



SOCIALWATT

CONNECTING

OBLIGATED PARTIES

TO ADOPT INNOVATIVE SCHEMES TOWARDS
ENERGY POVERTY ALLEVIATION

D5.3

Communication material

February 2020



The SocialWatt project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under grant agreement No 845905

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PREFACE

SocialWatt will develop and provide **utilities** and **energy suppliers** with appropriate tools for effectively engaging with their customers and working together towards **alleviating energy poverty**.

SocialWatt will also enable obligated parties under **Article 7** of the Energy Efficiency Directive across Europe to develop, adopt, test and spread **innovative energy poverty schemes**.

SocialWatt will contribute to the following three main pillars:

- 1 Supporting utilities and energy suppliers contribute to the fight against energy poverty through the use of **decision support tools**.
- 2 Bridging the gap between energy companies and social services by promoting collaboration and implementing **knowledge transfer** and **capacity building activities** that focus on the development of schemes that invest in Renewable Energy Sources / Energy Efficiency and alleviate energy poverty.
- 3 **Implementing** and **replicating** innovative schemes to alleviate energy poverty.



CONSORTIUM



ICCS	INSTITUTE OF COMMUNICATION & COMPUTER SYSTEMS	EL
IEECP	INSTITUTE FOR EUROPEAN ENERGY AND CLIMATE POLICY STICHTING	NL
RAP	REGULATORY ASSISTANCE PROJECT	BE
E7	E7 ENERGIE MARKT ANALYSE	AT
ISPE DC	ISPE PROIECTARE SI CONSULTANTA SA	RO
EDF	ELECTRICITE DE FRANCE	FR
NATURGY	NATURGY ENERGY GROUP SA	ES
ESB	ELECTRICITY SUPPLY BOARD	IE
PPC	PUBLIC POWER CORPORATION S.A.	EL
CEZ VANZARE	CEZ VANZARE SA	RO
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CONNECTING OBLIGATED PARTIES TO ADOPT INNOVATIVE SCHEMES TOWARDS ENERGY POVERTY ALLEVIATION

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1 INTRODUCTION

SocialWatt, a project funded by the EU's Horizon 2020 Research and Innovation Programme, aims to enable utilities and energy companies to develop, adopt, test and spread innovative energy poverty schemes across Europe. More specifically, the project aims to build the capacity of utilities and energy companies and support them in using the tools developed within the framework of the project to effectively identify energy poor households, as well as design, implement and monitor schemes that aim to alleviate energy poverty.

In line with the SocialWatt Dissemination and Communication plan, various communication media and channels have been developed to effectively promote the project and its outputs. Amongst others, these include the SocialWatt project website and information/dissemination material.

This report presents the main communication material developed to promote SocialWatt. More specifically, it presents the project's brochure, flyer, poster, roll-up and informative guidebook. The latter has been developed for the general public and summarises key behaviour changes that can significantly reduce the energy consumption of households.



2 BROCHURE

The SocialWatt brochure aims to visually communicate the project's concept and objectives, whilst at the same time effectively engage with key stakeholders. The brochure includes a short description of the project, the SocialWatt vision, the SocialWatt tools and key activities that will be implemented.

It is a coloured, tri-fold A4 brochure available in English in hard copy, as well as in electronic format through the website of the project. It will also be available in the nine national languages of the project, i.e. Croatian, Dutch, Greek, German, French, Italian, Spanish, Latvian and Romanian.

The brochure will be distributed to key actors, target groups and interested parties at conferences, meetings, workshops, and other events.

The English brochure is presented in the following figure.



Figure 1: SocialWatt Brochure

Who we are

Knowledge Partners:

Energy Companies:

SOCIALWATT

Connecting Obligated Parties to Adopt Innovative Schemes towards Energy Poverty Alleviation

Contact Details

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Follow us on Social Media:

@SocialWattH2020
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The SocialWatt project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no. 845905.

SOCIALWATT

Energy companies designing and implementing schemes to alleviate energy poverty

Visit us at
www.socialwatt.eu

Our Vision

SocialWatt aims to enable **obligated parties under Article 7** of the Energy Efficiency Directive across Europe to develop, adopt, test and spread **innovative schemes** to **alleviate energy poverty**.

The appropriate tools developed within the framework of SocialWatt aim to help utilities and energy suppliers effectively **identify energy poor households**, as well as **develop and monitor schemes** that focus on increasing the energy efficiency of these houses.

Energy efficiency interventions at the household level are being facilitated and the increased use of **renewable energy** is being fostered, by promoting **innovative financing options**.

