



**December 2012**

## **Newsletter 3**

The main objective of the SCC project is to explore different ways to involve citizen in cutting emission on CO2 and become more energy efficient and use more renewable energy and exchange, between participating partner and regions together with local authority, different methods on how to get citizen involved and changing for a more climate smart behaviour and spread the result to other region through out Europe.

To achieve this main objective the project partners will challenge citizens to act in different groups and to consume in a more energy efficient and climate smart way, creating a bigger demand for the climate smart products and service's and helps business to provide the market with more sustainable products. By offering the citizens concrete activity to cut the energy use and climate emission, they will have the opportunity to try and overcome the initial resistance to change behaviour.

The consortium partner met in Modena, in October, to share the final results achieved after one year and half, in terms of citizens involved, conferences organised, energy saved and CO2 avoided.

## SCC PARTNERS

### City of Växjö (co-ordinator), Smaland (Kalmar and Kronoberg)/Blekinge Region – Sweden

The city of Växjö have work with The County Administrative Board and The Regional Council of Southern Småland to develop the challenge to different organizations and their employees with both EE and cutting CO2 emission. The head of our partners, county governor and executive chief have challenge eight working places during the project with 600 employees. 1/6 of them have taken part of the challenge and put in the numbers of electricity use and transportation on the special develop home page, "Klimatutmaningen". They have together manage to save electricity with 19 000 kWh for one month and save CO2 with 9500 kg CO2 for one month by choosing bicycle and public transport instead of car. The result of a survey with the participators in the challenge after 6 or 18 month later after ending the challenge shows that more than 40 % of the participators have change behaviours of the use of electricity and 32 % have change concerning transport to use the bike and public transport more. The project have also develop a "green card" with reduced prices of climate smart products and services like LED-globes, bicycle and bicycle equipment in involved cities to offer the challenge participants in the different working places. The project have also made an presentation at a big energy event in the region "Energitinget sydost" the 15 of Nov and presented our result in the project

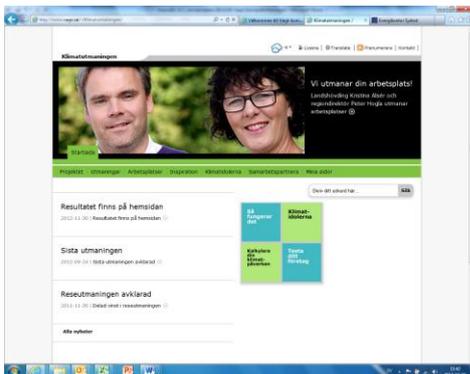
### Results achieved during the whole project:

During the project have been achieved the following results:

- Challenge 600 employees at 8 working places
- 92 of the employees used the web site "Klimatutmaningen" and put in the number of change behaviours, used electricity and transportation.
- They have together manage to save electricity with 19 000 kWh for one month and save CO2 with 9500 kg CO2 for one month by choosing bicycle and public transport instead of car.
- If you translate the figures to one year they have achieved 220 000 kWh per year and 90 000 kg CO2 per year if they continue the change behaviour.

See more on the web [www.vaxjo.se/klimatutmaningen](http://www.vaxjo.se/klimatutmaningen) .

Contact person: Pär Wallin, Email: [par.wallin@vaxjo.se](mailto:par.wallin@vaxjo.se)



## **Prioriterre, Haute-Savoie Region - France**

Prioriterre's objective within this project was to raise awareness among citizens about energy efficiency and change of consumption behaviour. We worked closely with local authorities to carry out ten participating workshops – and two final events. The exchange of expert knowledge allowed the participants to improve their quality of life. Different thematic were tackled during the workshops: mobility, eco consumption, waste, gardening, etc.

They were successful because people are looking for solution to have a better standard of living even if their incomes are lower and lower. Today, 13% of French population is also living under the poverty threshold, eco consumption and behaviour changes are concrete actions to be implemented to help in saving energy and money. The aim was to get people to reduce the greenhouse gases emissions in their daily life.

