

SOLE starts
High energy efficiency for the public stock buildings in Mediterranean

**WP5 - Capacity Building and Behavioral Change – the
Big Switch Off**

by Regional Agency Resources Recovery.
WP5 objectives, activities and approach

ARRR

PROJECT APPROACH → **WP 5** Capacity Building and Behavioral Change – the Big Switch Off

WP Coordinator: Regional Agency Resource Recovery

Timeframe: September 2021 – December 2022

O 5.1 - Training Package: SOLE the Big Switch Off

- A 5.1.1 Preparation of SOLE Capacity Building pack (m 15-15)
- A 5.1.2 - Capacity Building to SOLE partners (m 16-18)

O 5.2 - Technical Report: Reports on the SOLE Big Switch Off

- A 5.2.1 - SOLE Big Switch Off in Pilot Territories(m 19-30)
- A 5.2.2 - Cross border exchange on the Big Switch Off (m 19-30)

➤ **Partners' involvement : A.5.1. 2 - A.5.2.1 – A5.2.2 – All partners**

WP 5 – TIMELINE

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Activities will be built around the campaign tested by ARRR into a 3-layer capacity building module for behavioural change that SOLE will adopt:

- *Planning:* behavioural change in relation to understanding and choosing technologies, processes and methodologies when planning energy renovation works;
- *Management:* behavioural change in relation to understanding, applying and using energy rehabilitation technologies, processes and methodologies;
- *Monitoring:* behavioural change in relation to data provision and collection during energy renovation works, including evaluation of appropriate monitoring tools;

WP Leader will transfer knowledge to all partners that will then implement the SOLE campaign in their Pilot Building and, where possible, in other buildings that they own or manage. Results will be incorporated into **Pilot Actions** (WP4) and **WP6 – Capitalisation**.

What is *The Big Switch Off*?

- A **awareness campaign** (From Durham, and Pilot Action of ARRR in Rebus project, present in NoE Sport Project, in 50/50 Euronet Max)
- Aims to reduce building energy consumption by encouraging behavioural change in building users
- Uses social marketing techniques and insights from practice theory