SocialWatt Tools

Innovative schemes to **trigger investments in energy efficiency and renewable energy** in order to alleviate energy poverty are developed, with the support of the SocialWatt decision support tools.

SOCIALWATT ANALYSER

SOCIALWATT PLAN

SOCIALWATT CHECK

Implementation & Replication

- Participating utilities and energy suppliers will implement innovative schemes to alleviate energy poverty in **Croatia, France, Greece, Ireland, Italy, Latvia, Romania and Spain**.
- An **open call** will be launched for utilities and energy companies to express interest and replicate **SocialWatt activities**.
- Policy briefs** will be developed to facilitate policy makers develop tailored programs for alleviating energy poverty.

Stakeholders

People having difficulty paying their energy bills and/or adequately heating / cooling their home are the final recipients of all SocialWatt activities implemented by utilities and energy suppliers.

Energy companies, experts in energy efficiency and energy poverty, social services, policy makers, financial institutions and researchers are encouraged to actively participate in SocialWatt activities, whilst in parallel benefit from the development, implementation, testing and exploitation of innovative schemes to alleviate energy poverty.

Capacity Building

By promoting collaboration and facilitating knowledge transfer, the **capacity of energy companies to develop schemes** that trigger investments in energy efficiency / renewable energy and alleviate energy poverty is significantly strengthened.

Within the framework of SocialWatt, stakeholders will have the opportunity to participate in numerous **capacity building activities** organised in **11 EU countries**, including capacity building workshops, national training seminars and a European conference.



3 FLYER

The aim of the SocialWatt flyer is to shortly introduce the project and enhance its visibility. More specifically, it is a single A4 page that includes:

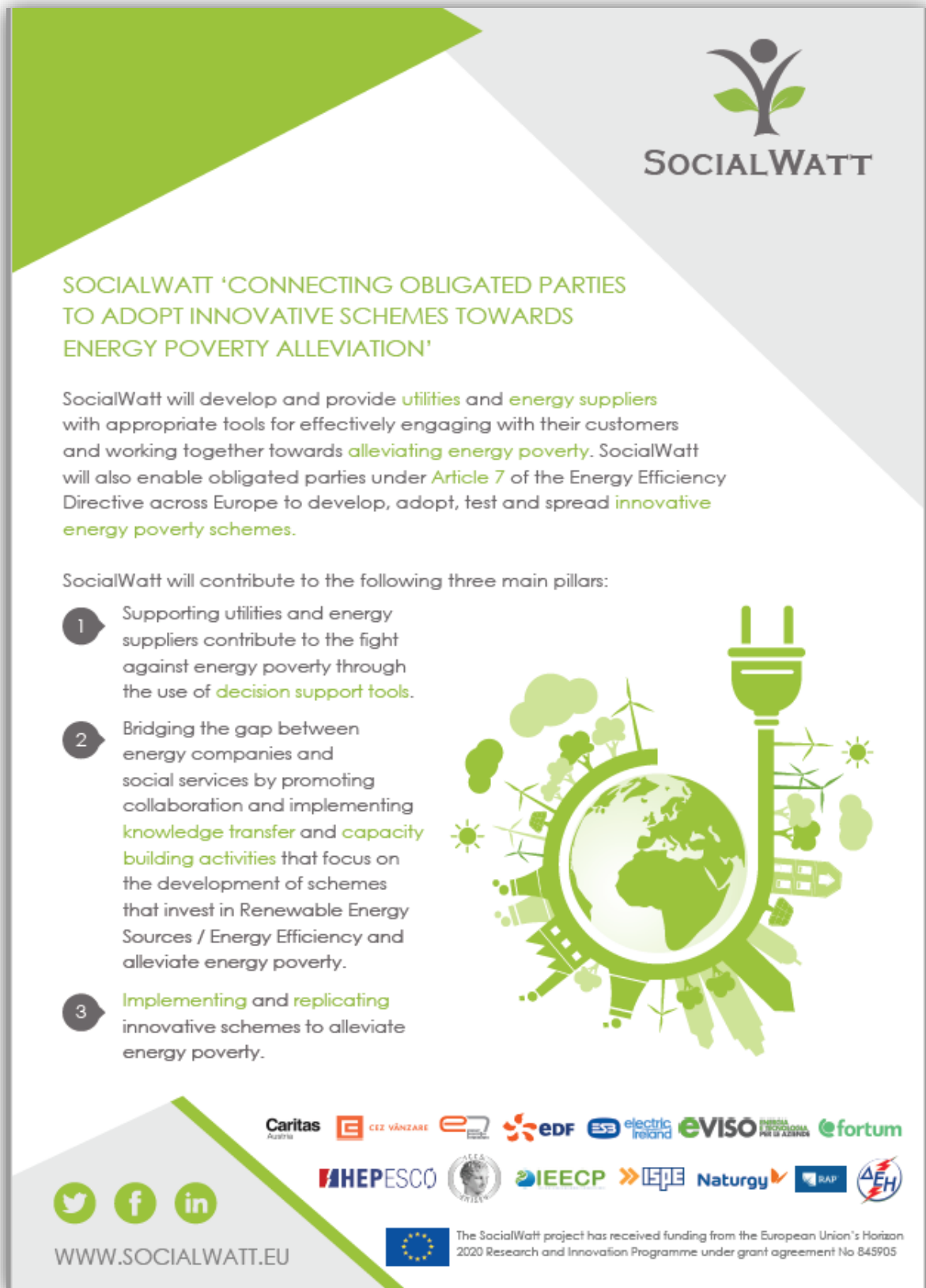
- › A brief description of the project;
- › SocialWatt consortium partners' logos;
- › Contact Information.


