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REPORT on ENERGY AMBASSADOR MODEL season1 vs season2

WP2 - Empowering residents to change their energy consumption behaviour

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1. PURPOSE OF THIS DOCUMENT

The purpose of this document is to provide an overview of TRIME team actions in season 1 which took place between September 2015 - March 2016) and those to be undertaken in season 2 (June 2016 - February 2017) as part of the TRIME Energy Ambassador program described in WP2 of the Grant Agreement IEE/13/509/SI2.678612.

Before each of those two seasons, a document (Energy Ambassadors Workplan) with described actions was realised to support the TRIME team and guide them on implementing the objectives of WP2. Both of them are annexed to this report.

TRIME team took advantage from other EU projects related to energy saving analysing them and identifying lessons learned. (Analysis document is annexed to this report).

2. TRIME WP2 OBJECTIVES

- Changing tenant behaviour with regard to energy efficiency
- Raising awareness of their own energy consumption and providing solutions and ways to reduce it,
- Learning how to break down barriers when engaging residents with energy efficiency behaviour changes
- Creating energy and vibrancy around the project,
- Building a self-enabling community around the project,
- Making the project lasting and sustainable, which for this project means : training tenants and enabling them to pass on their new knowledge to their neighbors and peers.
- Creating community led Energy Ambassadors who are tenants and who will become experts.

3. LESSONS LEARNED FROM OTHER PROJECTS RELATED TO ENERGY SAVING

What do we know about tenants participating in other energy related projects?

- Time needed to continuously engage residents and cultural differences can be an obstacle to project engagement by tenants,
- Worry about data protection was a barrier to engaging with the project for some residents
- The tenants need to be constantly informed so that they keep on making efforts,
- The tenants tend to trust someone they know more than someone outside of the SHO environment,
- Project partners need to be careful not to use too many technical terms,
- Project partners need to be aware of the potential social barriers concerning advice given by the EAs,

What do we know about engaging people to participate in energy related projects?

- Diverse channels of communication must be considered as the technical knowledge amongst tenants can be markedly different from each other.
- Engagement may come to an end if continuous communication cannot be guaranteed.
- Examples of other technical projects:
- Project SHARE utilized special telephone lines to answer everyday questions of the tenants,
- Project SAVE@WORK4HOME enabled those who exceeded their objectives to work closer with those who did not achieve basic goals
- In project e-SESH, SMS and mails were sent to the tenants who reached a certain level of consumption to encourage them to reach their own higher objectives,
- In the case of e-SESH, it was possible to inform project participants of their energy consumption when they switched on a TV (on a voluntary basis),
- Several projects implemented a way for project participants to compare their consumption with either the whole building, or the average of the consumption of similar households,
- Several projects concentrated on education of children who became “teachers” to their parents.

What do we know about training people on energy subjects?

- When an Energy Ambassador reduces his or her own consumption and is aware of the economies made, is then he or she is more motivated to give advice to other tenants,
- Freedom of initiative is a factor of efficiency,
- Easy to understand personalised guidelines are the best way forward.
- Involving social workers, housing officers or consumer associations raises tenants trust in a project
- SHOs will at times need to deal with more difficult and underlying issues that the resident may be reluctant to provide information about.

What do we know about tools used in other energy related projects?

Analysing tools used by other energy related projects showed that the following learning have proved particularly useful:

- Tools given to the tenants must be easy to use and explained properly so that the tenants understand them,
- Tenants sometimes have habits related to energy saving, which they think are save them energy, but they may not.
- Tenants must be able to save energy in real terms, or they will go back to their original habits,

- SHOs should base their energy saving policy on Best Practice relating it to everyday life. They should also lead by example and understand how hard it is to achieve reliable results,
- Project SHARE gave the ambassadors an estimation of the probable savings in Watts and in Euro, based on the observation during the first visit,
- Project ACHIEVE gave the EAs a kit with many tools so they could adapt them to the needs of a particular tenant,
- In the ENERGY AMBASSADORS project, the EAs were given games for the children, designed for both fun and educational purpose,
- EAs were provided with sponges with reminders printed on them, so that tenants knew how to economize water when cleaning the dishes, which proved quite efficient,
- Tools enabled EAs to measure the impact of each electrical appliance. Expenses calculators were made based on the energy efficiency labels of the appliances,
- A “facility box” for energy bills was made in order to help both tenants and EAs to read the energy bills in a better way.

