









SOLE PROJECT - High Energy efficiency for the public stock Buildings in Mediterranean

1st Steering Committee Meeting - Virtual meeting 14 December 2020

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

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

Tiziano Bucciardini

Remote SC - 14 December 2020











PROJECT APPROACH the Big Switch Off

WP 5 Capacity Building and Behavioral Change –

WP Coordinator: Regional Agency Resourse Recovery

OLD 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











PROJECT APPROACH

WP 5 Capacity Building and Behavioral Change –

the Big Switch Off

WP Coordinator: Regional Agency Resourse Recovery

NEW Timeframe: March 2021 – December 2022

O 5.1 - Training Package: SOLE the Big Switch Off

- A 5.1.1 Preparation of SOLE Capacity Building pack (m 9-9) start on March 2021
- A 5.1.2 Capacity Building to SOLE partners (m 10-12) start on June 2021

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

- A 5.2.1 SOLE Big Switch Off in Pilot Territories(m 13-30)
 start on July 2021
- A 5.2.2 Cross border exchange on the Big Switch Off (m 13-30) start on July 2021
- ➤ Partners' involvement : A.5.1. 2 A.5.2.1 A5.2.2 All partners













Switch Off - WP Coordinator: Regional Agency Resourse Recovery

NEW Timeframe: March 2021 – December 2022

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: behavioral change in relation to understanding and choosing technologies, processes and methodologies when planning energy renovation works;
- Management: behavioral change in relation to understanding, applying and using energy rehabilitation technologies, processes and methodologies;
- ➤ Monitoring: behavioral 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**.











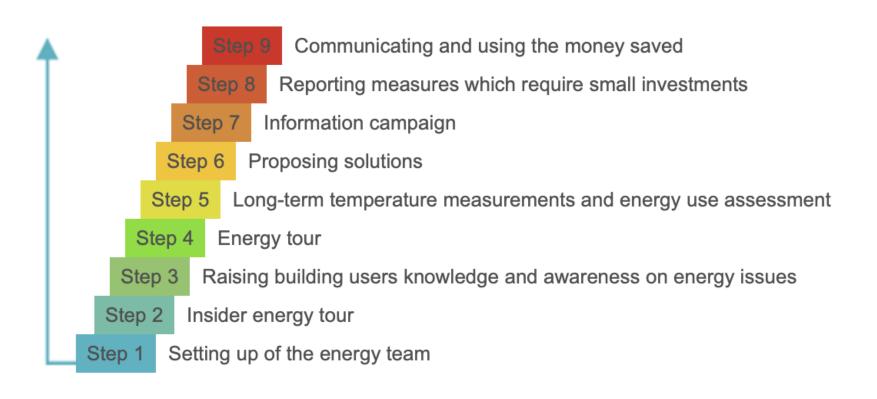
What is *The Big Switch Off*?

- 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

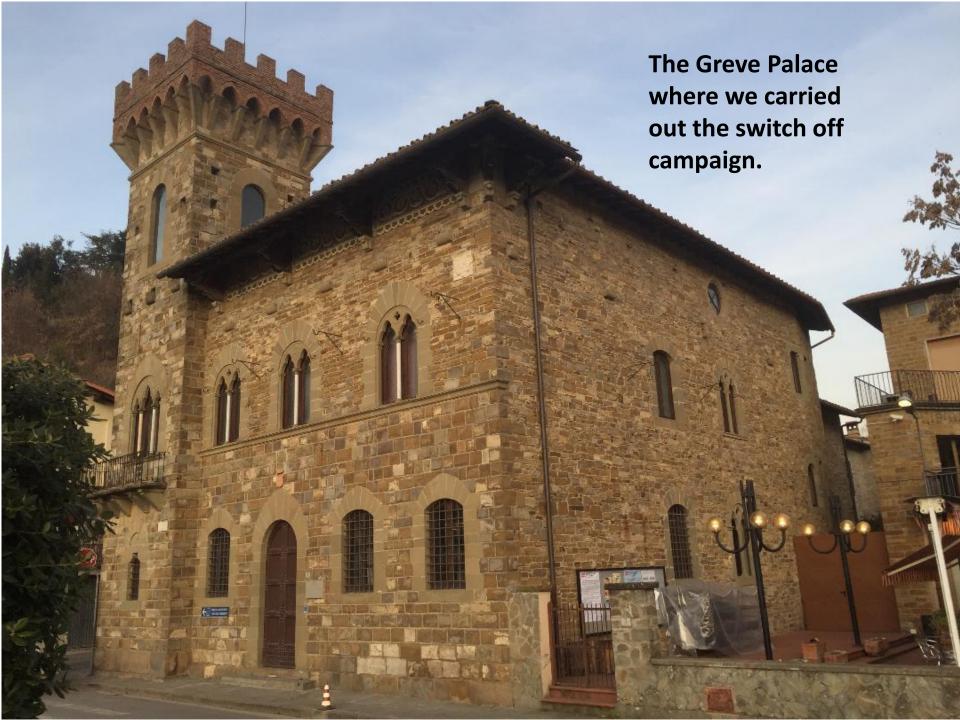
The 50/50 methodology - 9 steps towards energy savings

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



Campaign materials Switch Off! Switch Off! Tuesday 19th May 2015 What twinkling standby lights can you see? Do you need that light on? Last one out? Lighting accounts for 25% of office energy use. 10% of this can be saved by switching off non-essential lighting. Switch Offi It's all about Chargers... Wednesday 13th May 2015 Is all your electrical Facti Chargers still use energy even when your phone or laptop is not plugged in equipment switched off? Your progress! Action For Day ... Switch it of Go on, we know it's a faff but think of the savings! Check it outs +1% -1% +2% -2% +3% +4%













In REBUS project ARRR decided to go further and plan a Pilot Action inspired by the **Big Switch Off Good Practice from Durham County Council**.

Experience within REBUS had already shown the importance of well-trained staff dealing with energy efficiency and of well-informed building users.

Thus, the Rebus pilot action tested a full capacity building programme with the Local Council of Greve in Chianti in Tuscany. Following a cycle of capacity building events, an energy team was trained to assess the status of the pilot building. Improved behaviour of building users led to energy savings

amounting to 11.55% compared to 2019 and 33.68% compared to

<u>2015</u>.



Ricordati di

TENERE CHIUSA QUESTA PORTA!

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





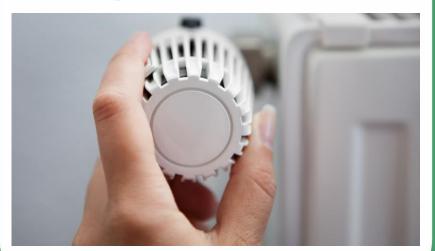




Ricordati di

SPENGERE IL RISCALDAMENTO!

Se non usi questa stanza....

















Thank you!