The SocialWatt flyer has been created in English and may be translated in the project's languages if considered appropriate. The digital version of the SocialWatt flyer will be available to download from the SocialWatt website, whilst it may also be printed and distributed to key actors, target groups and interested parties at conferences, meetings, workshops, or other events.

It should be noted that the flyer has been developed as an additional communication material (and does not constitute the brochure of the project).



Figure 2: SocialWatt Flyer





SOCIALWATT




SOCIALWATT 'CONNECTING OBLIGATED PARTIES TO ADOPT INNOVATIVE SCHEMES TOWARDS ENERGY POVERTY ALLEVIATION'








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4 POSTER

A SocialWatt poster has been created and can be used at conferences, workshops, roundtables, training seminars and other events organised within the framework of SocialWatt.

The colours and theme are in coherence with the project's visual identity.

The Poster has been produced in two sizes, A3 and A0, so that the most appropriate size is selected for each event organised.

It should be noted that the poster has been developed as an additional communication material.

Figure 3: SocialWatt Poster



5 ROLL-UP

A SocialWatt Roll-up has been created and can be used at conferences, workshops, roundtables, training seminars and other events organised within the framework of SocialWatt.

All images, graphic and textual elements are clear and easy to read. The colours and theme are in coherence with the project's visual identity.

The Roll-up is portable with its own retracting mechanism and its size is 80 cm x 200 cm.

In more detail it includes:

- › The logo and title of the project
- › The logo of SocialWatt tools
- › The core aim of the project
- › SocialWatt partners' logos
- › Social media channels

The digital version of the SocialWatt Roll-up will be available to download from the SocialWatt Website.

It should be noted that the roll-up has been developed as an additional communication material.

Figure 4: SocialWatt Roll-up



6 INFORMATIVE GUIDEBOOK

A short informative guidebook has been developed for the general public. It summarises key behaviour changes that can significantly impact the energy consumption of households.

The guidebook aims is to raise awareness and provide simple tips that help reduce the energy consumed by households.

The informative guidebook is twofold of size A4. It is available in English in electronic format through the SocialWatt website, whilst utilities may distribute a hard copy to customers. It will also be available in the nine national languages of the project, i.e. Croatian, Dutch, Greek, German, French, Italian, Spanish, Latvian and Romanian.

Figure 5: SocialWatt Informative Guidebook



Heat and Cool your house... and save money

Most of the energy consumed in a household is for space heating and cooling (>60%). However, households can achieve the same degree of thermal comfort by adopting some of the following tips:

- Warm your house but keep the temperature at a reasonable level,** as you can achieve thermal comfort by setting your thermostat at 20-21°C in the winter.
- You can keep your house cool during the summer** by setting the temperature of the air-condition at 25-26 °C.
- Regularly maintain your heating / cooling system** (e.g. boiler or air condition), as this ensures it's efficient operation, can reduce energy consumption and minimise energy losses.
- Install a programmable or a smart thermostat,** as this can be set up to automatically adjust the temperature at hours when you aren't home or at night when you are asleep.
- Install thermostatic valves** on radiators to make them independent and be able to control the temperature in each room.
- Keep your radiators clear,** that is to say do not cover your radiator or put a large sofa in front of it, as it will absorb a lot of the heat.
- Seal air leaks around doors, windows and other openings** (e.g. add caulk around windows if you see any cracks and add weather stripping to the bottom of doors to reduce heat losses.
- During the winter, on sunny days, open your curtains and blinds** to let the sun's warmth in. Close blinds at night to reduce heat loss.
- During the summer, keep your curtains & blinds closed** during the day to block the sunlight & keep heat out, whilst air your house at night to ensure that cool air circulates around the house.

