

Rhine-Neckar Metropolitan Region, DE - Energy Efficiency Initiative "Energy Caravan"

Time period: 2011- 2015

Theme of collaboration: Engaging stakeholders in energy plans

Application: Energy Efficiency, Renewable Energy, GHG reduction, Climate Adaptation

Topic: Joint communication campaign /Awareness raising initiative

Description

The Rhine-Neckar metropolitan region's "Energy Efficiency Initiative" is an information campaign aiming to create synergies between the region's main stakeholders in order to increase the rate of buildings' renovation.

The "Energy Caravan" is part of this "Energy Efficiency Initiative". It is a unique project providing free information to citizens on energy efficiency measures and incentives by a team of experienced energy consultants. The team delivers the energy consultation directly to private house owners, travelling from house to house and from community to community like a "caravan". Each "Energy Caravan" service package is adjusted to each local authority's context.

This initiative was designed in an innovative multi-level governance approach between the Department for Energy and Environment of the Metropolitan Region, together with the energy agency E2A, energy consultants, sponsors and participating local authorities. Through it, citizens can learn about the energy and economic savings achievable through the implementation of energy efficiency measures in their homes. Results of this in-house consulting are evaluated.

Context / Background

The analysis of buildings in the Rhine-Neckar Metropolitan Region revealed a large energy savings potential possible through renovation works. The "Energy Caravan" was thus created to address this untapped potential by raising the awareness of home owners on possible energy efficiency measures with the goal of doubling the renovation rate from 1 to 2 % until 2020 in accordance with the regional and national SEAPs.

Key results

With 81 energy caravans until 2014 and over 8,100 energy consultations, the "Energy Caravan" was conducted in every second community of the Rhine-Neckar Region.

Budget range

< € 100,000
€ 100,000 – € 1,000,000
€ 1,000,000 – € 10,000,000
€ 10,000,000 – € 100,000,000
> € 100,000,000
N/A

Financing & costs

The funds of the "Energy Caravan" sponsoring energy consulting come from several entities: the Regional authority, local authorities, the national government, local banks and the German States Hessen, Rheinland-Pfalz and Baden-Württemberg.



Partners involved - Governance

- Department for Energy and Environment of Rhine-Neckar Metropolitan Region (MRN)
- GGmbH Energy Efficiency Agency of Rhine-Neckar Metropolitan Region (E2A)
- Local authorities

The project's multi-level governance approach has been activated through a formal agreement between the participants of the initiative. Non-governmental partners are **energy consultants** and **locals banks**.

Results achieved

The "Energy Caravan" conducted over 8,100 energy consultations with a consulting quota of 25 % and an implementation rate of 62 %. So far 5,000 households have implemented energy efficiency measures and invested around € 50 M. For 81 % of the participating households, this type of "Energy Caravan" energy consulting was their first experience of this kind.

Lessons learned & Success factors

The success and particularity of this initiative lies in its **direct and close approaching of households**, who otherwise maybe wouldn't have sought an energy consultation.

This initiative's success is also largely dependent on the multi-level governance collaboration between technical and political offices of the Rhine-Neckar Metropolitan Region and the involvement of mayors and local authorities. The **involvement of local sponsors** for the spread of information on the initiative has been important too.

Another main success factor is having **adapted each of the "Energy Caravan" service package to the context of each municipality involved**, focusing on the city quarter level, and enabling communities to repeat the "Energy Caravan" independently.

The high demand rate of households for this first-time in-house energy consultation, surpassing available funding for it, reveals the lack of tailored information available. In response to this, an **expansion of the "Energy Caravan" initiative is planned nationwide** with negotiations already underway with districts and bigger cities.

Similar Initiatives – Transferability

- Best practice: "Insulate Hampshire", Hampshire County Council (UK)
- Best Practice: "Warmer Worcestershire", Worcestershire County Council (United Kingdom)



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