

Success recipes for energy saving campaigns

Feedback Workshop





Objective of the workshop

Facilitating the exploitation and replication of project results by informing potential local and transnational users on the project's sEEI framework - boosting joint emergency, short-term energy efficiency 1st interventions, locally.

Hence, we are going to

- provide practical insights from **local experiences** on designing and improving communication activities for stronger impact,
- explore a **structured methodological approach** to planning effective communication measures, and
- **exchange** with you whether and how the structure presented can result in a more efficient implementation or replication.

Who is running it?

A network with experience and impact

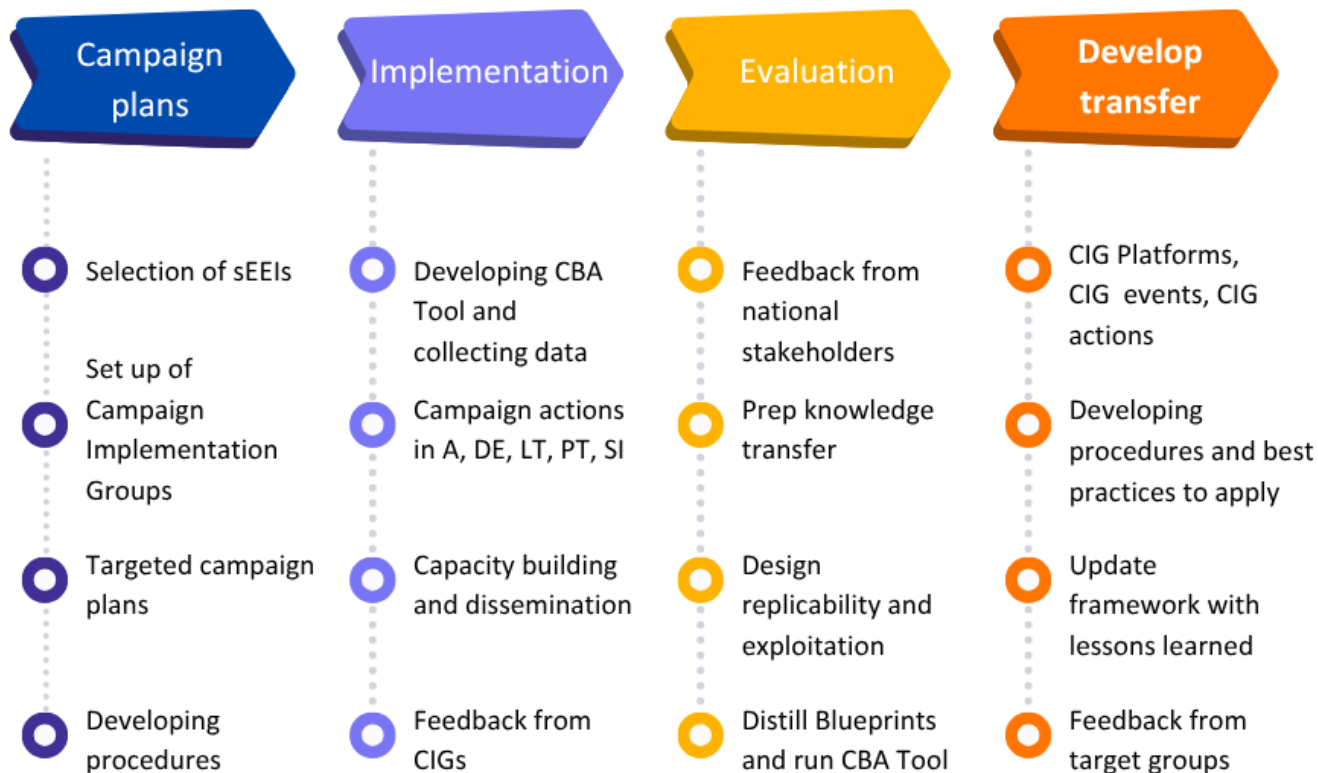


Partners from AT, DE, PT, SI, LT – active in energy and consumer protection

- AT, Austrian Energy Agency & Energy Agency Tyrol
- DE, Allgäu Energy & Environment Centre
- LT, Lithuanian Consumer Association
- PT, National Energy Agency ADENE
- SI, Slovenian Consumer Protection Association
- EU level, Climate Alliance