In order to have the citizens committed in acting to preserve energy and planet resources, just with simple behaviours, we first gathered them around the online tool « le climat entre nos mains » that helps in:

- calculating the emissions of greenhouse gases for them to relate to the national average;
- committing oneself to effective action to reduce them, categorized by difficulty level and in four areas: housing, mobility, and power consumption;
- enjoying a real guide to get to the objectives: practical advice and useful addresses.

Besides, we created a "passport" in which these "everyday heroes" would note down the behaviour change they would apply and follow their consumption at the same time. To encourage people to participate, we offered incentive so that they would send us their passport once filled.

### **Results achieved during the whole project:**

- \_ 10 workshops carried out and 2 final events;
- \_ 540 participants in total;
- \_ 112 households committed;
- \_ most common action taken: installing flow regulators to the kitchen and bathroom taps;
- \_ most common behaviours changed: turn-off TVs, cook with the lid on, unplug chargers and transformers;
- \_ press releases, articles in local press, local website, programmes, newsletters.



Contact person: Guénaëlle Carton, Email: [guenaelle.carton@prioriterre.org](mailto:guenaelle.carton@prioriterre.org)

## Energy and Sustainable Development Agency of Modena (AESS), Emilia-Romagna Region – Italy

The Energy and Sustainable Development Agency of Modena (AESS) is supporting owners to improve their building EE through the creation of collective purchasing groups for buildings energy retrofitting.

The beneficiaries of the initiative are principally:

- Local authorities, which support the initiative and promote sustainable energy efficiency policies at local level;
- Companies and enterprises operating in the building energy efficiency sector which promote their products and services;
- Citizen organised in purchasing groups which achieve best rate EE and RES products and services for the building retrofitting and are advised about the opportunity to improve their building energy efficiency.

### Results achieved during the whole project:

During the project have been achieved the following results:

- 13 local conferences/events on building energy retrofit, envelop optimisation, PV installation with in total 163 participants;
- 36 building energy audit for thermal insulation system and 3 owners that installed thermal insulation system;
- 14 building energy audit for a PV installation and 2 PV plant installed;
- Local web site, flyers, newsletters, press on newspapers and articles produced.

kWh saved from buildings envelop optimisation: 88.259 kWh/y

CO2 reduced from buildings envelop optimisation: 17,8 t CO2/y

kWh saved from photovoltaic plants installation: 6.608 kWh/y

CO2 reduced from photovoltaic plants installation: 3,2 t CO2/y

Total kWh saved: 94.867 kWh/y

Total CO2 reduced: 21 t CO2/y

In November, two seminars have been organised, in the first one the citizens that realised interventions have been awarded, while in the second one the project has been presented to the managers of bloks of flats.



Contact person: Claudia Carani, Email: ccarani@aess-modena.it

## City of Meerane , Saxony – Germany

Meerane aimed for showing through the project that it is possible by direct information and Help by workshops combined with groupdynamics to influence the involved families positively and come to an energy efficient behavior and to solve electricity.

We worked close together with the schools to give all the 7<sup>th</sup> grades the chance to take place in the competition.

So we carried out 4 workshops in each of the 14 classes through the whole time all around the topics of energy efficient behavior at home and sustainability.

Within the workshops – hold by an expert (Energy counselor) – the involved students got the chance to improve their knowledge and to transpose it directly at home.

They improved the energy efficiency of their families and reduced their electricity use and CO2 emission without huge investments.

Through the workshops we developed together with the students the 2 actiondays.

We already reported about the first actionday “By feet into town”.

The 2<sup>nd</sup> one “renewables” includes experiments all around the topic of renewable energy.

Here, the students worked in groups together on various experiments on the energy sources (wind, solar, water and biomass) and presented their results at the end of the actionday to the other groups.