What do we know about partnerships and local social life engagement in energy related projects?

- Identify possible factors, other than the EAs and the tenants for the project,
- Build synergies at the local level in order to reach the objectives of the project,
- Tenants may at times blame their social housing company for their energy bill being too high even after renovations have taken place.
- Energy Associations will be helpful in providing additional advice to EAs as they specialise in energy efficiency measures and behaviour changes.
- Partnerships were made with local authorities in the ACHIEVE project. This collaboration helped to provide tenants with solutions to improve their white goods.
- In the project e-SESH, the on-site employees of SHOs were tasked with answering the questions of the tenants and repair some of their equipment,

4. WP2 COMPONENTS SET UP DURING 1st HEATING SEASON IN ORDER TO IMPLEMENT ENERGY AMBASSADORS MODEL:

- **Energy Ambassadors**

Our aim was to recruit tenants, who were able to influence their friends and neighbours to change their behaviour in order to reduce energy bills and become conscious about their energy consumption.

In Grant Agreement we agreed to recruit at least 60 ambassadors during TRIME project.

Each SHO committed to recruit a certain number of households. Whilst working on WP2 we realised that the number of Energy Ambassadors compared to the housing stock each SHO holds was

SHO	Logirep	Vilogia	Sestao Berri	Eigen Haard	Havensteder	Zonrijke Kempen	Circle
Country	France	France	Spain	The Netherlands	The Netherlands	Belgium	United Kingdom
User behaviour program (on energy)	X	X		X	Unsuccessful	X	Initiated
Purchasing behaviour program (residents)				Initiated		Unsuccessful so far	Unsuccessful so far
Energy Performance Contract (EPC)	X	X					
Rent adaptable according to energy efficiency	X	X	X	X	X		
Pilot site							
		Large variety available, final selection accounts for preferences of stakeholders		Phase One completed and ready for sale and rent			
Energy label	D	D	D	A (new buildings)	E	C	D
Housing units	70 apartments	150 apartments	89 apartments	133 apartments	300 family houses	330 mix	390 houses
Heating, ventilation, cooling system	District heating Natural ventilation	Individual boilers on natural gas Mechanical ventilation	Individual boilers on natural gas. Natural ventilation	District heating Mechanical ventilation	Individual boilers on natural gas Natural ventilation	Individual boilers on natural gas Natural ventilation	Individual gas boilers. Few electric heating. Natural ventilation
Environment	City	City	City	Suburbs	Suburbs	Rural	Rural
Residents	Mixed (elderly, families with and without kids) Low income households	Low income population	High unemployment rate. Many functional illiteracy	Mainly low income Often non-Western origin	Mainly low income Often elderly, new comers are often non-Western origin	Low income population	Mixture of ages and backgrounds
Meters	Traditional	Smart+direct feedback expected	Traditional	Smart+direct feedback	Smart meters expected	Smart meters expected	Traditional
Internet access	83%		73%-80%	96%	90%	90%	70%
Tv/mobile phone	98% / 81%	90%	99%/90%	98% / 90%	98% / 90%	96%/90%	Majority have
Washing machine	95%		98%	99%	99%	99%	Majority have
2kVee (wheelchair)	59.8%	99%	99%	99%	99%	99%	Majority have

different. In conclusion we suggested each SHO would recruit different numbers of Energy Ambassadors and that one Energy Ambassador can provide advice to a maximum 10 households, so we increased the number of Energy Ambassadors. Those numbers were agreed by partners for the first heating season:

Logirep: 7 ambassadors

Vilogia: 15 ambassadors

Sestao Berri: 10 ambassadors

Eigen Haard: 13 ambassadors

Havensteder: 10 ambassadors

Zonninge Kempen: 11 ambassadors

Circle Housing: 19 ambassadors

What was considered the most suitable Energy Ambassador profile ?

- Good communication skills,
- Good social skills with good social networks
- Understanding or be capable of learning how energy savings can be achieved
- Open to understanding some technical details, (people with technical background or just enthusiastic to learn about them),
- SHOs database to reroute the right people? Target people who have problems with energy bills?
- Interested, voluntary, positive attitude, people with ambitions, active ones,
- People who are 'known' in the district, available, leaders, 'captains'
- People from different backgrounds, ages, gender,

What were the Energy Ambassadors profiles we managed to engage?

- Person from NGO engaged in environmental issues,
- Person active in neighborhood life and environment,
- Person with IT skills happy to help other people,
- Hospital worker who is ready to help others,
- "A handy man" from the district who repairs electrical appliances for neighbors and friends
- An environmentally conscious girl who is concerned by environmental issues,
- A man who lost his job and wants to engage in the life of the district

Energy Ambassadors recruited in season 1:

SHO	Number of households to be recruited in Trime project	Number of households recruited	Number of ambassadors recruited
Vilogia	150 households (40 in Bordeaux and 110 in Lille)	22 households recruited in Lille, 6 interested to participate Bordeaux (Today 14 is still following in Lille, Bordeaux tenants left the project)	3 in Lille (one non active cause he found a job)
Circle Housing	190 households	0	5 Interested in role. 1 recruited
Zoninge Kempen	110 households	23 in Herenthout and 7 in Vorselaar	3 in Herenthout (training all 2/3 sessions)
Havensteder	100 households	0	4
Logirep	70 households	6	3
Eigen Haard	150 households	16 (and 2 potential)	4 recruited (and 9 potential)
Sestao Berri	99 households	4	2 and 2 postponed for 2016

Testimonies of Trime SHOs:

How did ambassadors feel about following 10 households?

- *10 is a lot but can be tried, certainly not more,*
- *10 households feels too much,*

What were ambassadors concerns about doing this « job » for Trime?

- *Not many concerns yet,*
- *Who do I have to visit? (O no, I don't want to go there),*
- *The amount of time involved is considerable,*
- *Recruiting households will be difficult,*
- *The EA's are wondering what's in it for them? It is a lot of work, but there's no insight in what the results that could be achieved,*

What kinds of problems were encountered?

- *One EA: carrying a load is difficult, but not a problem, we use trolleys,*
- *Need for the right person (not all are suitable for the job), very few volunteers,*
- *Most of the EA's work and there is a lot of extra time needed to be an EA,*
- *Keeping the EA's enthusiastic over time, asks a lot of time from us,*
- *Sudden other activity's from potential EA's (moving, caretaking, illness, new job etc.),*

● **Trime sites**

Each SHO have determined the site of recruitment. Those sites were chosen in an independent way by every SHO according to internal strategy and needs of each SHO.

Vilogia : Tourcoing – 375 flats in block with social center on site, recently retrofitted

Bordeaux – 73 flats in block, recently retrofitted

Sestao Berri : 99 units situated in diverse buildings in Sestao

Circle : Westcott : 149 Units of individual houses,

Goodwyns estate : 53 Units (flats in block)

Goodwyns estate :79 Units (flats in block)

Zonninge Kempen : Herenthout : 297 houses slightly renovated

Logirep : Résidence Colbert : 70 units (flats in block)

Centre Sud : 408 (flats in block)

Havensteder : Vreewijk , 409 houses in two divers parts of one district

Eigen Haard : Stadstuin Overtoom : recently retrofitted 154 houses

Koningsvrouwen van Landlust : recently retrofitted 188 houses

Ijpleinbuurt :368 units (flats in block)

- **Energy Ambassadors Tools**



Ambassadors' tools in the first season of Trime were composed of:

- **Physical toolbox** made of diverse tools which is to be used by the Energy Ambassador in order to show other tenants how they can reduce their energy bill + **a bag** where he/she store those tools,
- **An electronic tablet** on which he/she can set up a next meeting with a fellow tenant, enter energy consumption indexes on the Intent's app for those tenants who don't have internet connection, use the PowerPoint training slides that is downloaded on the tablet.
- **Smappee** for two tenants/ambassadors per SHO- an energy monitor that gives a real-time electrical consumption as well as costs and allows to switch appliances on and off remotely;
- An **EnergyCoach** App by Intent, which was not delivered on time.
-

Four companies had budgets to install the **smart meters** in order to help tenants to visualise their energy consumption in real time:

Actions	Budget	Number of smart meters installed	Return on experience
SHO			
VILOGIA	25000 E	10 dwellings (pre-installations done) waiting for Energycoach to be operational to finish. 12 next dwellings foreseen before June 2016	Creating data base/code for every dwelling that takes time, Energy Coach was late
LOGIREP	11667 E	1 dwelling equipped 4 planned but there is technical problem on three electric panel	
ZONNIGE-KEMPEN	17500 E	4 transportable monitoring and visualisation devices predicted to be installed, they will be compatible with installations already done in dwellings	
HAVENSTEDER	16667 E	Havensteder dwellings were equipped in smart meters when the project was funded	

Testimonies of Trime SHOs:

Did the tenants find the tools useful?

- *All the tools need to be used and delivered to EAs, as promised in the beginning of the project as part of the professional attitude towards participant. It's the only opportunity to convince tenants to cooperate in the project. Our experience in previous projects shows that this is needed to prevent tenants from dropping out.*
- *EA's awaiting for the apps for operating in the field,*
- *The available elements in the toolbox have been discussed during EA training. Trolley instead of bag was chosen for practical reasons,*
- *EA's are eager to start working in the field with all the tools,*
- *That strongly depends on the home and the tenant. If it is an old building, not well insulated, a tenant needs other tools than a tenant who lives in a new or renovated building.*
- *They already knew a lot of those tools, they are really well informed on basic simple eco-gestures (because of numerous previous actions of ours) BUT they underlined every time that we don't provide enough knowledge about the usage of energy related home devices like: thermostats, TRVs....*

What kind of tools/help should a SHO add in order to motivate ambassadors and recruit them?

- *Concerning objectives of energy saving:*
 - *Tool that allows calculation of expected energy consumption*
 - *Tool that allows calculation of financial saving as function of a specific energy saving measure taken in a given situation*
- *Concerning motivation of ambassadors and recruitment:*
 - *Incentive needed (~tablet)*
 - *Treat similar to an employer of company (pay EAs)*
 - *Support them with feedback/guidance/material remuneration/*
- *Good and in time working equipment like the website (competition) and apps. It demotivates when it is not working well or delivered too late.*
- *Tutorial movies on the website,*
- *Clear vision on what (tool) makes them spend how much money,*
- *Would replace tools by face to face information : meetings, coffees, conferences combined with other subjects to gain resident interest : like small home works vs energy saving : to attract larger number of tenants*
- *It would be helpful if we could provide each participating household with a mini-tool kit with a few less expensive items to use in their own home. The majority of the EAs we recruited were unhappy that the TRIME project would not provide at least some of the tools to participating households.*

