



# Stromspar-Check

Kann ich. Mach ich.  
Find ich gut!



I can do it – I do it – it's good !

**The German Energy-Saving-Project  
„Stromspar-Check PLUS“,  
an Offer for Low-Income Households**

Presentation in Ljubljana for the Project REACH

Barbara Kalker, April 24th, 2014

Eine Gemeinschaftsaktion von:



Gefördert durch:



Bundesministerium  
für Umwelt, Naturschutz,  
Bau und Reaktorsicherheit



aufgrund eines Beschlusses des Deutschen Bundestages

# Why do we need the Project in Germany?

- Private households make up **25%** of the EU final energy needs
- In Germany **8.1 Million** people draw social welfare benefits
- Households with low income = recipients of social welfare benefits don't feel addressed by environmental issues
- Especially low income households are affected by **rising energy prices**
  - Lack of capital to invest in energy efficiency technology
  - Little knowledge on the possibilities to save energy
  - Information on energy efficiency lack reference to target groups
- In 2011 **312,000\*** households in Germany were hit by power cut-offs
  - \*Monitoring report Federal Network Agency



# Stromspar-Check PLUS...

- is a nationwide project, that helps people with low income to reduce their energy consumption and to save money through advisory services and installing free energy saving devices
- is a cooperative project of the German Caritas Association (DCV) and the German Federal Association of Energy and Climate Protection Agencies (eaD)
- is part of the National Climate Initiative of the German Federal Ministry for Environment, Nature Conservation and Nuclear Safety
- takes place from January 2013 – December 2015 (project phase VI)

EINE GEMEINSCHAFTSAKTION VON:



GEFÖRDERT DURCH:



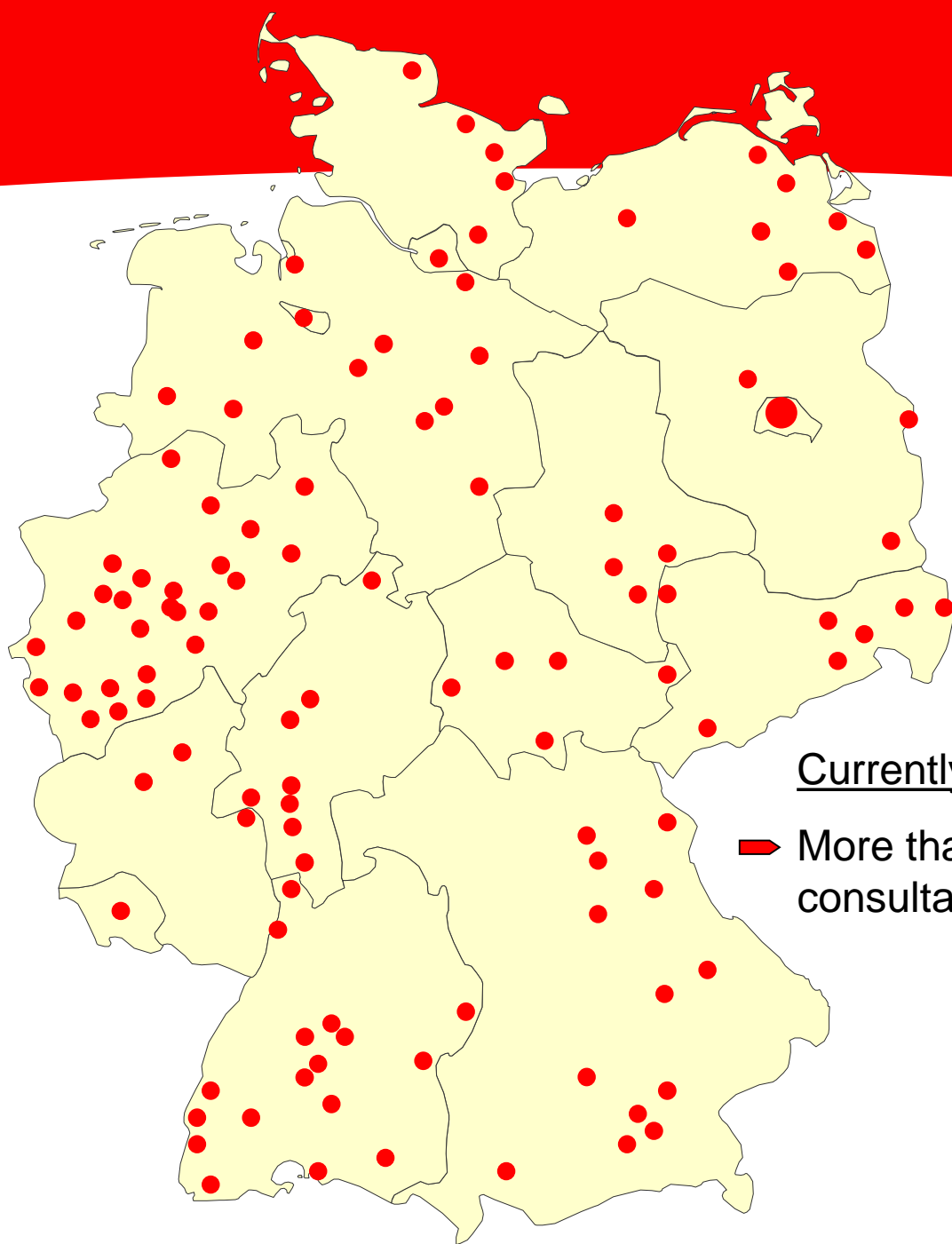
# Stromspar-Check PLUS: Features + Approaches

