



European Campaign for Smart Energy Buildings

Invitation to submit proposals for good practice examples (public policies, low energy buildings)

In 2011, a European campaign for Smart Energy Buildings will be launched by a consortium of leading associations, agencies and companies specialised in renewable energy, energy efficiency and sustainable communication¹. It is supported by the Intelligent Energy Europe Programme of the European Commission.²

The objective of the campaign is to achieve a massive EU-wide mobilisation and empowerment of citizens, the industry sector, public bodies, parliamentarians and the media via web 2.0 technologies. It shall contribute to a fast and significant development of Europe’s building stock towards net-zero energy standards of both private and public buildings.

The web portal of the campaign will include short fact sheets of good practice examples. **Private and public stakeholders all over Europe are warmly invited to submit proposals of own examples by 10 September 2010** for the following categories:

Group A: Policy programs and campaigns (multi-instrument):

Template 1

- A1: European action programmes
- A2: National action programmes
- A3: Regional action programmes
- A4: Local action programmes

Group B: Specific public policy instruments (single instrument):

Template 1

- B1: Financing mechanisms, incentives (at different levels)
- B2: Smart regulations (including building regulations, renewable obligations, spatial planning)
- B3: Professional training programmes
- B4: Awareness raising campaigns, including professional mobilisation programmes

¹ EREC (European Renewable Energy Council), EuroACE (European Alliance of Companies for Energy Efficiency in Buildings), CEETB (European Energy Efficiency Installers – Committee for the Construction Industry), FEDARENE (European Federation of Regional Energy and Environment Agencies), Energy Cities (Association of European local authorities inventing their energy future), Climate Alliance (Association of European local authorities committed to climate protection), ADEME (French Environment and Energy Management Agency), eclareon, Pleon Ketchum.

² The sole responsibility for the content of this document lies with the authors. It does not necessarily reflect the opinion of the European Communities. The European Commission is not responsible for any use that may be made of the information contained therein.

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Group C: Good practice building examples:

Template 2

C1: Building renovations with renewables & energy efficiency

C2: New construction: Nearly zero buildings, or better

You'll find a detailed explanation of the categories and of the selection criteria in the table below.

Please fill in the short and simple template and submit it to smartenergybuildings@eclareon.eu by the 10th of September at latest.

Procedure:

- Stakeholders, market players, policy makers, public and private institution have time until 10 September 2010 to submit proposals using one of the two attached short templates.
- The consortium will select the most interesting and relevant good practice examples. Circa 100 examples from all categories will be included in the portal.
- Based on the fact sheet submitted by the proposers and, if necessary, on further research, the consortium will edit the information on each good practice example
- In spring 2011, the portal will go online, with sections in 10 different European languages
- Shortly afterwards, pilot campaigns will be implemented at least in four European cities and one larger region

Further information assumed to be already available

As we are going to document good practice examples of European relevance, it is assumed that these programs/projects/campaigns usually have a website / brochure with a significant set of information. The purpose of the fact sheet we will produce is to offer a short introductory summary and to lead the target groups to more in-depth information for the purpose of the Smart Energy Buildings campaign. This campaign will also use new social media: we need short and "light" information, easy to be forwarded, shared and further disseminated.

The good practice examples shall not only meet specific "technical " criteria, but we will also make sure that:

- o Each EU Member State should be represented by at least one good practice examples
- o Examples from outside the Union may also be considered.
- o the chosen examples cover different types of buildings (old/new, small/large, residential/office/commercial, central/individual heating, luxurious/ordinary ...).
- o The full range of energy efficiency and renewable energy technologies will be represented

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Categories and selection criteria

Group A: Policy programs and campaigns (multi-instrument)	
<p>These are meant as policy (also public/private partnerships) campaigns/programs with the general purpose of promoting “smart energy buildings”, i.e. the improvement of energy efficiency in buildings and/or the increased use of renewables in buildings (EE and RE).</p> <p>To be considered as “programs”, these initiatives must consist of a set of different instruments (which may include financial incentives, building regulations or other regulatory measures, awareness raising campaigns, training programs). If only one instrument was used, proposals should be submitted in Group B.</p>	
Sub-groups:	Selection criteria
A1: European action programmes	<ul style="list-style-type: none"> • Comprehensiveness of the approach of the campaign/program • Clarity of goals, target groups • Long term approach (no stop-and-go, short-term actions) • Quality of campaign/program conception and implementation • Impact as perceived by key stakeholders in the affected area
A2: National action programmes	
A3: Regional action programmes	
A4: Local action programmes	

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Group B: Specific public policy instruments (single instrument)

These single instruments may be (or not) part of a larger program that would be considered in the group A as mentioned above. Experience shows that each of these instruments can be implemented in more or less effective ways, with very different degrees of impact in terms of the development of renewables & energy efficiency in buildings.