● Tenant communication actions

SHO	events	letters	Door to door actions	Posters/flyers	other
Vilogia	1 opening event in Tourcoing And 1 in Bordeaux 3 training sessions for ambassadors in Bordeaux and 3 in Lille, 4 Trime participants morning coffees	73 letters were sent in Bordeaux 395 letters were sent in Tourcoing to announce divers events	73 door to door actions were made in Bordeaux TWICE, 395 door to door actions were made in Tourcoing TWICE,	yes in two sites Tourcoing and Bordeaux	0
Circle Housing	1	130 letters sent to Westcott estate	Door knocking to 130 households, 2nd planned in February	Posters and leaflets dropped in all buildings in the Westcott estate	0
Zoninge Kempen	3 (1 more by OCMW (local welfare organisation))	297 letters were sent (prior to first event) in Herenthout, 298 letters were sent (prior to second event) in Herenthout 55 letters were sent (prior to event) in Vorselaar	15 knocks on doors in Herenthout and 55 knocks on doors in Vorselaar	yes in Vorselaar poster to announce event and another one to announce countdown to subscribe for participation in TRIME	60 telephone calls in Herenthout (randomly selected numbers out of 298; calls were executed unless already otherwise contacted in the frame of TRIME).
Havensteder	3; 2 evenings with tenants and 1 morning at a primary school	400 letters were sent	planned before April 23rd 2016	published in our tenants magazine in January 2016 + Posters and leaflets are used	0
Logirep	Recruitment session : 1 in November 2015 + 3 in January 2016 + 1 in February	70 letters to the events of January (Pilote site: Colombes "Colbert")	not planed	At the events of January (Pilote site: Colombes "Colbert")	0
Eigen Haard	2 trainings in 6 evenings, 1 tenants energy day, (including energycoaches meeting) Energycoach café	not planned	All EA have done it in their surrounding	not necessary yet, but possible	30 mails and phonecalls done, Article in Eigen Haard magazine, Communicated to tenants committees, active tenants group, local partners Press release in newspapers EAs using their own network
Sestao Berri	1	99 letters sent	not planned	Yes one in every building	posters and information in Sestao offices

Testimonies of Trime SHOs:

Which of those actions worked the most in your SHO context?

- *EA's using their own network, to recruit new « Trimers »,*
- *Eigen Haard used their own tenants network - active residents (former Energycoaches) and approached them personally.*
- *In Logirep, letters had best impact, but the posters helped to remind about the date of the event.*
- *The energy ambassadors' workshops for recruitment and training material for the EA.*

How would you improve actions that we have already done?

- *We recruited energycoaches before TRIME started. They do the same, but don't collect data.*
- *We send letters only for our first event, maybe we should send letters for each event.*

Could you propose a new idea of communication action for the next season?

- *Create opportunities for EA's to meet each other and to meet tenants to recruit,*
- *Ask the EA what they need to recruit tenants and facilitate them,*
- *Train maintenance/supervisors/worker and our other professionals in the neighbourhood as well, to give short energy saving information and information about TRIME as they may be able to quickly recognise tenants energy needs.*
- *Provide clear information on our own website*
- *Send SMS to the tenants to remind them date of EAs event.*
- *Better use social media : Facebook, Twitter, and other social media aimed at our tenants*

Energy Ambassadors training



TRIME team prepared training support for Energy Ambassadors (PowerPoint presentation annexed to this document) which is a simple and clear overview of actions to be realized in every room of a dwelling that can contribute to energy saving.

The team struggled with different level of knowledge per country, so that each company adapted this training according to the level of their ambassador's needs. Some SHO did it on their own, some with the help of speakers and working with organizations specialising in energy subjects.

SHO	Training support	Powerpoint presentation of ambassadors tool box	other
Vilogia	Powerpoint prepared for Trime	yes	Additional activities proposed: a workshop about homemade ecological cleaning products, activities for children with energy theme.
Circle Housing	Powerpoint prepared for Trime	yes	
Zoninge Kempen	Powerpoint prepared for Trime divided by themes completely in line with Trime needs	yes	

Havensteder	Handbook for EA	yes	Community centre engagement
Logirep	Powerpoint prepared for Trime	yes	
Eigen Haard	Powerpoint prepared in advance for another project divided by themes completely in line with Trime needs	yes	Cooperation with other SHO (de Key) and Amsterdam support point for living, events, new improved training (movie in the classroom)
Sestao Berri	Powerpoint prepared for TRIME	yes	

- Energy Ambassadors on site work (advising)



Testimonies of TRIME SHOs:

What barriers did ambassadors encountered during on site work?

