



Klima-Bündnis

The Energy Caravan: How municipalities can motivate citizens to modernise their private homes

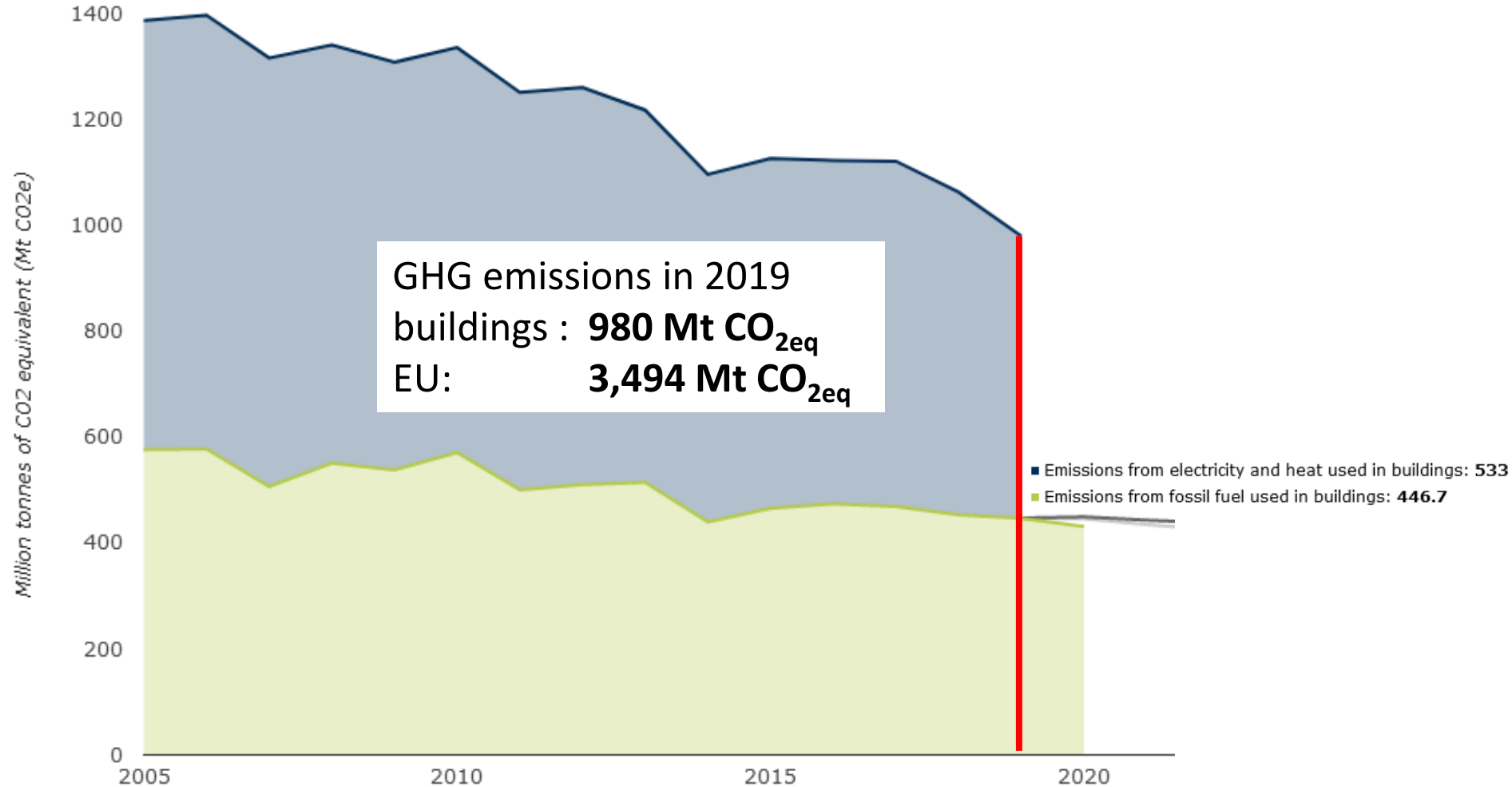


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EU: Building sector contributes about 30% of GHG emissions



