

# **ENERGY SAVING INITIATIVE IN THE BUILDING SECTOR (ESIB)**

**A TOOLBOX FOR PUBLIC  
AWARENESS ON ENERGY  
EFFICIENCY**

# SUMMARY

- ▶ ESIB project, the Toolbox for Public Awareness
- ▶ International Trends: the role of the PA
- ▶ how it applies to Ukrainian situation
- ▶ Ideas for discussion

# ESIB PROJECT: [www.inogate-ee.org](http://www.inogate-ee.org)

- ▶ Energy Saving Initiative in the Building Sector (ESIB) is a project funded by the European Union within the framework of the INOGATE programme.
- ▶ It is designed to work on four axes:
  - ◆ Legal and regulatory
  - ◆ Access to finances
  - ◆ Technical and professional
  - ◆ Public Awareness
- ▶ ESIB works in all INOGATE countries, 2010-2014
- ▶ It is concerned by all types of buildings except industrial buildings.

# EE PUBLIC AWARENESS (PA) TOOLBOX

▶ The project has in particular created a toolbox for PA:

- ◆ specifically dedicated to EE issues (vs generic PA)
- ◆ based on both desk research and field work;
- ◆ contains different sets of tools:
  - ◆ analysis of current international trends and the actual situation in the INOGATE partner countries;
  - ◆ methodologies for both large scale and local campaigns
  - ◆ practical tools for adaptation and dissemination (factsheets).

# THE EVOLUTION OF THE ENERGY AND UTILITIES MARKETS

- ▶ The scarcity is becoming a key factor in energy markets.
  - ◆ Conditioning the volatility of the prices, tendency to rise
- ▶ Utilities are becoming a service industry
  - ◆ Utility firms are (will be) operating in a more competitive and challenging environment
  - ◆ In Europe, N. America, some of the Emerging markets, they already had to adapt.
- ▶ The climate change is no more scheduled for tomorrow, it is here today.
  - ◆ Heat waves, extreme events, chaotic winters
  - ◆ Each country will require an individual approach in terms of activities and pace.
- ▶ These changes will inexorably reach Ukraine, each at its own pace.

# EE PA: INTERNATIONAL TRENDS





**Can this family live on 1 tonne of CO<sub>2</sub>?**

For six months the Lindell family will live in a brand new climate smart house in Stockholm, drive an all-electric car and have access to the latest technological innovations and foremost expertise in fields of energy, food and household appliances.

Follow their way to a climate-smart lifestyle on [www.onetonnelife.com](http://www.onetonnelife.com)

\*One Tonne Life\* is a joint project initiated by Vattenfall, A-hus, and Volvo Cars.



# THE LANGUAGE OF THE SUSTAINABLE ENERGY 1

- ▶ We can already note several ideas related to the illustrations on the previous slide:
  - ◆ How to create a spectacle (during the Earth hour 2010, Eiffel tower progressively switching its lights off);
  - ◆ The energy discourse going home (vs industrial iconography)
  - ◆ The idea of collective action (however basic is the group, actually a family/household)
  - ◆ The last one exemplifies what is the new expression of EE promotion: it is simple/ accessible, gathering together the human, technologic and green elements.

# THE LANGUAGE OF THE SUSTAINABLE ENERGY 2

- ▶ Visualising energy, creating the spectacle of the (positive) change.
  - ◆ Energy is a product, not a resource!
  - ◆ From cold science to sparkling innovation.
- ▶ Empowering the collective dimension
  - ◆ it is always a collective action: family, urban community, social network...
- ▶ Green is the trend.
  - ◆ During the past 5-7 years the “Green” from marginal became a main communication trend.
  - ◆ Green is coming home, the imagery switches from industry and large scale to homes and everyday practices.

If we can supply cleaner energy to the public transport system in Lille, we can do the same for Mark's little train.



To reduce the environmental impact of public transport in Lille, Gaz de France Provalys supplies the city's buses with Vehicle Natural Gas, a fuel with low nitrogen oxide emissions. And so that you can also do a favour for the environment, Gaz de France Dolce Vita is offering a "2 Energies Nature" supply contract that combines 100% offset hydro electricity with 100% carbon-neutral natural gas<sup>(1)</sup>.

In your city, your company and your home, GDF SUEZ supplies you with energy that's more reliable, more respectful and better consumed.

(1) The conditions for taking up this DolceVita 2 "Energies Nature" supply contract are available from [www.gazdefranceprovalys.fr](http://www.gazdefranceprovalys.fr). For 100% of the electricity you purchase, GDF SUEZ purchases the equivalent in electricity produced from hydroelectric renewable energy sources. CO2 emissions resulting from consumption of natural gas are offset by the customer's purchase of carbon credits.

**GDF SUEZ**

REDISCOVERING ENERGY

Gas production from the Troll platform in the North Sea can supply millions of Europeans with power. Both industry and homes are connected to a cost competitive energy source, and will remain so for decades to come. Be enlightened at [goodideas.statoil.com](http://goodideas.statoil.com). There's never been a better time for good ideas.



Statoil

# OTHER WAYS TO SHOW IT

- ▶ Electric train and multiple scales
- ▶ Me-green-energy
- ▶ Another perspective on scaling things: elements here is sea vs grass/earth, dynamic power vs comforting stability.

# WHAT IS THE ROLE OF THE PA?

- ▶ The sustainable energy future involves many different players.
  - ◆ Communicating is the only way to find consensual (hence operational) solutions.
- ▶ Government: lead the way (at least, show the example).
  - ◆ Energy sustainability (independence) needs more EE.
- ▶ Business: communicating the service,
  - ◆ Especially when investments are needed to optimize and/or renovate an infrastructure;
  - ◆ to explain the transition to a new role.
- ▶ Civil society: the changes ahead will affect everybody's lives, everyone has to ensure his own adaptation.
  - ◆ The sustainability of the Earth is too big a challenge to be left to experts.

# HOW THIS APPLIES TO UKRAINE?

SAVE HEAT - SAVE UKRAINE!



Information Campaign



# WHAT PA FOR UKRAINE?

- ▶ Situation in Ukraine: numerous campaigns, although few can have a real impact in fact.
  - ◆ Often too generic or too sporadic.
  - ◆ Some quality local initiatives and international projects showing example (MHRP)
- ▶ The missing 1: link: strategic approach
  - ◆ How the national energy Strategy coordinates, empowers and relies on the action of all other actors
- ▶ Missing link 2: incentives for local initiatives
  - ◆ Metering, status of HOAs, etc.
- ▶ Missing link 3: accounting culture.
  - ◆ how much energy weighs in the cost of the products and services produced in Ukraine? (surprises ahead and huge optimisation potential).

# IDEAS WORTH DISCUSSING

## ▶ For Government:

- ◆ EE has to be promoted (it won't appear overnight by itself).
- ◆ A strategic approach is necessary to build meaningful actions and create synergy with the other players.

## ▶ For Businesses:

- ◆ Promote the culture of energy accountability.
- ◆ Think of sustainability as a business optimizer (vs additional cost or empty talk).

## ▶ For 3<sup>rd</sup> sector:

- ◆ Keep on going... (you can't really rely on anyone but yourselves)
- ◆ Micro-initiatives can be extremely powerful and require almost no means at all.

**THANK YOU**

**[www.inogate-ee.org](http://www.inogate-ee.org)**

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