



Klima-Bündnis

# The Energy Caravan: How municipalities can motivate citizens to modernise their private homes

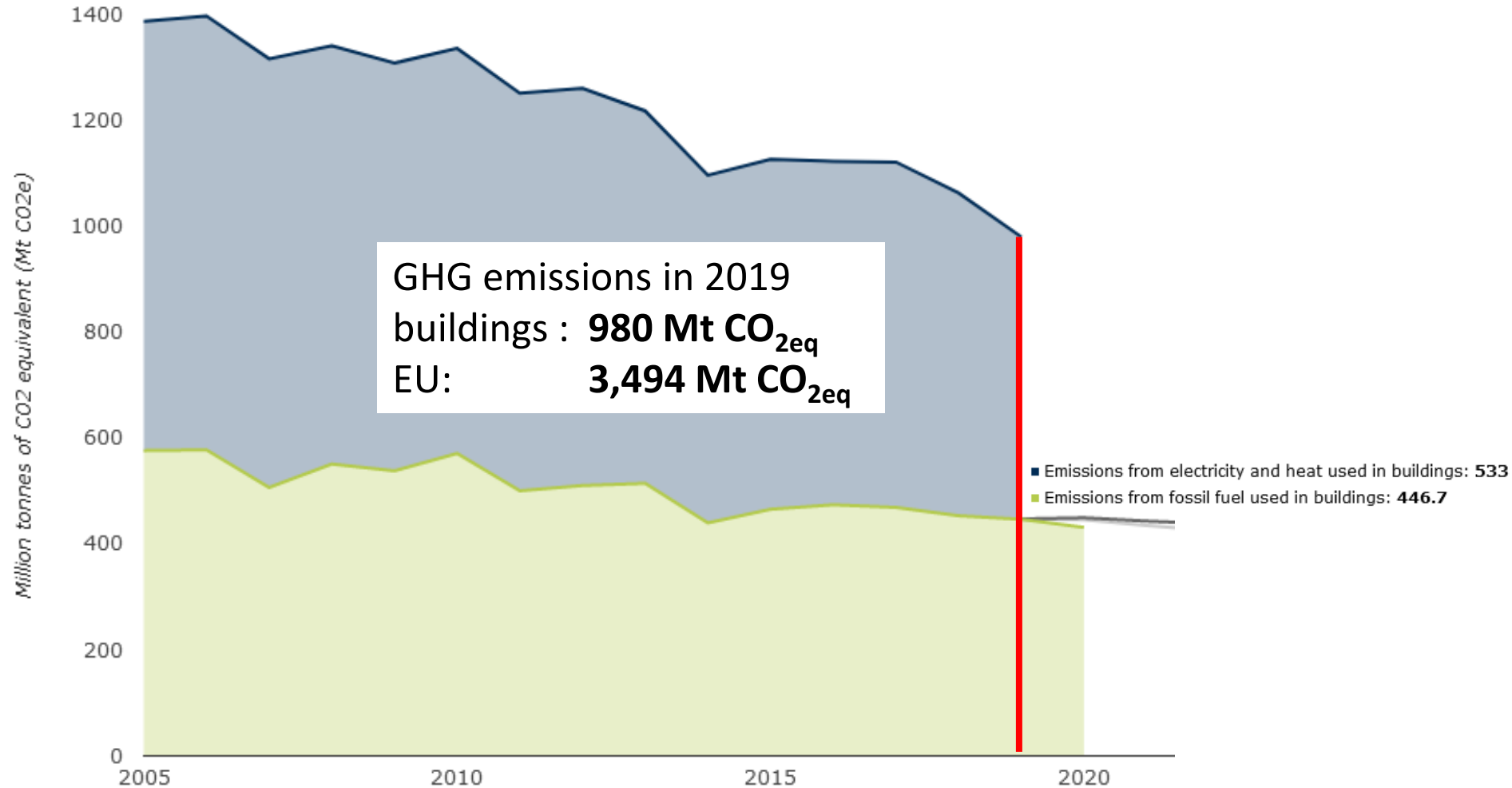


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# EU: Building sector contributes about 36% of GHG emissions



Sources: <https://www.eea.europa.eu/data-and-maps/indicators/greenhouse-gas-emissions-from-energy/assessment>  
[https://ec.europa.eu/commission/presscorner/detail/de/IP\\_20\\_1835](https://ec.europa.eu/commission/presscorner/detail/de/IP_20_1835)







The campaign with a **standardised process** is carried out in all project phases on the basis of **ready-made working materials / implementation packages**.

**Know-how transfer** and **support** by project partners: **Enabling** municipalities of all sizes for an **independent implementation** in the future.

- **Direct and on-site energy consultation.** Reversal of the previous attitude: energy advice is brought and does not have to be collected (after a cancellation period, property owners are contacted directly by the energy advisors for a possible appointment)
- **Municipal action.** Approaching homeowners by mayors, procedure is announced by personalised letter
- **Free initial consultation by neutral and qualified energy consultants** on site directly at the property (energy efficiency experts selected and commissioned by the municipality - DENA / BAFA)
- **Neighbourhood approach** (approx. 400 households): energy efficiency becomes a local/urban (sub)conversation

Aim: **Education / dissemination of information + raise awareness and motivation among property owners to implement energy-efficient renovations**

Purpose: Working on **energy-efficient building refurbishment**, the **most important municipal field of action** in the area of **climate action**  
→ Increasing the refurbishment rate



- Inquiries by more than 60 municipalities of any size within Germany
- European reach



# Example: Energy Caravan Freiburg (pop. ca. 232,000) since 2019



Carrying out energy caravans for the implementation of the 2nd Freiburg Climate Protection Concept (2019) with a focus on energy-efficient deep renovations and promoting city's special funding program (investment measures, incl. PV) to the citizens.

- Munzingen: autumn 2019; consultation rate 33%
- Tiengen: autumn 2020; consultation rate 29%
- Opfingen: May 2021; consultation rate 26,5%
- Waldsee: September 2021; consultation rate 28%
- Waltershofen: autumn 2022, consultation rate 36%
- Kappel: spring 2023, consultation rate 30%
- Haslach: is currently being implemented (autumn 2023)
- Hochdorf: planned in spring 2024



- **tried and tested approach**  
(>100 municipalities; 180 implementations)
- **applicable for municipalities of any size**  
(neighbourhood approach)
- **25% consultation rate**
- **implementation rate of 60%** (>80 evaluated campaigns)
- **Cutting energy consumption in half, minimum reduction of 250 t GHG emissions per neighbourhood/campaign**  
(emissions avoided equal 90,000l of heating oil or 90,000m<sup>3</sup> of fossil gas)
- **funding leverage** of almost **1:100**
- **increased renovation rate** of up to **15%**  
(within the activated neighbourhoods)



**The municipal campaign Energy Caravan supports the EU Renovation Wave's goal of doubling the annual energy renovation rate to 2%.**



## Summary and conclusion

- The Energy Caravan succeeds in **reaching** the much larger "**passive**" part of the **target group** and in **motivating citizens** to contribute to **climate action**.
- The Energy Caravan brings **municipal climate action from aspiration** (concept) **to sustainable practice** (implementation) also **creating general acceptance for climate action** amongst the citizens.
- Through the Energy Caravan, municipalities provide an **important advisory service for their citizens** – initially for deep renovations, nowadays also for additional topics.



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