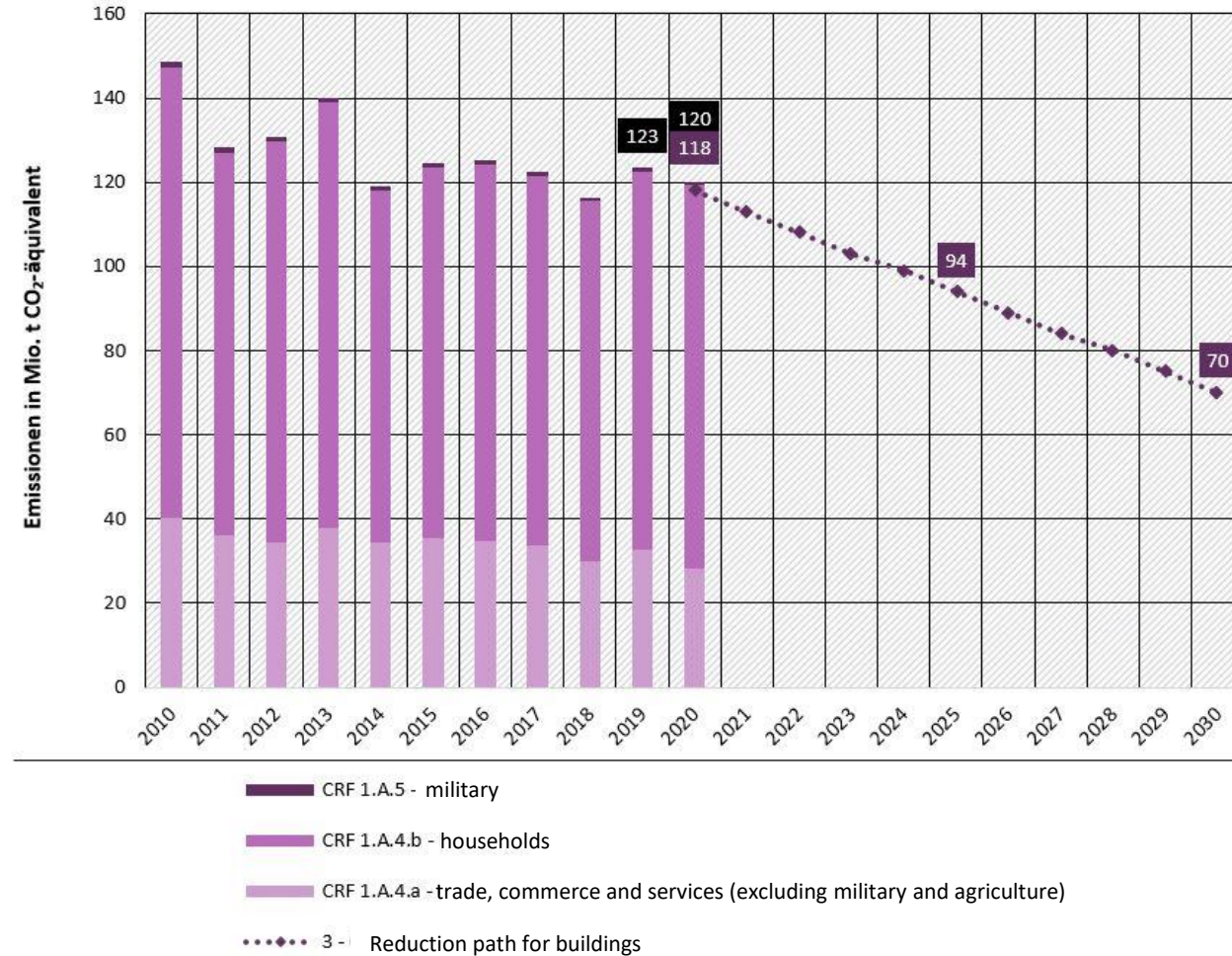
Source: <https://www.eea.europa.eu/data-and-maps/indicators/greenhouse-gas-emissions-from-energy/assessment>



German context: The sustainable refurbishment rate for buildings fails to reduce heat consumption

Entwicklung und Zielerreichung der Treibhausgasemissionen in Deutschland

im Sektor Gebäude des Klimaschutzgesetzes (KSG)



The amount of GHG emitted by households increased in the last two years (no Corona effect!)

2020: 90,9 Mio. t
 2019: 89,8 Mio. t
 2018: 85,6 Mio. t
 Cf.
 2011: 90,9 Mio. t





The campaign with a **standardised process** is carried out in all project phases on the basis of **ready-made working materials / implementation packages**.