The 2<sup>nd</sup> aim was to draw the attention of the students on the point, that each behavior in everyday life e.g. eating, shopping or wearing clothes needs energy and so also produces CO2 emission.

The students got different expedients for using at home:

1. A table to write in the weekly number of the electricity meter and to get the weekly usage of electricity.
2. Working sheets from the workshops with tips for a energy saving behavior at home
3. Personal contacts, they could call or ask them via emails when they had questions

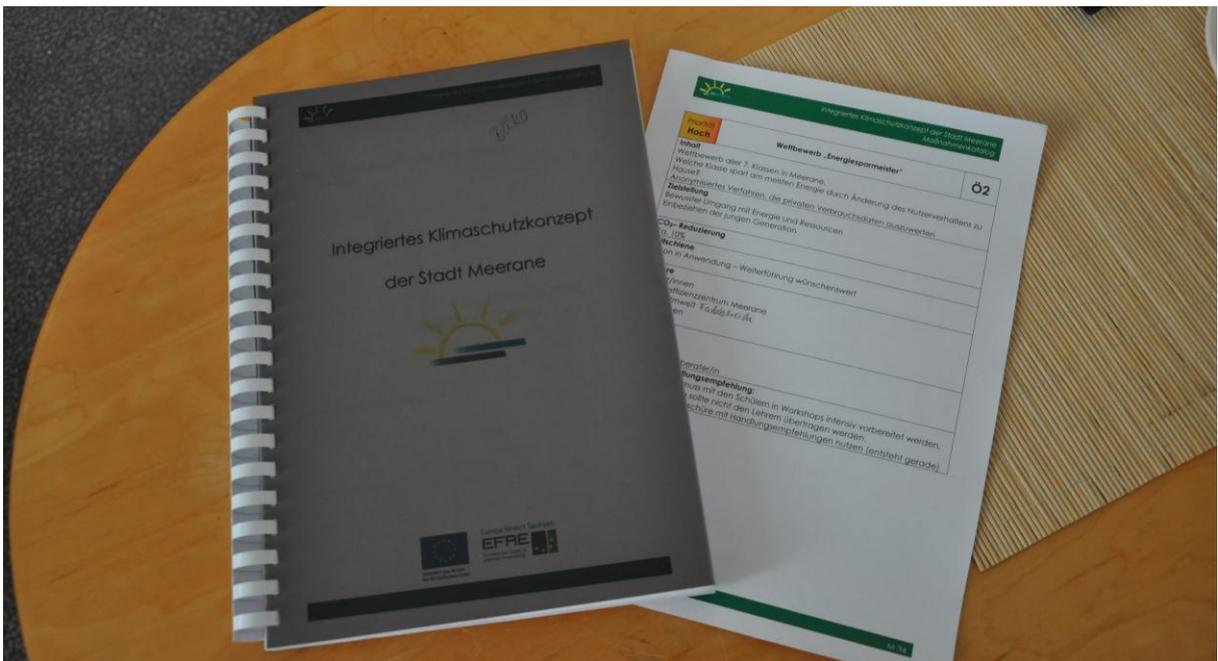
### Results achieved during the whole project:

- 4 schools in the project with 15 classes and more than 300 students in the challenges
- More than 900 directly and indirect involved persons / family members
- 3 presentations of the project – 2 in Dresden and 1 in Wietow (solarcity)
- >3000 kWh electricity (Energy) saved in 8 weeks

The challenge is included in the package of measures of the climate protection concept of our city and will go on after SCC is finished



Meeting with parents to explain the challenge and answering questions



Climate protection concept of Meerane and out of the catalogue of measures the sheet with the challenge "Energysavingmaster"

Contact person: Erdmute Tauche, Email: [Tauche@meerane.eu](mailto:Tauche@meerane.eu)

## Legal disclaimer

The sole responsibility for the content of this brochure lies with the authors. It does not necessarily reflect the opinion of the European Union. The European Union is not responsible for any use that may be made of the information contained therein.