Save hot water

Energy consumption for the production of hot water represents a significant proportion (about 19%) of total energy consumed in households. The following measures can result in significant energy savings from hot water use:

- Insulate your water heater and your hot water pipes** by using thermal blankets, pipe sleeves or pipe wraps to prevent heat loss. This is particularly important for outdoor solar water heaters and pipes.
- Use your heater's time-controlled hot water generation ability** so that hot water is produced only when needed.
- Check regularly for leaks** in the hot water system to minimise hot water losses and in turn energy losses.
- Use less hot water,** for instance, have a shower instead of a bath and spend less time in the shower.



Improve your lighting and make sure you use electric appliances sensibly

Lighting and the use of electric appliances represents a significant proportion (about 15%) of total energy consumed in households. Households can achieve energy savings by implementing the following measures for lighting:



Energy efficiency lighting

Replace traditional light bulbs with energy efficient light bulbs, such as compact fluorescent lamps (CFLs) or Light Emitting Diodes (LEDs). These can be up to 80% more efficient and their lifetime is significantly longer.

Brightness level

When replacing bulbs, decide on the brightness level needed. Select based on lumens not wattage, as this is no longer a reliable way to gauge a light bulb's brightness. The higher the number of lumens, the brighter the light bulb.

Turn the lights off

Turn the lights off when you're leaving a room. You can also use photocell or motion sensor lights to ensure lights automatically turn off when you leave the room.

Natural light

Take advantage of natural light, for example by opening your curtains and blinds, using mirrors and painting your walls in light colours.

Cooking

Use the right size of pan for your cooking ring and put a lid on it to reduce heat losses.

Minimise the amount of times you open the oven door and don't keep it open for too long when it is in use.

Avoid pre-heating the oven when possible, since this is not essential in most cases (unless you are baking).

Switch off the oven sooner, as food will continue to cook while the oven is cooling.

Use small appliances, such as a microwave oven, to cook or reheat small quantities of food, since these consume less energy than a conventional oven.

Use a pressure cooker to cook food quicker.

Fill the kettle with as much water as you actually need.

Refrigerator

Adjust the temperature of your refrigerator to 1-4 °C and of your freezer to -18 °C, both for health reasons and for reducing energy consumption.

Keep your refrigerator and freezer away from any heat sources, such as an oven, hob or radiator and ensure that your refrigerator has sufficient ventilation.

Only place cold food in the refrigerator as warm food will heat up the interior temperature.

Defrost regularly if your refrigerator does not include No Frost technology.

Open the door of your appliance as little as possible and for as little time as possible.

Defrost your food 24 hours in advance in the fridge to help your fridge stay cold.

Do not overfill your appliance, since air must be able to circulate.

Cooking is a daily activity requiring significant amounts of energy. There are numerous tips that you can follow to reduce the energy you consume whilst cooking.

A refrigerator is an appliance that operates constantly throughout the day. It is important to implement measures to reduce its energy consumption.

Laundry appliances

Washing machines, dish washers and tumble driers consumption is very dependent on their use. The following tips will help you consume less energy when using these appliances.



Set the right temperature, as this significantly affects the energy consumption of your washing machine. Washing at 30 °C to 40 °C is ideal for most everyday clothing.



Manage the load. Most washing machines and dishwashers use the same amount of water and energy whether they're run full or half-full, so it is more efficient to use the appliance at nearly full capacity without overloading it.







Dry your laundry outside if possible, instead of using the tumble dryer that consumes a considerable amount of energy.



There are simple ways that we can reduce our energy consumption in our everyday life, without changing the quality of our life. By using energy more efficiently, energy demand and energy costs can be reduced, up to 20%.

Electronic devices

A number of electronic devices are used in our everyday life, such as laptops, desktop computers, televisions, mobile phones and printers. These consume energy, even when not used. The following tips can reduce the energy consumed by electronic devices:

-  Make sure electronics are turned off or unplugged when not in use. Anything with a standby mode is still drawing power even when it appears to be turned off.
-  Use smart power strips, as these will turn off the power to electronic appliances that are not in use.
-  Use the hibernate or sleep mode or turn the device off when it is not used for a small period of time.
-  Use the energy saving mode of your appliance if available. Although this limits the performance of the device to an extent, it helps reduce the amount of energy consumed.

Who we are

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Energy Companies:

