



DIY INSULATION WORKSHOP

Energy at Home
Procedure

Decide | Understand | Start

MEASURE AT A GLANCE

What it is: A hands-on DIY workshop on simple insulation. A local craftsman demonstrates the steps, and helps participants understand what they can do and what requires professionals.

Primary target: homeowners

Secondary: landlords/small multi-family owners, municipal energy teams.

Objective: enable quick, low-cost insulation improvements by showing how it's done in practice

Best context: autumn/winter (heating season), linked to grant communication, refurbishment campaigns, or paired with an energy advice offer.

Scale: 1 municipality | 1 workshop | 15–25 participants

Reach: 15–25 households

Expected outcomes:

- Participants understand what measures are DIY-friendly
- Increased implementation rate for “quick wins”

ENERGY SAVINGS



Assume an average household uses about 14,000 kWh of energy (heating + hot water + electricity) per year.

Workshop reach: 20 participants ⇒ 20 households.

If 30 % (≈6 households) follow up and reduce their energy use by 10 %, then per household = 1,400 kWh/year saved.

Across 6 households: $6 \times 1,400 \text{ kWh} = 8,400 \text{ kWh/year saved}$.

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Implementation recipe | 6 Steps



1 Define scope

Confirm workshop duration, participant number and venue.

Set safety boundaries: what is demonstrated vs what participants may try.

2 Secure expert & location

Partner with one local craftsman to demonstrate and answer questions.

Ensure the venue allows demonstration (tables, power supply, ventilation, waste disposal) and meets safety requirements.

3 Prepare the content & demo stations

Set up 2–3 stations: A) uppermost ceiling insulation, B) cellar ceiling insulation, C) pipe insulation.

4 Recruit participants

Promote via municipal channels, local media, craftsmen networks, neighbourhood groups.

5 Deliver the workshop

Short intro (10 min): why these measures matter + what's realistic DIY.

Demonstrations (60–90 min): craftsman shows steps + participants can handle materials.

Q&A (30–45 min): typical home situations, costs, pitfalls, funding/signposting.

Closing (5 min): next steps + QR to local tips, advice and grant info.

6 Follow up

Within 1–2 weeks: send participants a recap (checklist + shopping list + links)

Optional: offer a short consultation slot or referral to local craftsmen/energy advisors.

Refurbishment topics & tips you can communicate (menu)

Select topics that fit the workshop stations. Keep it practical and mistake-proof.



Uppermost ceiling / attic floor

- where to insulate (ceiling vs roof) and why
- thickness, laying patterns, thermal bridges at edges/hatches
- airtightness basics, avoiding moisture problems

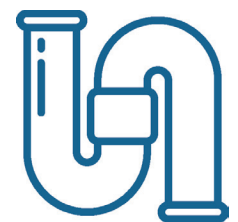


Cellar ceiling

- suitable materials, fixing methods, uneven surfaces
- typical weak points (pipes, corners), fire safety considerations
- what to check before starting (moisture, substrate, wiring)

Pipelines (heating & hot water)

- correct insulation diameter and thickness
- valves, bends and fittings (how to handle tricky parts)
- quick payback logic + common "don'ts" (gaps, etc.)



Costs & support

- typical cost drivers and how to budget
- funding options
- when to call a professional (mould, moisture, etc.)

Planning | Resources



TIMELINE MINI-PLAN

| | |
|--------------------|---|
| Week 1 to 2 | secure craftsman & venue define scope |
| Week 3 to 4 | prepare materials/shopping list promotion |
| Week 5 | confirm participants print checklists |
| Week 6 | workshop implementation start follow-up |

BUDGET ESTIMATE (EU average ranges; 1 workshop; 15–25 participants; excl. internal staff time)

| Cost item | Typical range | Notes / cost drivers |
|--|------------------------|--|
| Craftsman fee (prep + delivery) | € 0 – € 1,000 | depends on duration and local rates |
| Venue (if paid) | € 0 – € 400 | municipal venues often free |
| Demo materials (insulation, boards, pipe shells) | € 200 – € 800 | reusable partly; depends on ambition |
| Print materials (checklists, shopping list, posters) | € 30 – € 200 | quantity, colour |
| Refreshments (optional) | € 0 – € 200 | simple coffee/water |
| Paid social media boost (optional) | € 0 – € 300 | depends on local strategy |
| Total (typical) | € 230 – € 2,900 | Depends on craftsman + demo materials |

Planning | Risk & Measurement



RISKS

Safety concerns/liability

Over-promising DIY suitability

Low turnout

Participants don't implement afterwards

COUNTERMEASURES

Clear safety briefing, no risky "hands-on" with power tools, defined demo zones.

Craftsman clearly separates DIY-friendly measures from cases needing professionals.

Require registration, send reminders, partner with craftsmen/housing orgs, schedule evenings/weekends.

Follow-up email with checklist + "first step" prompt; offer consultation slots/partner recommendations.

MEASUREMENT & IMPACT

KPIs (outputs)

- Participants (households reached)
- # workshops delivered

Outcome measurement (easy to collect)

- 2 to 4 week follow-up poll: "Did you implement a measure? Which one?"
- Website visits/QR scans to municipal insulation tips page
- # enquiries to local craftsmen/energy advice after the workshop

Simple evaluation method

- 3-question feedback form right after the workshop (clarity, confidence, next step)
- Debrief with craftsman (30 min): questions asked, common barriers, improvements

Integration into the wider campaign

- Publish "Top 5 DIY insulation tips"
- Promote next steps: grants/advice, local craftsmen directory, consultation day
- Use workshop as feeder into deeper refurbishment measures (open house day, energy consultations)