

Step by step commitments to energy savings

Engaging consumers in sustainable energy

Sector: Energy

Overall budget: 1.7 M EUR

Countries involved: PL, ES, FR, DE, BE, IT

Funding: Horizon 2020

Duration: 2015-2017

- 6,400 households in four European countries participating in a behavioural programme focused on energy savings
- Searching for best and effortless way for energy savings
- Saving significant amounts of electricity and money, as well as protecting the environment

About the project

Step by Step project aims at reducing the energy consumption of households and encouraging households to invest in energy efficient products and/or high quality renewable energy products. This is done by provoking behavioural change through intensive accompaniment of participating households.

Project objectives

The overall goal of the **Step by Step** project is to maximize the percentage of households of a homogeneous area (a neighbourhood or small city) that adopt energy saving behaviour at home and decide to purchase energy-efficient products and/or high quality renewable energy products.

This goal can be translated into 5 objectives:

- Improving households' knowledge about energy saving behaviour and energy-efficient products.
- Motivating households to commit to energy saving actions.
- Encouraging community-based interactions between households likely to invest in high quality renewable energy products.
- Better understanding behaviour patterns related to energy savings in different target groups.
- Conducting dissemination actions to promote the **Step by Step** concept and its implementation by European local authorities

Implementation methods



Door-to-door interviews are organised in the targeted areas. During the interview, each household answer some questions and chose to try one to three simple actions that may save money and energy. Then, each household is contacted monthly by e-mail or telephone, during a 20 month period. They are asked to report on actions and chose to try other actions. The accompaniment is managed by a web-based system. This system is based on a behavioural strategy.

The actions suggested to households are personalised to suit their profile and the history of their activity within the intervention. The actions go from easy (e.g. use a lid on the pot while cooking), to more difficult (e.g. turn down heating by 1°C) and become finally challenges representing an investment decision (e.g. install photovoltaic panels). The actions are assembled in patterns allowing to follow different paths to adopt, **Step by Step**, a new energy saving behaviour. Each household can take its own path. The path chosen will depend on the household's socio-demographic and psychosocial profile, motivation, life style particularities, etc.



In the selected areas of the four regions there is huge diversity in terms of types of housing, culture, socio-economic demography, etc. This diversity will allow an interesting analysis of results and conclusions on project efficiency.

After the deployment of the **Step by Step** accompaniment strategy in the four regions, the strategy will be evaluated using the following criteria:

- Decrease of energy consumption: The decrease and its environmental impact is monitored.
- Continuity of the effects: The energy consumption decrease is to continue during the whole project
- Scalability: The energy saving obtained should almost be identical independent of the number of households in the area.
- Portability: The results of Spain, Italy, Belgium and Poland are compared.

If these items are verified, ultimately, this process could be deployed in any European city in order to achieve energy reduction objectives and reduction of the costs of public services and to boost the green economy.

Expected results

The overall results obtained in the four regions will be compared to control zones in each region for a relevant analysis of impact and will be crossed with other data such as energy consumption, market share of energy efficient products, etc. This will allow to evaluate the effectiveness of the project. Project impact will be further reinforced by effective dissemination and exploitation of the project results.

Project assumptions:

- 9.000 households targeted
- At least 70% of this group (6.300 households) is expected to join the project.
- 5.000 households, or 80% of the participating households, are expected to be fully accompanied over a 20 month period and have successfully changed at least three of their habits.
- 1.000 households (20% of the accompanied households) are expected to take decisions to purchase energy-efficient products.
- The project is expected to deliver energy savings of 12% for at least 6.300 households.

Expected impact

- ↓ Electricity saved: 12.000 MWh
- ↓ Money saved by consumers: 2.400.000 EUR
- ↓ Emissions avoided p.a.: 6.317.344 kg of CO₂
- ↓ Avoided cost of morbidity and mortality caused by emissions: 1.804.141 EUR

Acknowledgements



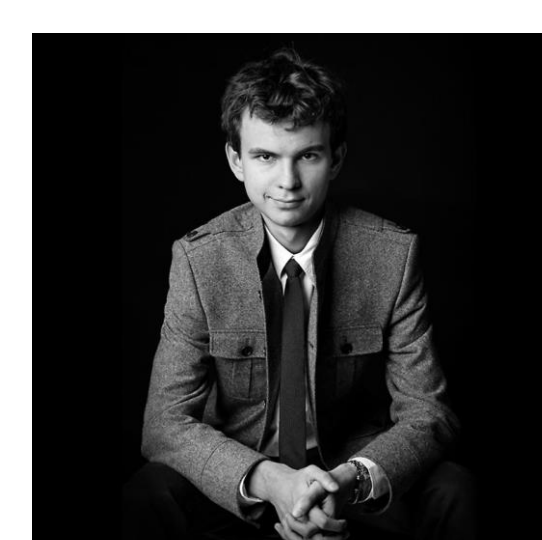
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