Know-how transfer and **support** by project partners: **Enabling** municipalities of all sizes for an **independent implementation** in the future.

- **Direct and on-site energy consultation.** Reversal of the previous attitude: energy advice is brought and does not have to be collected (after a cancellation period, property owners are contacted directly by the energy advisors for a possible appointment)
- **Municipal action.** Approaching homeowners by mayors, procedure is announced by personalised letter
- **Free initial consultation by neutral and qualified energy consultants** on site directly at the property (energy efficiency experts selected and commissioned by the municipality - DENA / BAFA)
- **Neighbourhood approach** (approx. 400 households): energy efficiency becomes a local/urban (sub)conversation

Aim: **Education / dissemination of information + raise awareness and motivation among property owners to implement energy-efficient renovations**

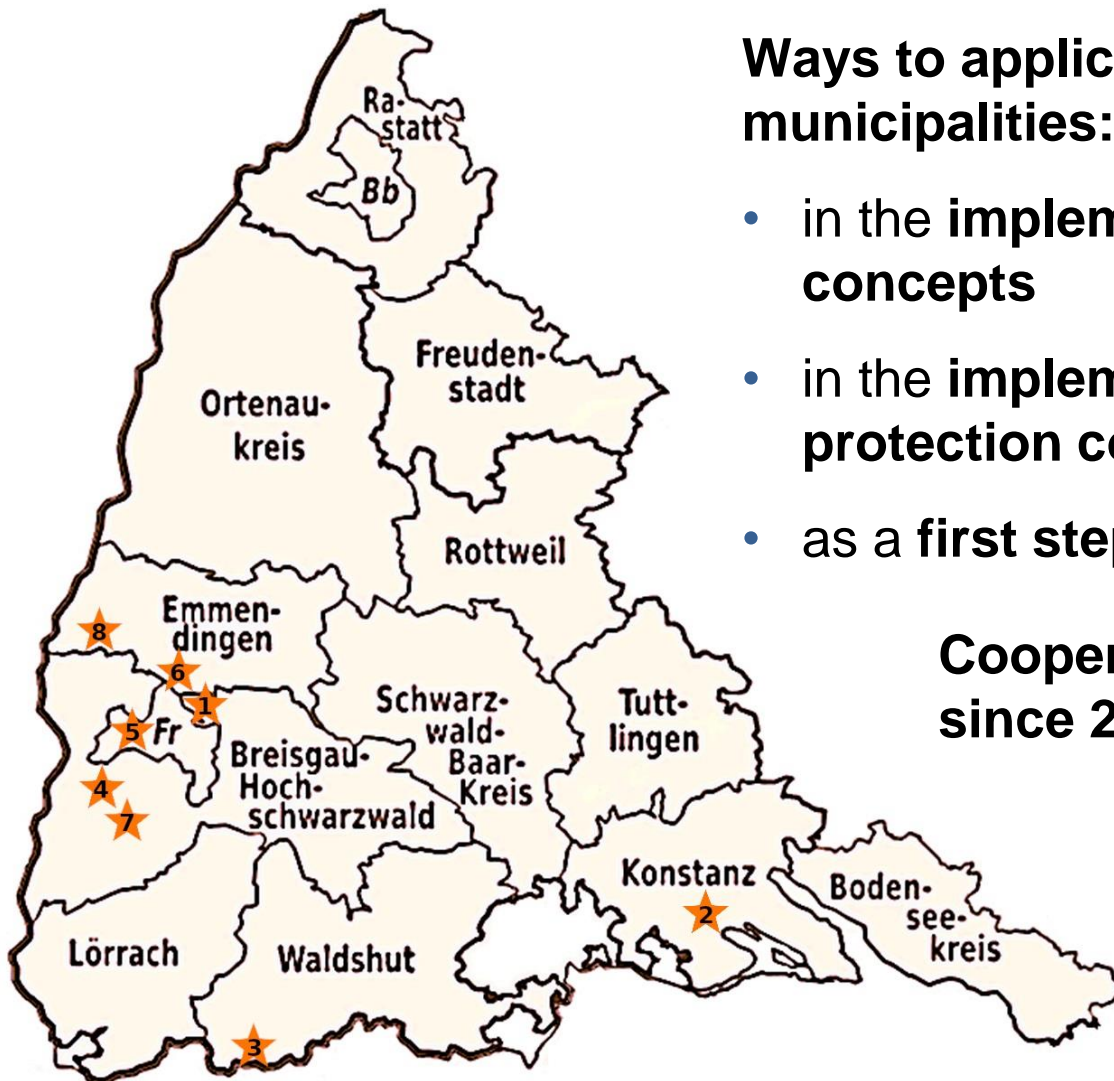
Purpose: Working on **energy-efficient building refurbishment**, the **most important municipal field of action** in the area of **climate action**
→ Increasing the refurbishment rate



