

Description of the **PROJECT**. Main topic and objectives. (300 words approx.) *(Describe in more detail the project's main thematic and objectives, providing relevant information about the contents addressed in it and where does the result to be capitalized come from)*

ELIH-MED Project focuses on energy efficiency in low-income housing in the Mediterranean area in the context of the objectives of the EU 2020. The target population of the project are low-income tenants and homeowners suffering energy poverty and whose homes account for about 40% of the total housing stock in Europe. This population is considered difficult to reach through traditional public policy, so innovative technical and financial approaches are required in order to help them reduce their energy consumption. The project focuses on identifying and test the feasibility of cost efficient technical solutions and innovative financial mechanisms, which could then be extrapolated to other Mediterranean territories.

The main objective of ELIH-MED is to identify and test, through large scale pilot actions, the feasibility of cost efficient technical solutions and innovative financial mechanisms in low-income housing in Mediterranean countries. The pilot action aims to energy retrofiting 500 homes, 56 of them located in 2 buildings in Valencia, which have been used as domestic laboratories.

Launched awareness activities are a relevant part of the project. They include both actions of active involvement of users in the studied households and actions oriented to mainstream audiences.

Results of the project:

- Focusing on the development of EE policies in LIH in the MED region and the involvement of LIH residents in EE improvement, it is expected through ELIH-Med to achieve:
- Strategies and policies that address energy efficiency in LIH in the MED area
- An Operational Plan for a coordinated policy in the application of EU structural funds for energy efficiency in LIH
- Analysis on financial mechanisms and technical solutions adaptable to LIH in the Med
- Energy efficiency improvement in 420 representative LIH dwellings through a large scale experimentation of innovative technical and financial solutions
- Reduction of energy bills through the utilization of smart metering system

3. Result description

(Summary information of the result to be capitalized in URBAN EMPATHY)

Name of the result to be capitalized in URBAN EMPATHY	Tips advices for energy saving at home & auto audit tool
Type of result (operational tool, recommendations, good practices, guideline, ...)	Recommendations and Operational tool
Current status of the result (under development, completed, not started...)	Completed
Type of deliverable (document, website, database, ...)	Document and tool on a website
Specific URL link	http://www.five.es/calidadentuvivienda/ahorrar-energia-en-tu-vivienda More information http://www.buildup.eu/fr/tools/34384
Publication date	August 2013
Language	Spanish to download (PDF) and English on the website. The audit tool only in Spanish.

Description of the chosen **RESULT** to be capitalized in URBAN EMPATHY. Result objectives. Utility and purpose. (200 words aprox.) *(Brief description of the result's most relevant characteristics, pointing out the main objectives and purpose.)*

A collection of sheets of advice on aspects of energy saving, color-coded to correspond to levels of investment. The language used is simple, avoiding technicalities with clear information on investment and cost savings. Three levels are established: An initial level for actions without costs identified in orange (like the use of natural light), a medium level for the middle economic investment actions identified in blue (like changing to more efficient lighting), and a high level of investment measures, identified in green (as roof insulation). Besides the user can also access to the tips trough the elements of the building (roof, facades, lighting..)

The structure of the tip of advice is always the same:

- What is the problem? (explanation about the concept and the effect)
- How can I solve it? (a direct description of the solution)
- How much saving can I get? (quantitative data about % and euros, depending some variables)
- General&extra information (how is the market, options)

Auto audit tool, with short questions and the bills data, the result is the consumption of your home, the CO2 emissions and your situation in reference to the medium of the region, and some advices related to your profile.

List of keywords related to the result (10 words max.) *(Please provide a short list of keywords related to the result to be capitalized in Urban Empathy, e.g.: urban planning, sustainable growth, mobility, energy efficiency, renewable energies, governance...)*

1. energy efficiency
2. home retrofit
3. Household energy use
4. energy saving tips
5. energy tool
6. environmental behaviour
7. behaviour change
8. campaigning and awareness raising
9. quality of life
10. energy-saving measures

Describe the potential benefits or improvements that the result may generate through the capitalisation process (200 words approx.) *(Describe improvements either in your result or those that it may generate due to the capitalisation process)*

The main improvements through the process are:

- Encourage sustainable synergies among Mediterranean regions
- Involve the final beneficiaries (citizens, Public bodies, research institutes..) with the strategy
- Match the capitalization and enhancement activities with the real needs of the project's beneficiaries

The potential benefits to others in the capitalisation process are that the result is easily applicable in other area, so if they use the result, it can be obtained:

- Ranking of the most popular advices visited, that it is a database of information to develop policies, campaigns, etc.
- Database about auto-audits in homes, with the behaviour aspects and the energy bills that they are paying, in order to do studies, reports, develop policies, campaigns, etc.

