



COUNTRY	CITY	POPULATION	LAST REPORTED EMISSIONS	MITIGATION OBJECTIVES
GERMANY	RÜSSELSHEIM AM MAIN	66,000 INHABITANTS (2021)	553,000 TCO <sub>2</sub> E (2017, -3% FROM 2011)	"CLIMATE NEUTRALITY" BY 2045

# In Rüsselsheim am Main, an Energy Caravan to promote deep renovation

The German city of Rüsselsheim am Main is taking on the task of involving homeowners to reduce emissions on with the help of the Climate Alliance's Energy Caravan – a campaign that aims to promote the energy-efficient refurbishment of buildings. In a context where Europe's building stock is responsible for a large portion of its emissions, making it a key driver of climate change, unlocking the huge potential of building renovation is crucial if the EU is to reach its climate ambitions. The European Commission's Fit for 55 legislative package addresses this challenge with the Renovation Wave, aiming to improve the energy performance of existing buildings. Cities are key to leading this transformation first and foremost by retrofitting their own building stock. But as privately owned buildings are responsible for more than 25% of total emissions, they can also play a key role by addressing homeowners, as in the case of Rüsselsheim.

## Bringing private building owners into the fold

"Private buildings offer enormous savings potential, especially due to their sheer number. In Rüsselsheim there are also many private residential buildings dating from the 1950s to 1980s that are very much in need of renovation," comments Jule Rump, project manager for climate action and adaptation and project manager for the Energy Caravan of the City of Rüsselsheim.

Since late 2021, Climate Alliance has teamed up with the association [fesa e.V.](#) to offer the Energy Caravan campaign to its members. The Energy Caravan reverses the traditional principle of energy consulting. Municipalities proactively offer citizens in a selected neighbourhood free advice from neutral and qualified energy consultants. Typically, an average of 60% of the consultations carried out result in the implementation of energy-efficient renovation measures. With the transfer of knowledge to the municipalities and support during all project phases, municipalities would also be able to carry out the campaign independently in other neighbourhoods in the future, explains Brice Mertz, campaign manager of the Energy Caravan at fesa. So far, well over 100 municipalities of all

sizes have been made fit for the campaign in Germany.

## Rüsselsheim's climate emergency

Since [declaring](#) a climate emergency in 2019, Rüsselsheim has stepped up ambitions. Climate change mitigation and adaptation have become a stronger focus for the city administration, with a [catalog of measures](#) being drawn up. In 2021, climate managers were added to the city's administration for climate protection and climate change adaptation, forming a new 'Climate Team'. The Energy Caravan is now run by the city's new climate task force. The city decided to implement this campaign because it saw an opportunity to reach many citizens with its proactive approach, offering information and drawing attention to the topic of energy-efficient renovation. The feedback since the local campaign launch at the end of October 2021 has been very positive so far and more than 40 homeowners have already expressed interest in advice.

Carrying out the Energy Caravan has of course not come without its challenges. Rüssel-

shheim organised the campaign in just four months, turning the idea into reality and involving many areas of the city administration had to be involved in the planning. Rüsselsheim also learned and benefitted from the numerous experiences of other municipalities and is convinced by the campaign's approach.

Heating accounts for a large share of the city's energy consumption (**ref. figure**), and the Energy Caravan is helping the city meet its goals in this area. With the example of the Energy Caravan, the City of Rüsselsheim is demonstrating how municipalities can actively contribute to an energy-efficient building stock in Europe. In the future, the city is planning to continue using the Energy Caravan and wants to expand the campaign to other neighbourhoods in the future.

TOTAL ENERGY CONSUMPTION IN 2017 (LEFT) AND TOTAL GHG EMISSIONS IN 2017 (RIGHT) (CLIMATE PROTECTION PLANNER 2020) - Source: Umweltbericht 2021 Stadt Rüsselsheim am Main, 2021