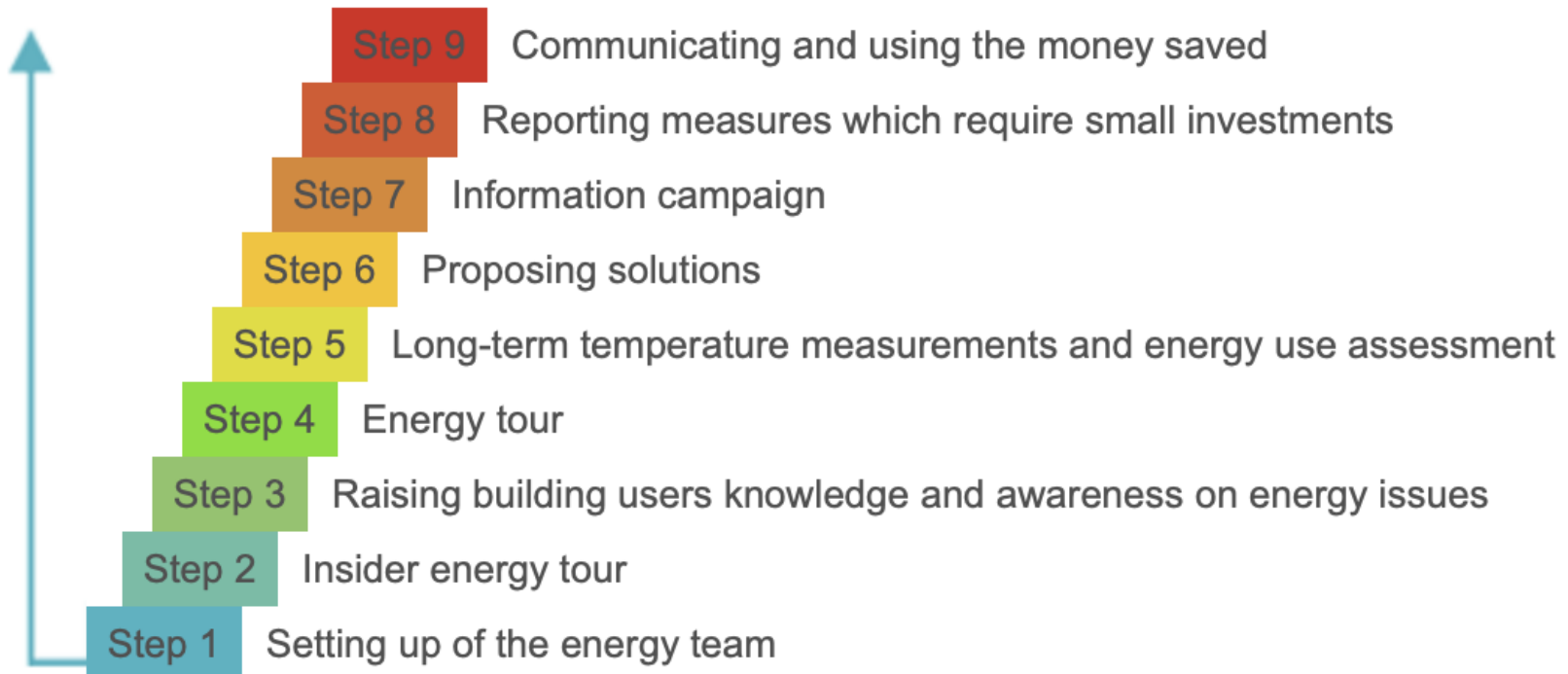
Social marketing approach

- Identify barriers to behaviour change
- Design interventions to target those specific barriers

The 50/50 methodology - 9 steps towards energy savings

The **50/50 methodology** is a 9-step methodology aiming at the achievement of energy and financial savings in a building. It actively involves buildings' users in the process of energy management and teaches them environmentally friendly behaviour through practical actions.

9 steps towards energy and financial savings



The 50/50 Euronet Max Project for schools
<https://lansimetsaschool.blogspot.com/search?q=video>

Westforest school



Social marketing approach

Barrier	Intervention
Forgetting to act	Prompts (posters, emails, display boards)
Lack of awareness of the impact of behavioural change	Daily building-specific feedback on energy usage
Lack of concern	Changing social norms through recruitment of managers and volunteer teams
Lack of relevance to daily job role	Personalised communications
Environmental issues seen as distant and vague	Scientific communications
Campaign-fatigue	Fun and light-hearted communications

The campaign

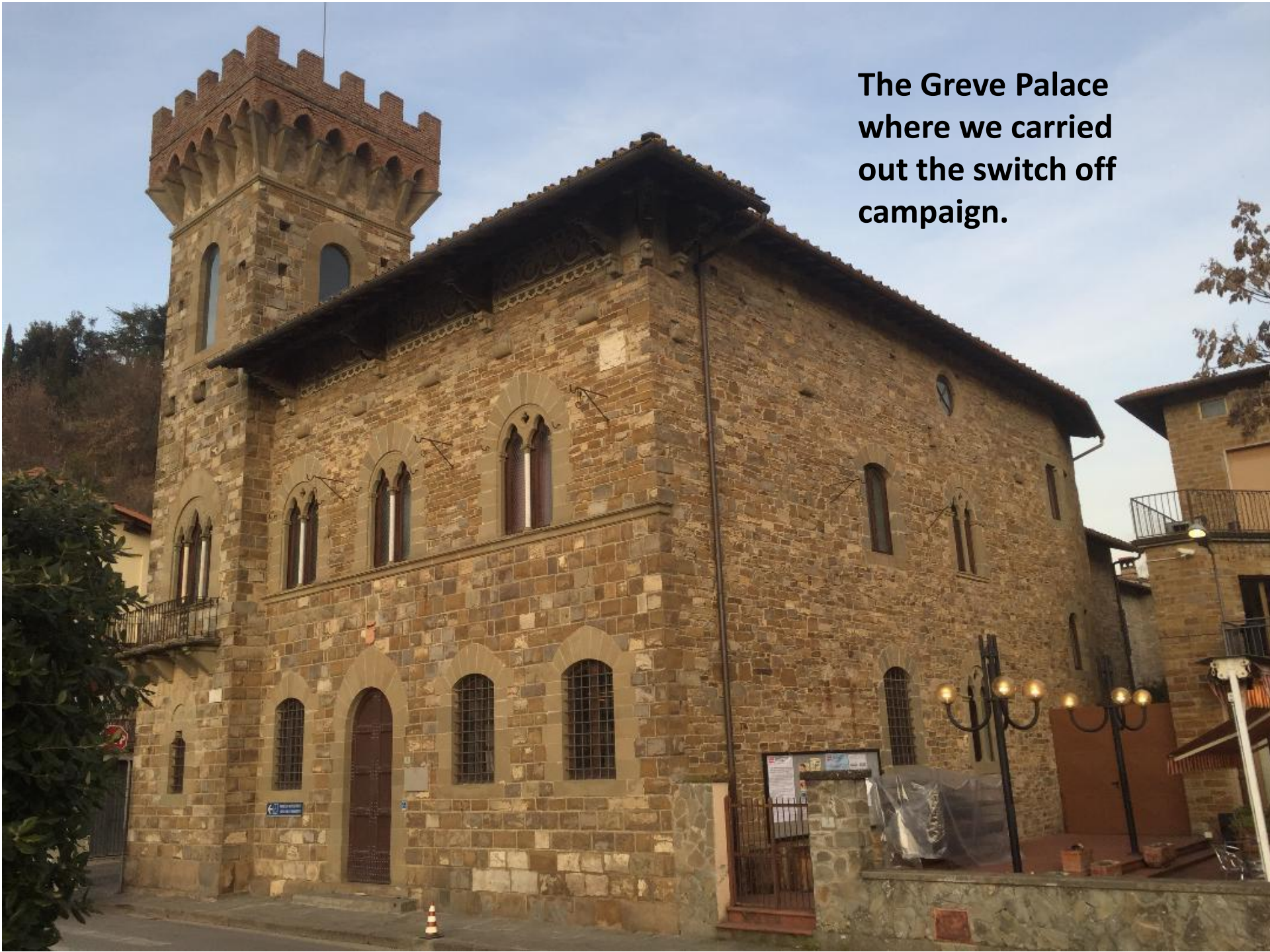
A variety of awareness-raising and social marketing techniques are used:

- Display boards
- Staff surveys
- Posters
- Volunteers and managers promoting the campaign
- Staff pledges
- Daily emails with information, facts, mythbusters and an 'Action for the Day'
- Daily monitoring of electricity consumption and comparison with the baseline usage
- Daily feedback to staff on the electricity consumption of the building using a 'speedometer' dial which shows whether the usage has increased or decreased

Campaign materials



**The Greve Palace
where we carried
out the switch off
campaign.**



The Greve Energy Team



The Greve Energy Team at work!





Ricordati di

**TENERE CHIUSA QUESTA
PORTA !**

Altrimenti il calore se ne andrà per le scale...



Ricordati di

**SPENGERE IL
RISCALDAMENTO!**

Se non usi questa stanza....



Materiali per la campagna

AR AGENZIA REGIONALE
RECUPERO RISORSE

European
Network of
Living Labs
Adherent Member

ACCENDI
il cervello...



OFF
ON



SPEGNI
la luce

REBUS
Interreg Europe

Interreg Europe
European Union | European Regional Development Fund





Impianti sportivi verso Consumi zero

Volantino per i Frequentatori degli impianti

FARE SPORT A SAN MARCELLINO MIGLIORANDO
L'AMBIENTE CON EURONET 50/50 MAX

Gentili sportivi e sportive che frequentate gli impianti di San Marcellino, questa struttura ha aderito al progetto europeo EURONET 50/50 MAX, che mira a mobilitare il risparmio energetico negli edifici pubblici attraverso l'attuazione della metodologia 50/50 in **500 scuole** e circa **50 altri edifici pubblici** provenienti da 13 paesi dell'Unione europea.

L'idea è di coinvolgere i frequentatori degli edifici pubblici in attività di risparmio energetico attraverso lo sviluppo di un incentivo economico, per i gestori e per i proprietari (in questo caso, il Comune di Firenze):

il **50%** dei risparmi finanziari ottenuto grazie alle misure di efficienza energetica adottate dai gestori è stornato attraverso un bonus finanziario che serve a migliorare la struttura;

l'altro **50%** dei risparmi finanziari è un risparmio netto per l'ente locale che paga le bollette energetiche.

Di conseguenza vincono tutti! Nell'impianto si viene informati su come risparmiare energia cambiando i comportamenti e ottenere ulteriori risorse finanziarie, le **autorità locali** hanno minori costi energetici, la **comunità locale** ottiene un ambiente più pulito.

Il progetto aiuta a raggiungere la consapevolezza degli utenti dell'edificio coinvolgendoli attivamente nelle azioni di risparmio energetico.

Vi proponiamo poche e semplici misure di buon senso:



Uscire e entrare dagli ingressi segnalati, non dalle uscite di sicurezza, che restano aperte e disperdono grandi quantità di calore. Chi esce dalle uscite di sicurezza dovrebbe almeno ricordarsi di chiuderle



Mettere i rifiuti negli appositi cestini, differenziandoli



Segnalare le perdite di acqua nei bagni e ovunque si notino, spegnere il getto della doccia quando non si usa (ad esempio, quando ci si insapona).