- *The app wasn't ready,*
- *Some tenants' didn't feel comfortable giving personal information (email, telephone nr.),*
- *Some tenants want to know what happens with their data,*
- *Rejection of some families to enter their dwellings,*
- *It can be difficult to approach people.*
- *Some residents did not seem not interested about saving energy.*
- *Some of the tenants are too busy with their job or they don't want to lose their free time,*
- *Need for incentive,*
- *It is very difficult to enter into the personal lives of the families. They don't feel interested in joining in.*
- *Some people tend to save as much as they can already because of their economic conditions, so there is very little you can help them save.*
- *We started recruiting in November, unfortunately after Paris events, doing door to door actions, which are normally very successful, we were surprised by people who didn't want to open the door,*
- *Lack of interest and suggestions that their energy bills depend on quality of apartments and works done by SHO, so its the responsibility of the SHO,*
- *What will I get in exchange if I participate? Reward?*

What would you suggest to implement /improve it for the next season?

- *Work with tenant associations if it exists,*
- *Work with community centres of the neighborhood,*
- *Give EA good tools,*
- *Evaluate a specific energy consumption in a given???*
- *Estimate potential saving (€) for a specific energy saving measure-*
- *Better information, easier to find, make sure all the apps/website/Facebook/competition are ready before the EA's start. So that we can support the EA as much as possible and it will cost less time for them.*
- *Start recruiting in time, at least 3 months before the start of the season. It would be good if we could show the app, site etc. at the time of recruiting.*
- *Develop the training, together with local partners De Key and ASW and start with the new training in September (after summer vacation). Maybe including a movie.*
- *Attend conferences or meetings where we can show people the advantages of energy saving, and get their interest.*

- *Even stronger work with local community centres and tenants associations,*
- *Attend already existing actions and activities in the district to raise awareness of the TRIME project and organise TRIME events jointly with another event*
- *Movie tutorials on Vilogia website on how to use home energy related devices,*
- *Movie to promote TRIME and explain simple gestures and their impact on family budget.*

How many times per month do you meet your energy ambassadors?

- *We've proposed to have a meeting with EAs every month (minimum) especially after their meeting with the families, we will discuss about the frequency of meetings with our subcontractor.*
- *Available for more when needed*
- *Once a month*

Do they enter data to CONSUMPTION INDEXES VISUALISATION APP ?

- *No, as no apps installed yet. As soon as second app is available, it will be installed.*
- *Participants are monitoring energy index values manually.*
- *At the start once a week in person, later once in two weeks. Most of the time by phone or mail*
- *They enter the data every two weeks.*

What action was foreseen to end this season and compare results with your tenants/ambassadors?

- *Finalized monitoring plan needed. What results are we going to present for comparison (absolute savings, relative saving, saving in relation to reference value,...?)*
- *We thank them with flowers and a gift card.*
- *We want to come together to evaluate this first period of meter reading with them.*
- *Comeback day with trained EA's. Practical lesson at ROC (school for practical education) with central heating installations.*
- *On 5th of April we held an event at an energy café where they could all (energy ambassadors and energycoaches) meet. Purpose is to discuss how to keep active and motivated and to exchange experiences. ASW and SHO de Key were also present.*
- *Communication by mail shot.*

5. CONCLUSIONS OF HEATING SEASON 1 AND NEW APPROACHES FOR HEATING SEASON 2

The TRIME Team has acknowledged over the past 9 months that we have struggled to recruit EAs and households, train them with supports adapted to their needs and follow their progress on energy saving.

The difficulty we encountered in this project is the fact that we had too rigorously concentrated on “social housing households”. This excludes some communication channels which we could have used to recruit more people: like neighbour’s events (tenants to whom we couldn’t offer TRIME tools for example), or activities in a school which were related to reaching parents that were not living in an SHO property.