- **tried and tested approach**
(>100 municipalities; 180 implementations)
- **applicable for municipalities of any size**
(neighbourhood approach)
- **25% consultation rate**
- **implementation rate of 60%** (>80 evaluated campaigns)
- **funding leverage of almost 1:100**
- **increased renovation rate of up to 15%**
(within the activated neighbourhoods)



The municipal campaign Energy Caravan supports the EU Renovation Wave's goal of doubling the annual energy renovation rate to 2%.



Ways to applicate the Energy Caravan by municipalities:

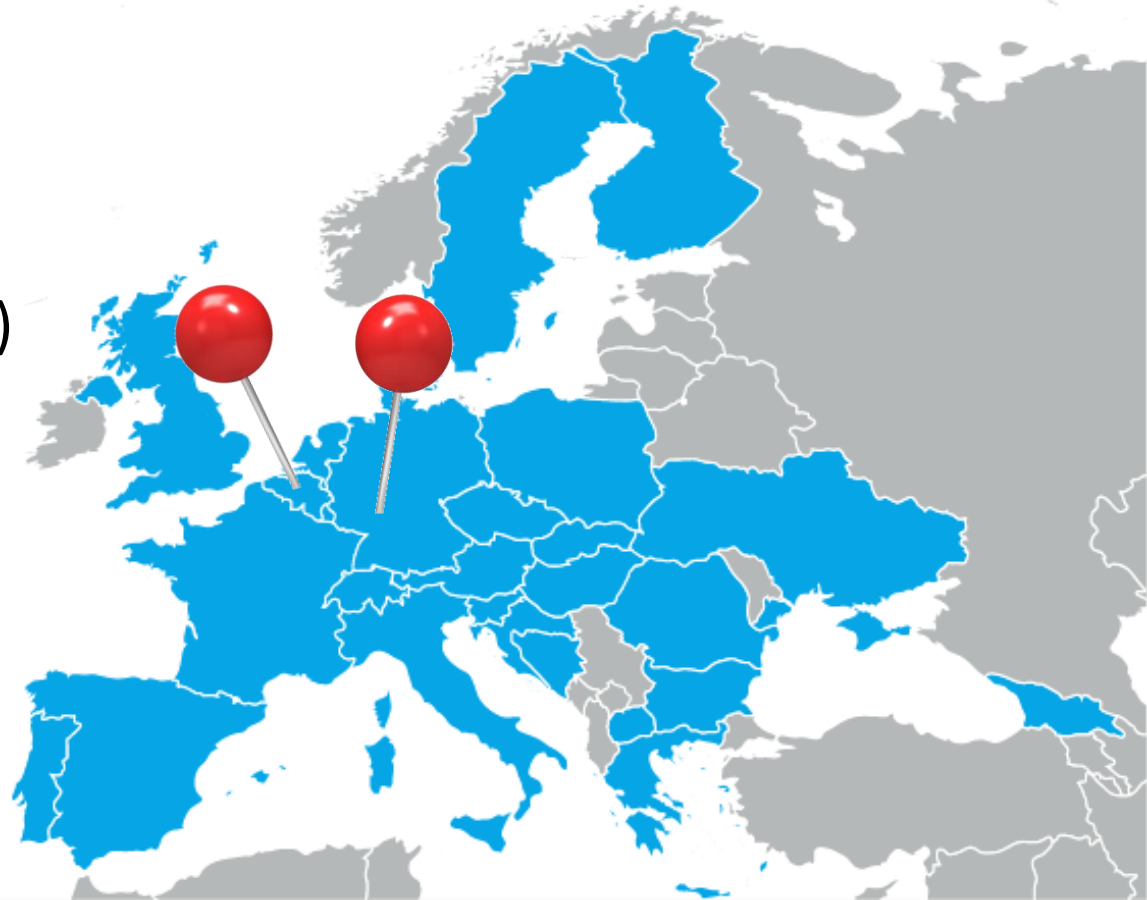
- in the **implementation of neighbourhood concepts**
- in the **implementation of climate protection concepts**
- as a **first step in climate action**

Cooperating with Climate Alliance since 2018 – with a European reach.