The potential improvement to the result from the capitalisation process can include to develop more advices proposed for others or exchange comments and validations about the content and ideas about how to extend and to do promotion with the participation as for example Green Products companies.

11. Result evaluation

According to your own criteria, which are the main strong points of your result?
Which are the weak ones? (300 words approx.) *(Describe the strengths and weaknesses of the result to be capitalized in Urban Empathy)*

Strong points:

- The feedback process, through the tool for the awareness campaign you can obtain what is the advice the people are more interested in, besides you can obtain the data of consumption and energy behaviour in homes through the auto audit tool.
- The collection of advices is: concise, consistent with the objectives of the project, clear.
- You can use them in several actions in an awareness campaign: info stand on the street, public seminar, etc.
- This approach is rooted in social marketing and identifies the Four A's which focus on the necessary conditions to improve green consumption and behaviour: Accessibility, Affordability, Attractiveness, and Awareness.

Weak points:

- Some calculations on the tips and on the audit tool are made for the climate data of our specific region.
- It could be useful more specific information about green products with the upgrade of innovation products.
- It could contain more tips about renewable energies or more specific themes.

How do you think your result can affect the main aspects to be considered in a sustainable urban model?

(300 words approx.) (Describe the capacity of the result to fulfil the sustainable urban model main principles)

Cross - cutting aspects

- Territorial management and urban design
- Social and Economic cohesion

Sectorial aspects

- Sustainable mobility
- Energy efficiency

Cross - cutting aspects

Territorial management and urban design

The tips can promote the retrofitting of buildings and neighbour in the city, this can have an effect in the territorial management and urban design because the urban fabric can be modified in a relevant way, changing indicators and values in the city.

Social and Economic cohesion

Indirectly the result can produce a positive effect in the concept "labor force participation and unemployment rate", because the citizens through the advices about energy saving can be motivated to use services and products that can generate in an indirect way green jobs.

This action can affect the "energy poverty index", because the tips can help households keep their energy bills as low as possible, support those most in need and take action to help secure energy supplies in the long term.

An action for home energy advice and retrofit improvements that aims to improve energy efficiency, cut energy bills and carbon emissions, and reduce the risk of energy poverty. The health benefits of energy efficiency are also a key part of the project.

Sectorial aspects

Sustainable mobility

In an indirect way, The energy behaviour change can affect other aspects in the green mentality of the people, making them to change other aspects as the mobility

Energy efficiency

This result has a direct impact on the urban energy consumption per inhabitant, considering both the energy and fuel consumption.

More energy efficiency has a positive effect from a global point of view, reducing the use of natural resources and contributing to decreasing the effects of climate change. A more sustainable management of urban energy is necessary, including reducing consumption and the promotion of renewable energy sources, amongst the main policies implemented to mitigate the effects of climate change.

What influence do you consider that your project result could have on environmental governance and what could be its impact on urban policies? At which level? (Local, regional, national, MED or European level...) (300 words approx.) *(Describe the level of influence of the result and its applicability on EU policies)*

The use of this result suggests that policy can benefit from both nudge and think. For example, think strategies could help identify and legitimise nudge strategies and nudging may encourage participation in think strategies.

Nudge philosophy assumes citizens use mental shortcuts and proposes policymakers should customise messages to these biases.

In comparison, think strategies hold that citizens should have a more meaningful influence on political decisions through participative means, such as citizens' assemblies and online forums. In the case of think strategies, the policymaker's role is to create institutional spaces that support citizen participation.

So the result combines these 2 aspects.

The result has been designed for the regional level, but with some adaptations can be applied in other levels. The regional level provides a starting point for policymakers to think about behaviours and consider which models may be applicable in a given situation.

For example, its survey (tool audit) of X representatives' households in a region can indicate that certain interventions can be more necessary. So the policy makers can readjust the incentives in this direction.