Another big restriction for TRIME team is our obligation of data sharing in order to demonstrate results and indicators based on this assumption. Data sharing today is strictly framed by law in all countries. Once tenants agree to share data, they have to sign documents which look “serious and scary” for them and which often negatively influences their participation. If the project objectives were concentrated on sensitizing and “touching” the biggest number of people with energy subjects, like it was done in other similar projects, this task would have been be much simpler.

Due to those issues, it is very hard to measure the impact of our interventions and engage tenants. People are keen on learning about things, be conscious and informed but they do not like interference into their private life and data sharing. Other barriers will have been that they may have felt judged on the way they behave. A well designed auto-evaluation would be an alternative to data sharing which are analyzed by external persons who can judge on one’s behaviour. New communication tools like top tip pack and icebreaker, that we propose for the next season are good examples of this methodology.

Energy prices in some countries, like France, are still too low to impact on tenants. The social help system equipped with supports like “les cheques de l’énergie” becomes a substitute for behavioral changes. It’s hard to convince people about money saving through energy bills while they are being helped to pay energy bills.

New approach for ambassadors’ recruitment phase

- We increased the number of households to be engaged to 12. Therefore we added a better programme to train and support Energy Amassadors.
- We are planning to recruit at least 70 energy ambassadors,
- Our recruitment methodology has been reviewed, streamlined and re-written to provide TRIME with a more systematic, orderly and organised approach,
- Our approach during the first heating season was to treat the pilot site as a strictly geographical area e.g. a particular neighbourhood. During second season we propose using a more expansive definition of a pilot site, to also include established community or local interest groups,
- SHOs have engaged to utilise better links with existing community groups or networks to establish connections with groups of residents that already share an affinity to one another to

help with event planning, communications, recruitment and overall sustainability of the Energy Ambassador program.

New approach for ambassadors training phase

During the first heating season some partners realised that the training they have proposed contained too many technical themes which were difficult to learn by the tenants or were simply too long.

- We have simplified our approach to training Energy Ambassadors for the 2nd heating season using the principle of 'Flipping the classroom'. The flipped classroom is a pedagogical model in which the typical lecture and homework elements of a course are reversed. Short video lectures are viewed by students at home before the class session, while in-class time is devoted to exercises, projects, or discussions.
- We have developed additional communication materials to engage tenants before or during the first meeting in order to tell them the project. Depending on diverse communication channels and contexts of participating SHOs, the tenants will receive: The TRIME movie, the TRIME Ice Breaker - a simple and fun quiz to find out how much residents already know about energy saving, whilst at the same time determine which of the TRIME Top Tips might be most relevant to the household with a series of prompts linked to the answers they provide.
- If there is an increased interest, an informal classroom session or lunchtime drop-in will be organised to discuss the material and learn more about the project and its tools.

New approach for advice phase (ambassadors working with other tenants)

The advice phase which consists of Ambassadors work on site was not supported by the My Services app, which was not delivered on time. Due to the delay, the project partners did not get to design an efficient, "saved energy", calculating system, adapted to our diverse international requirements. Both tools are necessary to let tenants understand what they can achieve by participating in TRIME. Because of lack of these tools, we were not able to tell them about the progress they made, which was demotivating to some residents.

- The App was developed and along with our website, hosting a competition about eco gestures which will help Ambassadors to visualise and support the progress of participating tenants.
- The university TUDELFT will support us with calculation tools in order to determine the percentage of energy savings compared to the previous year which lets us determine the winners.
- We are working on a motivational award system in order to reward the best participants.
- We keep in regular contact with Energy Ambassadors and TRIME Households to motivate, check the status of visits and to collect meter readings.

6. NEW TARGETS PROPOSED BY SHOs IN ORDER TO IMPROVE THE EFFICIENCY OF IMPLEMENTING ENERGY AMBASSADORS MODEL IN THE SECOND SEASON

As a result of discussions at our third project meeting we agreed some measures to help increase the number of EAs:

- Increase the number of sites/areas that we can recruit TRIME EAs from.
- Have standard messages about TRIME and saving energy, however adapt these based on location and audience.
- Simplify energy saving messages.
- Develop a competition that would help identify what eco-gestures are being carried out by households.
- Developed a video to help promote energy saving in all countries.
- Made the competition user friendly and easy to access.
- Seek incentives to encourage residents to save energy (largely focussed on trying to show how much money people can save).
- Using the above measures and lessons from the previous heating season Vilogia and Circle worked together to improve the EA methodology. The revised methodology is now more detailed but still allowing Social Housing Organisations to approach recruitment and support of EAs, and households, in a way most suitable to their circumstances.