What happened until now



About SaveEnergyTogether

Application of the Energy Efficiency First principle with diverse campaigns



Project based on the “Energy Efficiency First” principle

Idea originated in 2022 at the height of the energy crisis

Enable citizens to save as much energy and energy costs as possible with minimal effort

Support local actors in promoting quick and cost-effective measures in the household sector

Why now?

Energy efficiency as response to crisis and rising costs



Focus on immediate measures rather than major investments

Measures tend to be based on behavioural change and suitability for everyday use

Those attempting to promote them may incur significant costs, e.g. for awareness campaigns

How do we work?

Campaigns, tools and pilot projects



Aim to develop best practices, recommended procedures, cost-benefit methods and monitoring systems

Implementing special pilot campaigns in 5 pilot regions under different conditions

Derivation of data-based recommendations for action for politics and public administration

What energy saving measures are being promoted?

Space Heat	Domestic hot water
<u>Behavioural</u>: Lowering room temperature when present, Lower temperature when absent, Energy efficient venting, Keeping radiators free and clean <u>Neglectible or minor investment</u>: Installing (smart) thermostats, Flexible gaskets for windows & doors, Insulation of pipes & fittings <u>Small investment</u>: Professional inspection every 2-3 years, Insulation of uppermost ceiling, Hydraulic balancing	<u>Behavioural</u>: Showering instead of bathing, Using less water when showering, Using less and cold tap water <u>Neglectible or minor investment</u>: Economy shower head (with air supply), Sockets with timers for under-sink boilers, More efficient hot water fitting <u>Small investment</u>: Heat recovery in bath/shower, Solar thermal plant, PV + el. heating rod
Electricity	Liquid Transport Fuel
<u>Behavioural</u>: Switching off lights, when absent, Usage of eco programs for washing machine & dish washer, Energy efficient cooking <u>Neglectible or minor investment</u>: LEDs (partly with motion sensors), Switchable sockets to avoid stand-by, Temperature meter for refrigerator (7°C) <u>Small investment</u>: Replacing old circulation pumps, Replacing inefficient electricity devices, Installing/using smart meters	<u>Behavioural</u>: Eco driving, Commuting by carpool, Bulk shopping <u>Neglectible or minor investment</u>: Public transport ticket(s), Home office (equipment), Bicycle <u>Small investment</u>: (Electric) Bicycle, Annual ticket for local public transport, Buying/sharing (electric) cargo-bikes

Germany and Austria: Building on established municipal structures



Regional energy agencies work through existing networks (e.g. European Energy Award).

- Heating system checks in municipal buildings (Austria)
- Municipal newspaper articles and energy efficiency stickers (Austria)
- House Viewing Days showcasing renovated homes (Germany)
- School-based info sessions on electricity and DHW (Germany)



Photo: eza!

Portugal: Cooperation with the municipality of Braga

Collaboration with Municipality of Braga and BragaHabit; adapted to social housing context

- Energy literacy sessions for schools and citizens in senior academy
- Promotion and information on “Espaço Energia” one-stop-shop model, which provides personalised energy advice to citizens
- Training of social sector technicians on identifying energy poor households



Photo: ADENE

Slovenia and Lithuania: Focus on cross-regional /national work



Slovenia:

- Campaign launched at Home Fair (March 2025): 35,000+ visitors; distributed cardboard fans with tips and development of further material
- Extensive media campaign with ZPStest magazine, radio features, and web and social media
- Collaboration with Tarifnik app for electricity cost information + savings tips



Lithuania: focus on local events with information stands and direct energy advice

Planned main outcomes of the project

Hands-on procedures for implementers of local and regional campaigns to adopt similar activities

Tool to enable cost-benefit analysis even for smaller campaign measures (including selected social benefits)

Monitoring scheme to assist with documentation and impact assessment for similar campaigns

Implementation recipe | 6 Steps



1 Define scope

Confirm age group, workshop length (45/60/90 min), and whether you include a Home Challenge (recommended).