Sub-groups:	Explanation	Selection criteria
B1: Financing mechanisms, incentives (at different levels)	<i>B1: Financing mechanisms</i> includes any kind of incentives of financial nature, such as direct grants, tax breaks, soft loans etc.	<ul style="list-style-type: none"> • Effective stimulation of investments • Constancy in time (no stop-and-go) • Good value for money: effective use of public funds • Effective coordination with other instruments (regulations, training, campaigns etc) • Non-bureaucratic implementation rules • Clarity of information provided to the potential investors • Promotion of a wide range of highly effective technologies, including state of the art, without creating barriers to trade
B2: Smart regulations (including building regulations, renewable obligations, spatial planning)	<i>B2: Smart regulations</i> includes any kind of regulatory measures with the purpose of stimulating investments in EE and RE, such as building regulations, renewable obligations, spatial planning measures, rules linking EE and/or RE to the permission of building in certain areas, or providing advantages like more cubic metres, if certain standards are reached etc.	<ul style="list-style-type: none"> • Effective stimulation of investments in the short term • Positive effect on energy efficiency / renewables in buildings in the long term • Balance between the strictness of the legal provision, the reality of the local building market and the means and procedures deployed to monitor the enforcement of the rules (nice standards that are not enforced in practice will not be seen as good practice) • Level of support in the population • Rates of compliance • Replicability • Effective coordination with other instruments (financial incentives, training, campaigns ..)
B3: Professional training programmes	<i>B3: Professional training programmes</i> includes any kind of program aimed at increasing the level of qualification as well as the transparency of the	<ul style="list-style-type: none"> • Clarity of goals, target groups • Active involvement of the relative professional (installers, architects etc.) associations at local/national level

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	<p>information (i.e. certification) on the qualification of relevant professional groups such as installers (electricians, plumbers, HVAC installers, roofers), architects, engineers and other professional groups involved in the planning of the technical elements of buildings that influence the energy consumption in buildings and the installation of renewable energy supply systems.</p>	<ul style="list-style-type: none"> • Number of professionals trained • Attractiveness of the training certificate for the target groups • Constancy in time (no stop-and-go, short-term actions) • Quality of campaign/program implementation • Impact as perceived by key stakeholders in the affected area
<p>B4: Awareness raising campaigns, including professional mobilisation programmes</p>	<p><i>B4: Awareness Raising Campaigns</i> includes campaigns aimed at increasing the level of awareness for and the willingness to invest in the use of RE and EE in buildings of the general public, or of specific relevant target groups. Public funded campaigns can be considered as well as private funded campaigns, or public-private partnerships.</p>	<ul style="list-style-type: none"> • Clarity of goals, target groups • Impact as perceived by key stakeholders in the affected area • Value for money: a small, but smartly designed & efficiently managed campaign can be considered as good practice, though its overall budget and therefore impact may be relatively small

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Group C: Good practice building examples

Group C refers to practical examples of buildings that have been renovated (C1) or newly built (C2). Only concluded projects will be considered: the building must already be in operation. We distinguish among the following types of buildings

- a. Small Residential (1-2 family houses)
- b. Large residential (multifamily houses)
- c. Office buildings
- d. Commercial buildings (supermarkets, shopping centres)
- e. Sport facilities
- f. Schools
- g. Public buildings (administrative, educational, cultural, monuments, etc.)
- h. Hotels
- i. Others (including factory buildings, but not industrial processes)

Sub-groups	Explanation	Selection criteria
C1: Renovation with renewables and energy efficiency	<i>C1 (renovation)</i> covers renovation projects that have led to at least 50% reduction of the overall primary ³ energy consumption for heating (including hot water) and for cooling of a building.	<ul style="list-style-type: none"> • Reduction of energy consumption as a result of the renovation (50% reduction is the minimum threshold) • Share of renewable energy in the total energy supply after the renovation • Level of energy consumption compared with analogous renovated buildings (same use, same age of building, same geographical area) • Cost effectiveness of the energy renovation measures (ratio of investment / energy savings during the lifetime of the energy efficiency / renewable technology used)

³ The primary energy consumption includes the primary energy used to produce the electricity consumed in the building. If the building is connected to the power grid, estimating the primary energy consumption requires making assumption on the efficiency of the power plants used to supply power to the building. For the purpose of selecting the good practice examples in this project, we will use a European average, regardless of the location of a building, or of the presence of a green electricity supply contract.

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		<ul style="list-style-type: none"> • Impact on aesthetics of the building and comfort of its users • Replicability • Availability of good documentation on-line, including pictures and data for the comparative cost analysis • Integration of different energy efficiency and renewable technologies • Public – private partnerships (examples of renovations with a high share of private investment will be particularly appreciated, pure demonstration projects with 100% public funding will be considered only in exceptional cases)
<p>C2: New construction: nearly zero energy buildings or better</p>	<p>This category looks at buildings where very high energy standards were incorporated at planning before construction, regardless of the year of construction (also buildings built years ago will be considered)</p> <p>The energy consumption sources considered are all those necessary to supply the main functions of the buildings (heating, cooling, ventilation, hot water), but not the electricity consumption necessary to run appliances related to work done by the occupants (for instance: office equipment). On the supply side, all energy produced and consumed in the building (heating, cooling, hot water, self consumed electricity) as well as electricity or heat fed into external grids will be considered.</p>	<ul style="list-style-type: none"> • Total net energy balance (consumption / renewable production): towards 15kWh/m²/year as a minimal threshold • Share of renewables in the total energy supply, if any • Level of energy consumption compared with analogous buildings • Cost effectiveness of the investment in energy efficiency /renewables technologies • Impact on aesthetics of the building and comfort of its users • Replicability • Availability of good documentation on-line, including pictures and data for the comparative cost analysis • Integration of different energy efficiency and renewable technologies • Public – private partnerships (examples of renovations with a high share of private investment will be particularly appreciated, pure demonstration projects with 100% public funding will be considered only in exceptional cases)