This result can be considered as a policy tool identified in the category of:
Information and Behavioural.

What is the main target group the result is addressing to? (public administration, public sector, private sector, research groups, ...) How does it enhance public participation? (200 words approx.) *(Describe the target audience that could use the result and if citizen participation processes have been considered)*

The result is based on the complexity of sustainable behaviour. It is suggested a more dynamic approach that considers citizens as part of the infrastructure and instrumental in creating values, rather than simply being subject to them. The outlines are:

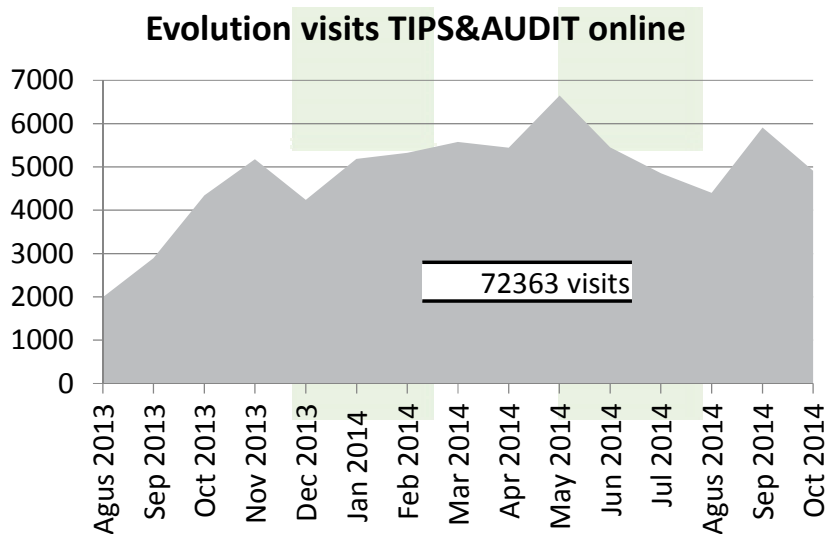
- Website with the advices and the autoaudit tool, for general citizens, more focused on the region because the main channels of dissemination are municipalities and associations of the region;
- Seminar for citizens where the advices are given;
- Stand of information, focused on a neighbourhood and towns, so the target group is a community;
- In a renovation pilot project, focused on the tenants and homeowners of the retrofitted buildings, specific target group.

So depending on the process used in the dissemination of the tool there is a group or another. And the participation is different in relation with this: direct visit, attending a seminar, taking information with an interview in the street, contact online.

Policy initiatives to promote green behaviour could tap into the more predictable 'moments of change', such as retrofitting works in a building. There is potential of using more collective moments of change that represent a 'window of opportunity' for policymakers.

Is the result currently in use in the Europe/MED area? (150 words approx.) *(Please provide further information on the usability of the result, pointing out if it has already been implemented or in use)*

Currently it is used in a regional al national level, attached you will find some numeric data about the use of the result:



According to your own criteria, what are the main innovative aspects of the result? (150 words approx.) *(Please provide further information on the level of innovation achieved by the result to be capitalized in URBAN EMPATHY: new methodologies, etc...)*

One of the innovative aspects, not in the result itself but a feature of the result, is motivating through comparative consumption. How we feel when we compare with others has long been known to be a key determinant of our behaviour. In the context of domestic energy use, providing consumers with feedback on how their energy use can be compared with similar households in the region (the tool informs you in reference of the medium consumption of your region) has proven to help reducing energy consumption in higher-than-average users.

How do you think your result could be implemented? Through which means? Do you think it is easily transferable? Estimated costs, resources, time needed for implementation, key actors involved... Please include any other relevant criteria you may consider important (300 words aprox.) *(Please provide further information on implementation and transferability requirements of the result)*

In reference to the implementation and transferability, this tool would need:

- Translation
- Adaptation of the climate consumptions in order to calculate objective savings with each measure (% and euros)
- Adaptation of the energy audit tool to the medium consumption of a household in the region/country to be adapted

Technical difficulty: easy

Time needed for implementation: One month, three persons

Key skills involved: Technician and web designer

In reference to the maintenance of the result:

It would be convenient to do more tips of advice and to upgrade some tips with new policies, mandatory, recommendations products, etc.