Optional props: watt-meter, thermometer, LED sample, draught strip sample.

2 Recruit & align

Contact teacher/school with a "low workload" offer: you bring materials and run the session.

Agree date, room setup, and any school rules (photos, data protection, safety).

3 Pick topic set & localize

Choose one theme + 4–6 actions (see next page).

Add local references: municipal tips webpage, hotline, support offers (QR link).

4 Prepare materials & logistics

Slides/posters, pupil worksheet, Home Challenge sheet, parent note, teacher one-pager.

5 Deliver the workshop

10 min: warm-up + "energy myths" quiz
25–40 min: hands-on tasks / stations / group work

10 min: pupils choose 2 actions + make a pledge

5 min: explain Home Challenge + distribute take-home materials

6 Follow up

After 1–2 weeks: collect challenge sheets or do a quick in-class tally + 3-question feedback.

Share anonymized class-level results with teacher and (optionally) municipal communication.

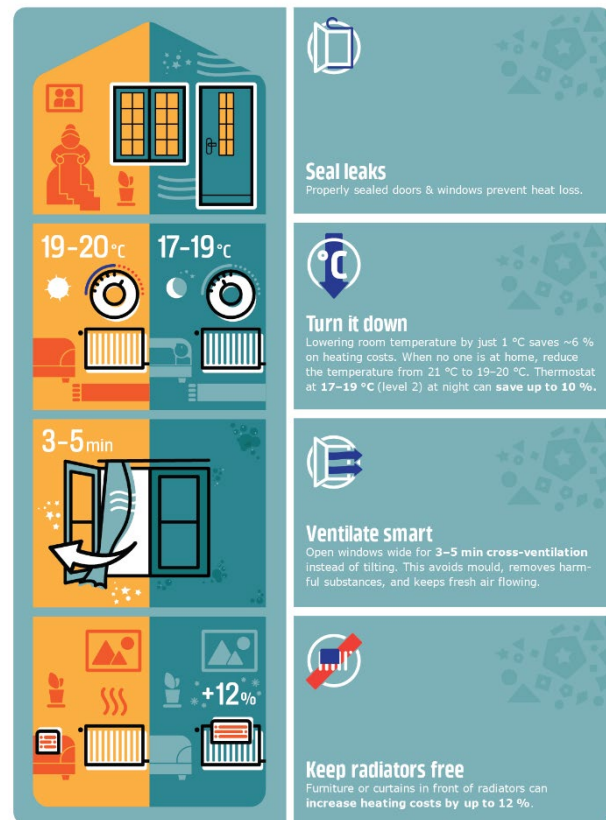
Reaching Households: Available Resources

Resources to download and explore for your own energy efficiency campaigns:

- Energy Action Blueprints: Easy-to-replicate procedures developed from real experiences
- Library of campaign materials to download in all project languages
- Showcase of activities to replicate
- More resources on national hubs

Heat Smart –
Save Energy in the Winter

save energy
together



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Project No. 101117083/9
2024-2026

Cofunded by
the European Union

Behind the Blueprints

Each blueprint includes:

- The entire procedure at a glance
- Implementation recipe
- Energy-saving topics & tips you can communicate
- Planning & resources
- Mini timetable
- Budget estimate
- Risks and impact measures

Sneak Peek: What's Coming Up Next

- From grassroots outreach with vulnerable households to large-scale media and event campaigns
- Solar self-consumption workshops to put power back in people's hands
- Training programs for facility managers and municipal staff tackling energy poverty



What's next

1. Wrapping up local campaigns and data collection
2. Running best practices through CBA Tool – more Blueprints to be made available
3. Publishing the CBA Tool
4. Sharing experiences with interested stakeholders for practice uptake through national and international events:

22 September: Online Exploitation Workshop: From Local Campaigns to Transferable Impact

29-30 September: Final Event: at the Climate Alliance International Conference in Brussels



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Citizen Engagement as a Driver of Energy Efficiency in Municipalities

SaveEnergyTogether Final Event

29-30 September 2026
Les Ateliers des Tanneurs, Brussels (BE)

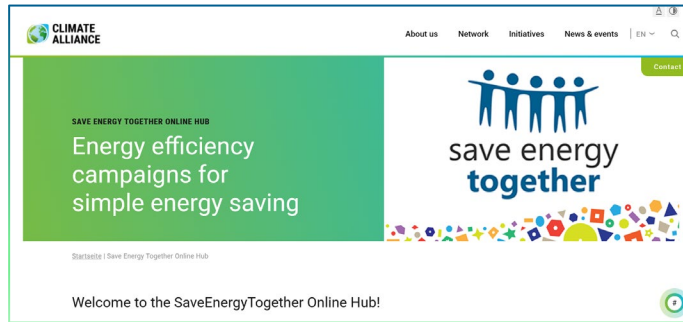
A decorative graphic on the left side of the blue banner, consisting of several horizontal bars in shades of blue and yellow, with a large yellow circle at the bottom.

**LOCAL CLIMATE ACTION DELIVERS
STRONGER TOGETHER FOR EUROPE**

Climate Alliance International Conference 2026

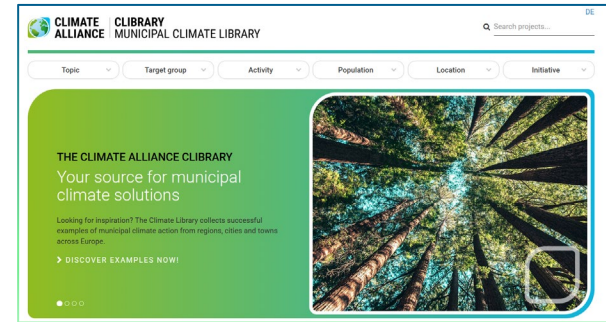
Explore the resources on the Online Hub

saveenergytogether.eu



Our Blueprints will live on in the Clibrary

climate-library.org



Follow us and stay in touch

#SaveEnergyTogether





Local campaigns and selected Best Practices



Energy Agency Tyrol



Procedure description

Title

Energy-saving stickers

Objective

Promote energy-saving behavior through visual reminders.

Implementation

1. Translate an existing version or design your own for your local context.
Choose 8-10 tips that fit your local housing context (renters vs owners, common heating systems, typical habits). Keep wording supportive (comfort + savings).
2. Keep sticker text ultra-short (2–6 words) and action-based.
E.g. “Ventilate 5 minutes”, “Standby off”. Add one-line explanations (Why it matters / how to do it).
3. Add a QR code that leads to your municipal campaign page (tips, advice, grants).
4. Print the sticker sheets.
Order stickers that are easily removable and leave minimal/no residue (test a sample).
5. Distribute via partners
Add a short “hand-out script” for staff/partners. Good targets: schools, housing organisations, retirement homes, municipal buildings, libraries, fairs/events, consultations, municipal newspaper pick-up points.

Outcome

Broad reach at low effort per household. Good “add-on” measure for other activities (workshops, consultations, events)



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save energy
together

ZPS
ZVEZA
POTROŠNIKOV
SLOVENIJE

**Monthly electricity price
overview + price-comparison
calculator**

Electricity price overview - Find the best deal for you

Title

Monthly electricity price overview + price-comparison calculator

Objective

Help households compare offers, switch supplier and cut their energy bills with trusted, up-to-date market data.

Implementation

Develop a system for monthly price monitoring. Opportunities for regular communication with citizens.

