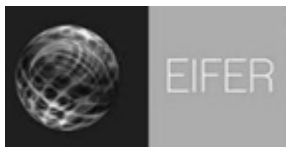
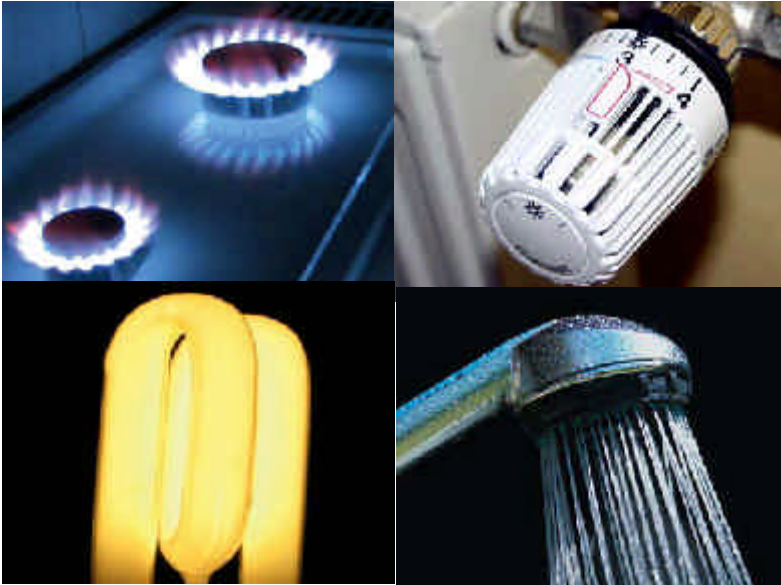


Energy Services: Reducing the Energy Consumption of Residents by Behavioural Changes

Energy awareness services for households-
European good practice



- The BewareE project aimed at pushing the implementation of “energy awareness services” for changing energy consuming behaviour in European households.
- In collaboration with housing associations and other relevant stakeholders of the housing sector, the project consortium systematically gathered, evaluated and disseminated energy awareness services.



A household energy awareness service is any kind of action or tool to support residents in adopting sustainable energy consuming behaviours. These changes of behaviour relate to daily routines, purchasing and investment behaviours.

- Database with **139 energy awareness** services from all over Europe provided by housing companies, NGOs, utilities, consumer associations and similar organisations are addressed to tenants and house owners.



- **27 country reports** explaining the national framework conditions of the identified energy awareness services.
- Based on a SWOT analysis, **36 “best-practice” examples** were selected to highlight the most promising awareness services.

- Services' **transferability to the specific national framework** conditions in France, Germany, Spain and the Netherlands was assessed
- A **six step approach** for creating and implementing behavioural change services was developed. (based on Service Engineering method).
- **Methodology was tested** in several in-house workshops with service providers in each of the four countries
- Development of **national strategies** to recommend important country-specific actions for speeding up the implementation of energy awareness services

Step 1: Analyzing the situation

Analyse the situation of your target group and your own one

Step 2: Service Creation

Create services (together with target groups)

Steps 3-4: Service Design

- a) Adapt service to your special case
- b) Test service, train staff, prepare resources

Step 5-6: Service Management

- a) Implement the service professionally, patiently and passionately
- b) Evaluate and modify service




- All strategies for promoting energy services should be informed by **scientific evidence on its effectiveness**:
 - Simple **information services** are most prevalent, but don't appear to be effective.
 - Only some **feedback or empowerment** measures has proved the highest energy savings and the most persistent behavioural changes.



- **Collaboration** between different actors is a key factor for successful service provision

Promoting and supporting energy awareness services is **a matter of urgency** for all countries of the EU. However service providers face a number of significant **barriers**

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- The BewareE team will make **use of the results for further research activities**. For instance, some of the partners are applying for the 2010 IEE call for proposals which benefit from the BewareE findings.
 - Furthermore, **dissemination of outcomes** will continue after the end of the action, e.g. upon request by conference organisers.
 - The partners are **planning to support service providers** for the design and implementation of services.
 - **Broad media coverage** of the project findings
 - More information could be downloaded at the BewareE website <http://projekte.izt.de/bewaree/>.