1,908 members in
27 countries
1,838 municipalities
2 offices
(Frankfurt, Brussels)
50 employees





Implementation of neighbourhood concepts (KFW 432)

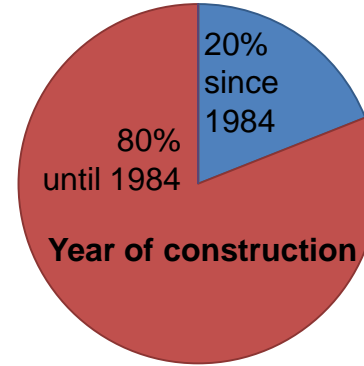
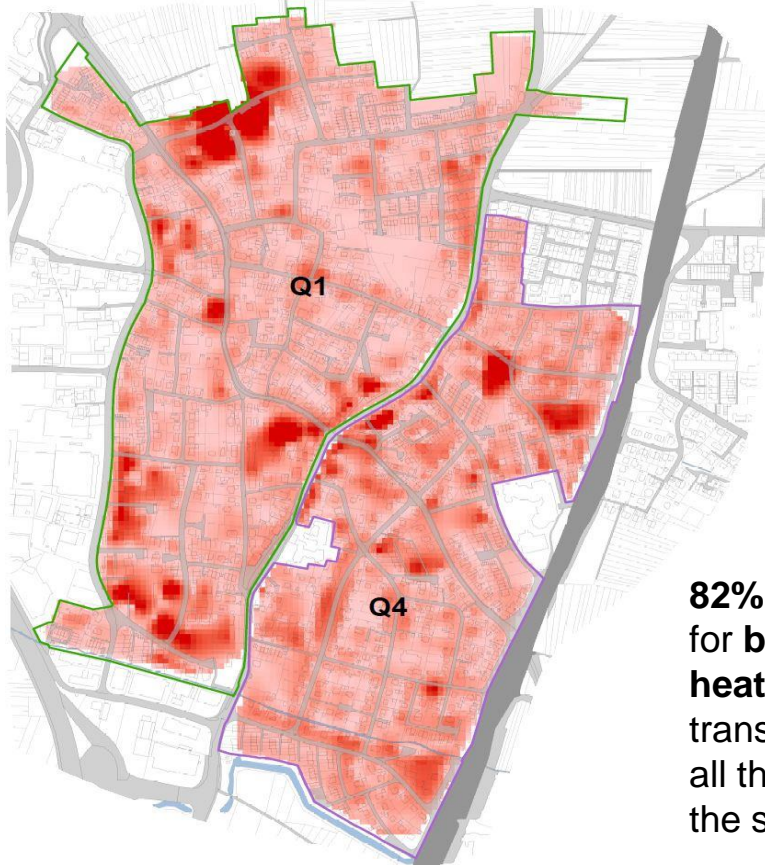
2 Energy Caravans

(Q4, 04. – 07.2017 / Q1, 09. 2017 – 03.2018)

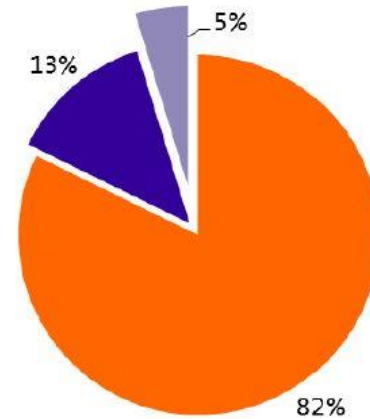
Target group 941 homeowners → **277 consultations**

29% of homeowners (incl. homeowner associations)