1. Once a month review household prices from all electricity suppliers for all packages in your country.
2. Prepare database of all providers, online links. It turns future work into a routine.
3. Publish full comparison tables (single-tariff, dual-tariff, dynamic and heat-pump) with all prices and the offer conditions.
4. Important for consumers! Add the „fine print“: binding period, early-termination penalty and extra costs.
5. The data should be presented in a clear, user-friendly manner.
6. All data also downloadable as Excel files.
7. Prepare a monthly saving energy tip and motivate citizens for changing habits.
8. A monthly opportunity to communicate with citizens, the media, and other stakeholders.
9. An opportunity to establish new partnerships. Tarifnik app. (+ 81.600 users, roughly 10% of households in Slovenia).

Outcome

Households make informed, money-saving decisions when choosing or switching their energy supplier, supported by transparent, independent and up-to-date market information and monthly saving tips. Collaboration with the Tarifnik mobile app – ZPS managed to reach new users, and is also spreading the word through another channel. Monthly opportunity to communicate.



Tarifnik podpirata **ELES** (sistemski operater prenosnega omrežja) in **ZPS** (Zveza potrošnikov Slovenije).



SAVE ENERGY EXPERIENCE REPORTS

Gefördert durch:



Co-funded by
the European Union

eza!

Energie- und
Umweltzentrum Allgäu

Energy-efficient refurbishment activity



Co-funded by
the European Union



Title

Open House Day Donauwörth

Objective

Tangible home refurbishment / awareness for district heat planning

Implementation

Refurbishment ambassadors show their refurbished buildings and report on their experiences in order to motivate other citizens to carry out similar renovations on their own homes and to encourage them to consider their household's connection to a local heating network.

Step-by-step

1. Partnering with municipality of Donauwörth to facilitate communication with citizens.
2. Find and reach refurbishment ambassadors and help them prepare to present their renovation experience to the public
3. PR: Reach target group (home owners with houses in need of refurbishment) with activity announcement
4. Day Of: house tour(s) + home owners answering participants' questions
5. Follow up: Gathering participants' feedback

Notes / take aways: Expect first implementation to be the hardest (build trust and confidence in home owners; reaching the target group is difficult > PR is resource intensive > additional channels need to be opened up and used (e.g. clubs, private connections, construction companies' satisfied former customers)

SMART Approach

Specific: Give people insight on the cost, feasibility, effectiveness and actual look of various specific refurbishment measures

Measurable: 4 locations, 20 participants; Calculability of potential implementation of every refurbishment measure shown during the activity via CBA tool

Achievable: Find home owners through e.g. construction companies

Reasonable: Show real homes of ordinary people for best and most approachable examples

Time-bound: Determine specific date(s)

Results

Proud home owners now even more willing to “spread the word”, encouraged by good feedback of visitors, and participants willing to take action and refurbish their own houses, resulting in lower costs and use of resources and thus lower overall energy consumption for the municipality.



All photos: eza!



Adene

Agência para a Energia



SaveEnergyTogether

Boosting joint energy efficiency 1st interventions



Cofinanciado pela
União Europeia

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Energy Literacy Sessions

Title

Energy Route

Objective

Contribute to improving the energy literacy of the target audience

Implementation

Develop capacity building sessions focused on the energy transition, aiming to raise the level of knowledge of the school community and citizens and to promote individual and collective climate action.

Step-by-step

1. Partnership with Braga City Council to identify points of contact;
2. Prior validation with each focal point: level of knowledge, topics covered and duration;
3. Adaptation of content to the target audience (schools, seniors, general public)
4. Question/answer format and active sharing of experiences
5. Quiz at the end to consolidate knowledge and award a symbolic prize (school audience)

SMART Approach

Specific: Run energy literacy sessions aimed at different audiences in the municipality of Braga (students, seniors, general public)

Measurable: Approx. 950 participants across 20 sessions

Achievable: ADENE team; partnership with Braga City Council and other relevant *stakeholders*; content adapted to the target audience

Relevant: In line with the energy efficiency first principle, national energy literacy targets and ADENE's mission