A few examples of recruitment and support activities carried out by SHOs, over the summer, to recruit EAs and households are detailed below.

Sestao Berri

- Used door knocking and engagement with residents association to recruit EAs.
- Planning follow-up visits with EAs and providing specific training to address energy issues in their stock and Spain.

Vilogia

- Restructured communication with necessary supports to engage tenants: top tip, ice-breaker, movie,...
- Extended the number of sites from 2 to 6. They have been selected together with an on-site workers of Vilogia (client service managers) in order to flag the " fragile" and "help wanted «sites,
- Realizing training of 110 client service managers and our telephone platform operators on eco-gestures and technical devices related to energy and water savings,
- Hired a person who will take care of Trime tenants interaction and gave up of expensive assistance associations external to the company,
- Give up on the events which were expensive and not effective, with the focus on direct tenants interaction within the fragile districts: less communication on EU project but more focusing on tenants needs,

- Recruiting is being realized via door to door actions, mediatheque and social centers network. Vilogia has a large number of tenants who do not have internet access so the online communication is not their first channel.

Logirep

- Expanded number of locations that can be engaged in the TRIME project.
- Increased the number of recruitment meetings and training events.
- Provide better communications about the project and benefits to the tenants.

Havensteder

- Expanded number of locations to be targeted by TRIME.
- Used contacts that other organizations have with tenants to promote TRIME, such as other local social partners, local government and tenants' organizations. In one area the local government has also been promoting TRIME tenants and other residents that might benefit from energy saving advice.
- Used incentives to raise awareness, e.g, tenants receive, every month, an energy saving - gadget (led light, radiator foil etc.). And continued with newsletters, leaflets, facebook and twitter to promote TRIME.

Zonnige Kempen

- Increased recruitment events and methods.
- Held energy reception events that promoted being involved in TRIME (used additional incentives to get tenants to attend such as competition and quiz). Also utilised contact that other SHO staff have with tenants, used their databases to approach tenants in 5 communities that might be in most need of energy saving advice.
- Continued to use door-to-door actions, newsletters and website to recruit EAs and households.
- Plan to use phone calls, and direct contact by social welfare workers of communities in all 5 locations, to increase promotion of TRIME with tenants that will most likely benefit from energy saving advice.

Eigen Haard

- Changed approach to recruiting EAs; used methods such as SHO magazine and facebook. Also decided to engage with tenants that were interested in saving energy and saving money from previous years, and tenants that have links to Tenants Panel and Client Panel (both represent tenant interests in meetings with Eigen Haard).
- Increased support for EAs through offer of support from SHO if needed, additional training and the use of an EA café, set up to help EAs meet and share experiences.
- Reaching out to households through flyers that are handed out by other SHO colleagues who come into contact with tenants, the SHO magazine, facebook, neighbourhood events and

communications through the Client Panel. Households that sign up to receive advice will be supported by EA, TRIME newsletter and website.

Circle Housing

- Expanded number of locations that can be part of the TRIME project. This has enabled a wider variety of recruitment channels to be used; such as attending meetings held by local organizations such as local councils, tenants events and local interest group meetings and activities.
- Engaged with local community centres and Tenants Panels to recruit EAs from groups of already active residents.
- Increased staff support for EAs, by ensuring more colleagues can answer easy EA queries about energy saving and TRIME; now have 5 members of staff that can provide basic support if required, or easily direct to the main officer that is overseeing EA support. Expect to recruit 10 or more Energy Ambassadors.

Author: Agnieszka Bogucka, 4 October 2016