Rispettare il verde che circonda l'impianto; in particolare parcheggiare negli spazi appositi e segnalati e non parcheggiare sulle aiuole



Se possibile muoversi a piedi, con la bicicletta o con mezzi pubblici



Agenzia Fiorentina
per l'Energia
Viale Belfiore 4

Tel.: 055/219641
Fax: 055/216965
info@firenzenenergia.it

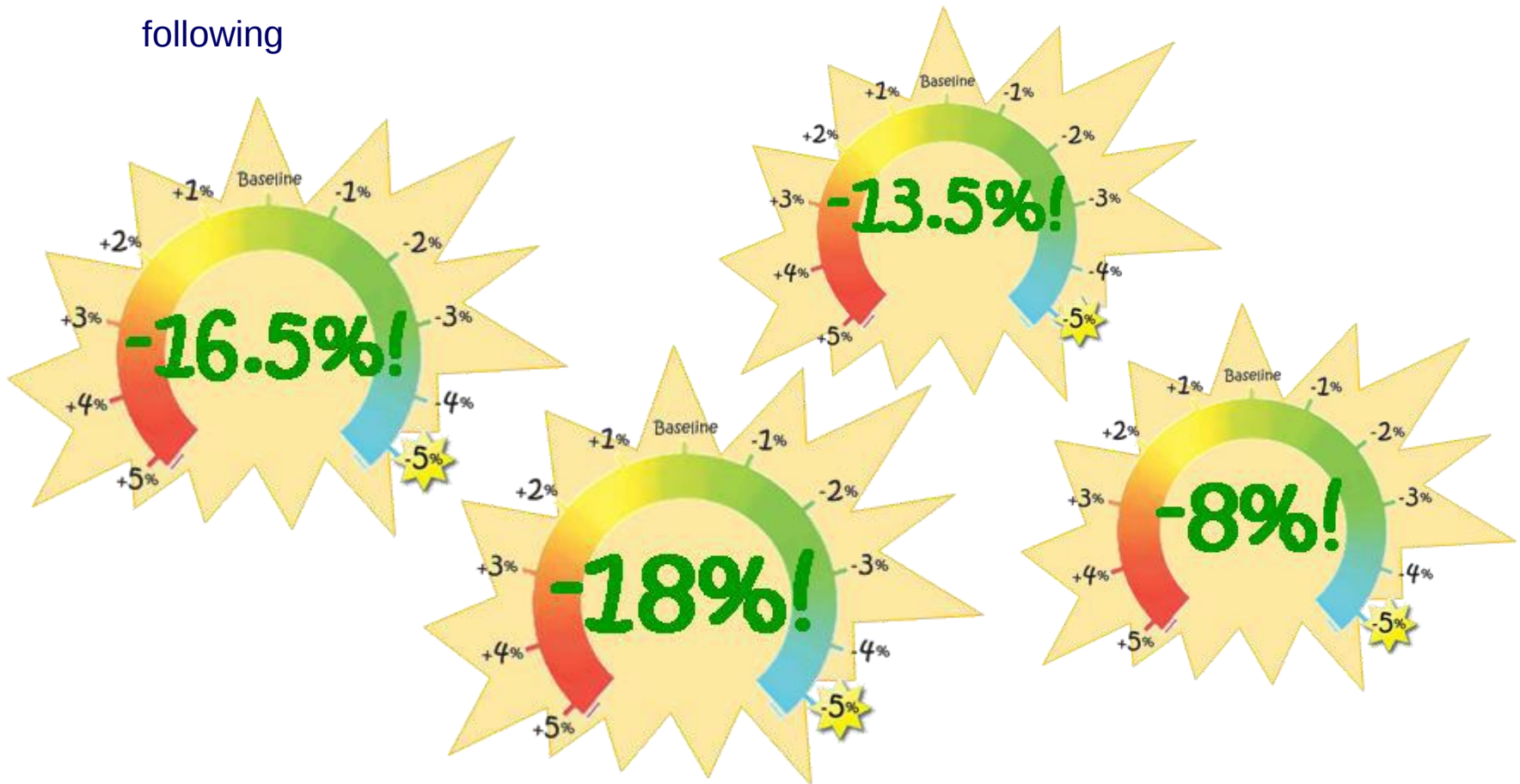
www.firenzenenergia.it



Co-funded by the Intelligent
Energy Europe Programme
of the European Union

The results

- Savings of up to 18% of building electricity consumption have been achieved through the campaign, with these savings being maintained for over a year following



Success factors for encouraging behavioural change

- Management buy-in and a team of volunteers
 - Having managers and volunteers on board stimulates new social interactions through which energy-saving behaviour is encouraged
- Receiving feedback on the impact of actions on the energy consumption of the building
- The light-hearted design of the campaign materials
 - Staff remark that the style of materials make it feel like a game and so they are inclined to participate in it