

# TRIME NEWS



## Welcome to TRIME

*Trias Mores Energetica (TRIME) is an energy saving project that runs in 5 countries (UK, France, Spain, the Netherlands and Belgium) for 3 years (2014-2017). The work is co-funded by the European Union.*

*The TRIME project will motivate social housing residents across Europe to save energy and money on their energy bills through behaviour change.*

## The aims

*TRIME has big and bold ideas; here is what the project will achieve by 2017:*

- 3,875 residents across 7 TRIME pilot sites to get advice from Energy Ambassadors about reducing their energy consumption and facilitating a **9% energy saving** through behaviour change.
- **Saving 2GWh** through residents replacing appliances.
- An **additional 2GWh saving** though 200 households renting more energy efficient appliances.
- TRIME Partners to retrofit 1,000 homes with energy efficiency improvements **saving 2.4 GWh.**
- 200 additional social housing organisations will encourage 1,250 of their residents to change their behaviour and **reduce their energy consumption by 9%.**

## THE PARTNERS

The TRIME project team includes the following organisations:



Enhancing Life Chances





## Spotlight on Circle Housing

Circle Housing is leading the TRIME project and is the only organisation from the UK participating.

Their aim is to provide affordable and sustainable homes, through services that help residents save energy and money on their energy bills. Circle Housing implement energy efficiency programmes to provide warm and healthy homes for customers, help for their customers to save money by switching their energy provider and advice to help them use less energy through changing their behaviour.

*“The opportunity to be part of a European project and learn lessons about how we can better engage with our customers is really exciting for Circle Housing. We strive to improve the ways we can help our customers and a better understanding of how they use energy in the home will really help us to do that.”*

**Helen Wilson,**  
Head of Energy and Green Strategy



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## The story so far...

*The initial project phase is research to understand residents' current energy habits, including the number of appliances they own and if they know how much energy these appliances consume.*

The results from the research will help to inform the rest of the project and shape the messages that are delivered to customers. We have learnt:



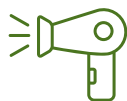
Residents think about energy and money together, and think of energy efficiency as a positive thing, mainly to help reduce the costs of heating their home.



They only consider replacing their appliances once the old appliance has broken and would not replace an appliance because a more energy efficient model is available.



Residents are aware of the EU energy labels, but do not really understand the difference between the ratings.



When buying bigger appliances such as fridges, residents consider energy consumption more so than when buying smaller appliances such as a hairdryer.

We will use this information to inform the communications we send to residents, to develop a tool kit for our Energy Ambassadors and help residents to save money on their energy bills.

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## What the future holds...

TRIME aims to create behaviour change through residents that are trained to be Energy Ambassadors; they will encourage other residents to use simple energy saving tips. Those residents will then share the advice with other residents creating a domino effect and ensuring the advice goes as far as possible.

TRIME Partners recently met in Lille (France) for a workshop to create a plan to recruit the Energy Ambassadors, develop a tool kit that will help residents save energy and establish the project monitoring.

The workshop was held by Vilogia, Agnieszka Bogucka, Project Manager at Vilogia said,

*"The workshop was a great opportunity for everyone to come together with ideas for the Energy Ambassadors, we gained valuable insight from other organisations and now have a clear vision for our Ambassadors."*

The TRIME Team plans to start recruiting Energy Ambassadors in April and start the chain reaction of energy saving across Europe.

Photo below: Back row, left to right: Jan Verheyen (Zonnige Kempen), Kerry Young (Circle Housing), Helen Wilson (Circle Housing), Arjen Meijer (TU Delft), Mathieu Boiron (Polylogis), John Van der Knaap (Havensteder), Jantina Bijpost (Eigenhaard), Middle Row, left to right: Luis Carlos Delgado Ortiz (Sestao Berr), Annita Beysen (U-sentric), Hanne Sidarow (U-sentric), Eric Danesse (Vilogia), Paula Van den Brom (TU Delft), Front Row, left to right: Leo Voisin, TRIME guest, TRIME guest, Nathalie Etien (Intent Technologies), Mildred Pijnenborg (Havensteder), TRIME guest, Debby Beitsma (Eigenhaard), Pierre Touya (Polylogis), Joost Nieuwenhuijzen (European Federation for Living), Agnieszka Bogucka (Vilogia)



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## FIND OUT MORE

You will find the latest TRIME news, what the Partners are doing and why they are involved in the project in the newsletter which will be updated every 6 months. Available to download on our website: [www.trime-eu.org](http://www.trime-eu.org)

## CONTACT DETAILS

If you would like more information about TRIME or the projects we are working on, please contact: [trime@circle.org.uk](mailto:trime@circle.org.uk)

