



FROM ARTICLE TO ACTION

Energy at Home Procedure

Decide | Understand | Start

MEASURE AT A GLANCE

What it is: A set of ready-to-use article templates on energy-saving topics for municipalities to publish in municipal papers, newsletters, websites, or partner channels.

Primary target: local energy agencies, municipality advisers/networks

Secondary: households (readers), local partners (energy advisors, etc.)

Objective: make it easy for municipalities to communicate energy-saving tips consistently, without starting from scratch.

Best context: energy-saving campaigns, before winter/summer peaks, alongside local funding or advice offers.

Scale: 1 municipality | 3–6 templates | publishing cycle 3–6 months

Reach: depends on channel (print circulation + online reach)

Expected outcomes:

- Regular communication with low workload for municipalities
- Increased website visits, advice enquiries, adoption of small measures

ENERGY SAVINGS



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

Article reach: 5,000 households (print + online combined).

If 2 % (≈ 100 households) follow up and reduce their energy use by 3 %, then per household = 420 kWh/year saved.

Across 100 households: 100×420 kWh = 42,000 kWh/year saved.

This project is co-funded by the European Union's LIFE programme under Project Nr. 101120878. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.



Implementation recipe | 6 Steps



1 Define template set

Decide number of templates and a publishing rhythm (e.g., monthly).

Align with local offers (advice, grants, events) to create a clear next step.

2 Build a topic plan

Create a simple editorial plan: winter (heating/ventilation), year-round (hot water/electricity), summer (cooling).

For each article define: 3–5 tips, one “myth vs fact”, and one clear call to action.

3 Write modular templates

Use common section structure: Local intro (editable) | Tips (fixed) | Local support box (editable) | Call to action (fixed)

Use plain language, avoid blame and include renter-friendly actions.

4 Add localisable elements

Insert placeholders: [Municipality name], [local contact], [campaign URL/QR], etc.

Provide optional local lines that editors can copy easily.

5 Finalisation & hand over

Deliver as a simple toolkit: editable files (Word) + PDF previews + any visuals.

Include a suggested publication order (seasonal sequence).

6 Follow up and improve

After 4–8 weeks, collect quick feedback: what was published, questions that arose.

Update the next batch based on real usage (length, clarity, most-clicked topics).

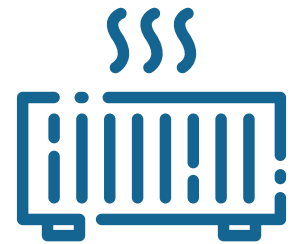
Refurbishment topics & tips you can communicate (menu)

Select a balanced set across seasons and household types.



Heating & comfort (winter)

- reduce heating when away / at night (comfort-first framing)
- short, intensive ventilation (avoid tilted windows for hours)
- close doors to unheated rooms; check simple draught points
- myth vs fact (e.g., tilted windows)



Summer comfort

- shading, night ventilation
- how to avoid overheating
- efficient fans vs AC basics (where relevant)

Electricity at home

- Full loads; eco programs; lower wash temperatures where suitable
- Device habits: lower brightness, sleep mode,
- Switch off standby, efficient device settings
- "top 5 easy actions this week"



Refurbishment & next steps

- DIY insulation quick wins (attic/cellar/pipes)
- how to start: advice, funding, planning, trusted local partners

Planning | Resources



TIMELINE MINI-PLAN

Week 1	define topics set template structure
Week 2 to 3	draft templates internal technical review
Week 4	finalise files + optional layout/visuals
Week 5	distribute toolkit to municipalities support first publications (on request)

BUDGET ESTIMATE

(EU average ranges; excl. internal staff time; 3–6 templates)

Cost item	Typical range	Notes / cost drivers
Layout/formatting support (optional)	€ 0 – € 1,200	€ 0 if in-house; higher if adding infographics
Visuals/icons/photos (optional)	€ 0 – € 500	reuse existing assets where possible
Translation (optional)	€ 0 – € 1,500	depends on languages + word count
Hosting/distribution	€ 0 – € 200	shared folder or simple landing page
Total (typical)	€ 0 – € 3,400	often near € 0 if in-house and single-language

Planning | Risk & Measurement



RISKS

Templates not used (too long/too generic)

Information becomes outdated

Tone feels blaming/not inclusive

Call to action missing or weak

COUNTERMEASURES

Keep localisable boxes; write in “municipal paper” tone.

Avoid volatile numbers; use placeholders; refresh seasonally (winter/summer).

Comfort-first wording, renter-friendly tips, “small steps” framing.

Include a clear “Next step” box with QR/contact in every template.

MEASUREMENT & IMPACT

KPIs (outputs)

- # templates produced and shared
- # municipalities publishing at least one template

Outcome measurement (easy to collect)

- QR scans/landing page visits per article (unique links if possible)
- # enquiries to advice/grants during publication periods
- Municipal feedback: reader questions received, most requested topics

Simple evaluation method

- Monthly check-in email: “Which template did you use?”
- Basic link analytics log (even a shared spreadsheet)

Integration into the wider campaign

- Reuse templates as website pages and social posts for consistent messaging
- Combine articles with other measures (workshops, DIY, open house day, stickers) to increase follow-through