176 households with refurbishment measures

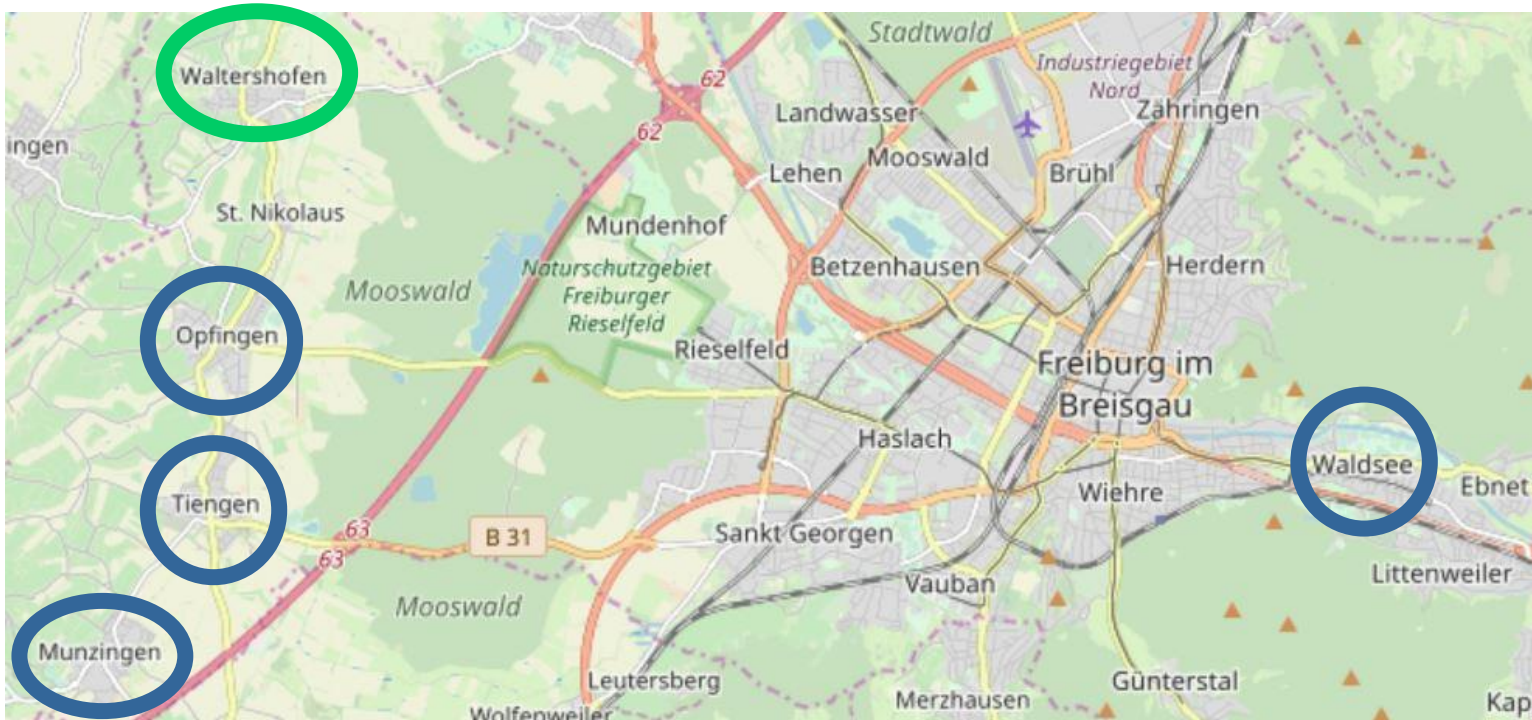


Most of the existing buildings were built before the 2nd Heat Insulation Ordinance in 1984 = **great savings potential** through renovation



- Private households
- Economy
- Municipal properties

82% of total energy consumption (heat + electricity) is accounted for by **privately owned properties**. Of this, **87%** is required for **heating** (= space heating + hot water): The perception of the energy transition often focuses on the topic of electricity. However, it is above all the **heat transition / more energy efficiency / energy savings** in the sense of a reduction in heat demand that is important!



Carrying out energy caravans for the implementation of the 2nd Freiburg Climate Protection Concept (2019) with a focus on energy-efficient deep renovations and promoting city's special funding program (investment measures, incl. PV) to the citizens.

- Munzingen: Autumn 2019; consultation rate 33%
- Tiengen: Autumn 2020; consultation rate 29%
- Opfingen: running since May 2021; consultation rate 26,5%
- Waldsee: running since September 2021
- Waltershofen: planned in spring 2022

Further campaigns in the city area are planned but not yet commissioned.



Summary and conclusion

- Through the Energy Caravan, municipalities provide an **important advisory service for their citizens.**
- The Energy Caravan also succeeds in reaching the much larger **"passive" part of the target group.**
- The Energy Caravan brings **municipal climate action from aspiration (concept) to sustainable practice (implementation).**



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