Time-bound: 20 sessions between [04/2024] and [03/2026], scheduled with each focal point

Impact

Resources: ADENE team, Braga City Council and other relevant *stakeholders*, topics suited to the target audience (presentations, demonstration devices, themed leaflets and prizes to give out at the end of the quiz)

Output: The sessions help identify energy literacy indicators that feed into a CBA tool

Impact: multiplier effect students/families; reduced household energy consumption; mitigation of senior energy poverty; replicable model for cities/municipalities; reinforcement of the energy efficiency first principle

Results

More informed behaviours, a multiplier effect (e.g. students relay the message to their families), capacity building of the senior population on the topic of energy poverty, and a replicable model for future national and European campaigns.



LCA – Lithuanian Consumers Alliance

Planning EE1st measures delivered in an outdoor setting:

“Face-to-face is the best way to make contact! Ever.”



‘Energy Efficiency First’ days in municipality X

(5 events so far, at least 2 more to come)

Objective

Improve the energy literacy of target groups and, as a consequence, achieve **behavioural change**.

Implementation logic

A mass event with a relaxed public creates the best time window for intervention. Therefore: an outdoor stand/tent.

How do we do this?

1. Partnership with the municipality/NGOs to gain access to the target audience, including during city festivals.
2. Preparation: assessing the level of knowledge, selecting the topics, and determining the place and duration.
3. Adapting the content to different audiences, such as school students, seniors and others.
4. Active sharing of participants’ own experiences: debate often emerges onsite.
5. Games and prizes: the “Wheel of Fortune” and solar PV are the main attractions.

SMART goals (replicable example)

Specific: Organize one session per year for three different audiences in Municipality X, for example school students, seniors and the general public.
Measurable: For example, “200 people were reached during the city festival, including young family members.” **Achievable:** This is a manageable task for the LCA team, based on previous experience; cooperation with the municipality and local NGOs is important. **Relevant:** It aligns with the EE1st principle and the national mission of the LCA and the S.E.T. consortium. **Time-bound:** 3 years, with 3 sessions per year, 9 sessions in total.

Outcome

Energy-saving efforts translated into fun, yet conscious and responsible, behaviour.

Check list

1. **Resources:** The LCA team, Municipality X, and audience-tailored materials, including presentations, demonstration objects such as photovoltaic equipment and smart switches, leaflets, giveaway board games, and prizes for quiz winners.
2. **Output:** Communication with residents contributes to increasing their level of energy literacy.
3. **Impact:** Reduced household energy/water consumption by ...% compared with the baseline, measured through a survey.



Photos by LCA



**Potential replication and
transferable impact: your
feedback**

3 elements to the project's sEEI framework

1. Cost Benefit Analyses Tool (CBA Tool) – set

1. Excel-based
2. Available for all five partner countries

2. Monitoring scheme - set

1. Implementation and impact monitoring
2. Based on a survey format covering 7 sections
3. Harmonised core instrument and standard response scales can be adapted to suit local needs

3. Replication of activities – feedback on structure very welcome

Current status of replication structure

Title

Providing a meaningful (short) headline for the activity

Objective

Short answer what we want to happen with the activity.

Implementation

Answering the following questions: How is our goal achieved? What steps are to be taken to provide the outcome?

1. Textual description of steps to reach the outcome
2. describe use of CBA tool within the activity

descriptive approach

1. describe steps for the activity SMARTly feeding into the outcome (Specific Measurable Achievable Reasonable Time-bound)
2. connect CBA tool to the respective steps

SMART approach

1. describe the resources (money, staff, material, CBA tool etc.) available
2. describe the output, the directly measurable activities
3. in the description of the result of the intervention/activity, differentiate between outcome and impact (long-term inkl. societal effects) concerning the results

impact approach/evaluation

Outcome

What effect(s) are expected to be realized through the implementation of the activity?

Please give us feedback on the
replication template [by clicking here!](#)

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Project Nr. 101120878



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