



Energy Ambassador Programme - Process

The TRIME project has prepared materials that are designed to help social housing staff and residents think about how they can save energy in the home.

Each country that participated in the TRIME project developed training materials that cover common messages and proposed energy saving actions. The training materials can be found in the language of your country on this website.

To help, social housing organisations run an Energy Ambassador (EA) model we have set out the process and points to consider when setting things up.

Process:

The process can be adapted depending on your organisation and the resources you have available. We recommend you initially try to focus on working with staff and residents who have previously shown an interest in the environment or who previously became involved in the community in some way.

To get the most out of the EA model we suggest you run it every year during the heating season (the cooler months of the year).

The following is an outline of the steps you should take to set up the EA model and uses the tools available.

Step	Action	Examples of Activity	When
1	Recruit staff to support Energy Ambassador Model	<ul style="list-style-type: none"> • Hold meeting with staff to discuss EA model and energy saving with residents. • Email staff to invite them to training session on EA model. • Display poster around offices to promote EA model and generate some excitement. 	April
2	Training with social housing staff	Hold training sessions with housing colleagues (make sure a few are arranged at different times and locations).	May
3	Gather toolbox items	A list of typical items can be	May

		found on the website and in the presentations. Purchase a suitcase or bag per ambassador to enable them to carry the material around easily.	
4	Recruit Energy Ambassadors	Use branded flyers, posters, door knocking and consider digital campaigns.	June
5	Train Energy Ambassadors on engaging with local households and on providing energy advice	Hold training sessions with Energy Ambassador (make sure a few are arranged at different times and locations). Find ways to encourage residents to attend, such as providing refreshments or combining with a social activity.	July - August
6	Introduce Energy Challenge concept and ideas on how to motivate households to save energy	<ul style="list-style-type: none"> • Consider using the TRIME Challenge or set up your own. Set challenges to see which estate and household can save the most energy. • Provide prizes and incentive to motivate residents to save energy. 	September
7	Help Energy Ambassadors to start to recruit households to benefit from energy saving advice	<p>Ideas to recruit residents include:</p> <ul style="list-style-type: none"> - coffee mornings - combine recruitment with social evening activities such as bingo, or a games night - use the intranet - tell residents at other events - set up a TRIME drop-in event at a community centre - post flyer and posters in dwellings - work with tenant organisations and community groups to target residents that would benefit from advice 	October
8	Provide regular support to Energy Ambassadors, ensure they are supporting local households to save energy	<ul style="list-style-type: none"> • Provide telephone support • Provide face-to-face support when needed • Regularly meet with the ambassadors and make them feel part of the team 	ongoing

9	Hold event to review and reward Energy Ambassadors at the end of the heating season	Consider a prize giving ceremony or a fun event including families and children.	March
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Points to Consider:

- Start your recruitment of staff and residents who will be part of the Energy Ambassador Model at least 3 months before the heating season starts.
- Agree when the heating season will run to and from, for example many northern European households will be heating homes from start of October until the end of March.
- Decide before the training begins if you want to measure energy savings made by households. To do this you will need to get an energy bill for the heating season in the previous year, and then compare this to the one for the year where advice is given.
- The Energy Ambassador scheme works best when there is at least one member of staff responsible for this area of work that residents can go to.
- Ensure staff involved in the project are thoroughly briefed and prepared.
- Ensure the staff member responsible for delivering the EA model can help residents gain confidence when speaking to others and to master the technology of reading and recording meter readings.
- Hold the EA training locally and get community leaders on board if possible.
- Do provide incentives but check these do not clash with other internal policies (especially if the incentives have a monetary value).
- Try to start the EA model in areas where there are good relations between the housing organisation and residents.
- If the social housing organisation does not have a good relation with local residents then launch EA model in partnership with local groups that do get on with the community.
- It is helpful if staff can provide a script for EAs if they are making telephone calls/ door knocking.
- Use the same publicity material throughout your organisation during the recruitment phase of staff and residents.