

International SaveEnergyTogether Exploitation Webinar

From Local Campaigns to Transferable Impact

A Pre-CAIC'26 Online Session | Tuesday, 22 September 2026 | 11:00–12:30h

European municipalities face unprecedented pressure to deliver measurable energy savings while maintaining citizen trust and engagement. The SaveEnergyTogether partners tested large-scale campaigns across five countries—reaching over 6.6 million households—and proven that simple, low-cost behavioural interventions can generate 100 GWh/year in primary energy savings.

This webinar transforms those results into actionable blueprints you can use in your own context. Whether you're a municipal officer designing heat action plans, an energy agency coordinating regional campaigns, or an NGO, working with citizen groups, you'll leave with concrete tools, tested procedures, and peer insights ready for immediate uptake. The Webinar is a **peer-learning workshop with short inputs, showcases, and Collegial Counselling as a structured breakout discussion**. This session is designed for practitioners who need transferable solutions.

Agenda

1. Setting the Stage: Goals, Expectations & What You'll Take Home (5 min)

You'll be invited to examine the showcases through three lenses:

- Which parts of these campaigns are transferable to your setting?
- What local conditions are essential for successful uptake?
- What data or support we offer?

2. From Idea to Municipal Campaigns: SaveEnergyTogether Method and Tool (10 min)

Austrian Energy Agency

This segment connects the SaveEnergyTogether campaigns and Cost-Benefit Analysis (CBA) tool to real municipal decision-making. We provide you the framework with a completed or partially completed CBA example from our campaigns, information on the data the tool requires and what outputs it generates, how it helps compare campaign options in practical terms (costs, savings, resource efficiency). A concrete use-case will be presented as a showcase: comparing citizen engagement procedures vs. communication actions (e.g., press articles) to prioritise citizen engagement and communication measures. Blueprints and replication resources will be highlighted as downloadable, ready-to-use tools.

3. Five Stories of Citizen Engagement for Energy Saving (25 min)

The storytellers: ADENE - the Portuguese Energy Agency, Energy Agency Tyrol, eza! – Regional Energy Agency Allgäu, Lithuanian Consumer Alliance, Slovenian Consumers' Association

Five pilot partners share their campaign stories in Pecha Kucha style (5–6 minutes each). Each showcase will highlight the most important and interesting parts of the campaigns:

- How it started
- What worked (and what didn't)
- What was challenging
- What other municipalities can learn and transfer

These real-world examples ground the session in cross-country learning and inspire participants to implement campaigns themselves.

4. Collegial Counselling: Solve Real Campaign Challenges Together (35 Min)

This is the **heart of the webinar**—a structured peer-learning session where small groups tackle real campaign challenges. Participants will have the change to benefit of the cases for their own ideas for citizen engagement activities. The cases and their lessons learned will be later featured on the SaveEnergyTogether Replication Guide.

Case challenges will feature among others:

1. What is at the heart of your campaign that connects the activities you chose?
2. Which part of the campaign is transferable?
3. What local conditions are essential for success?

Each group captures answers on: **The measure** (transferable idea, target group, communication channels) | **The challenge** (barriers: resource needs, governance, target group needs) | **The solution** (recommendations for replication in other settings).

5. Plenary Synthesis: Transferable Ideas & Barriers (10 min)

6. Closing: Next Steps, Materials

We'll close with a summary of useful information on where the materials will be and how participants can stay involved. All participants are invited to the CAIC'26 Conference (29–30 September 2026, Brussels) and the on-site [SaveEnergyTogether final event](#) as part of the conference: the [Registration](#) for CAIC'26 closes on **17 September 2026**.