- Voluntary and cost free **on-site consultation** at eye level
- Qualification and mentoring of **long-term unemployed people**
- Adresses **low-income and social-welfare households** only
- **Recruitment of households** by advertisement and word-of-mouth-recommendation
- Installation of cost free **energy devices**
- **Guidance** on rational use of energy and water and the **exchange** of inefficient household equipment
- Collection and evaluation of **data** on realized energy and water savings and further savings potential



# Project Sites, 14-03-31

- Projects in more than 140 cities and municipalities
- Welfare Organizations with good access to target groups organize the household visits
- Cooperation with 17 regional energy agencies
- Training for more than 3.000 long-term unemployed people to become consultants



Currently:

➤ More than 600 consultants

# How the Check Works

- Appointment with household is made by phone, basic data is noted
- **1st appointment:**
  - check of equipment
  - check of bills (if available)
  - assessment of consumer behaviour



Evaluation, recommendation, report

- **2nd appointment:**
  - installation of easy to plug in energy saving devices like saving bulbs, low water flow aerators, switchable power strips, ...
  - advice on change in behaviour to further save energy and water -> hand out and explain the report

# The Savings Package

- **Every household receives a package of savings devices**
- **Value: 70 € on average,** financed by the Federal Ministry
- Sample of saving bulbs, water tap aerators (< 5 l/min), water-saving shower heads, etc., with a focus on electricity and water

because heating costs are paid by local community and savings will be shown separately

because savings of electricity and water can be made quick and easy

because heating devices can often not be influenced by tenants





# Success Factors

- Caritas as a welfare organisation is independent and trustable.  
-> energy-savings check inside people's house is regarded as help and not as control
- The energy checking experts once were part of the target group  
-> consultancy "at eye level"
- Win-win-situation – households local community + environment profit  
-> the municipality is more likely to support the project.
- New structures of cooperation:  
-> social services (such as job centres, social departments, welfare organisations) cooperate with environmental institutions (city energy department, energy agencies, energy supply companies, ...)
- Free of charge installation of high value energy and/or water saving devices as well as information on „what you can do“ directly IN the household
- The “Energy Savings Check” is regarded a social as well as an ecological offer  
-> priority is given to a combination of saving money + protecting the environment





# Project Partners

Federal Level -> was mentioned before



Regional and Local Level (additionally):



- Communities
- Local Caritas and other Welfare Associations as well as Energy Agencies
- Energy producing companies
- Housing companies and institutions
- “Green Companies” within different ranges of activities



# Installed Devices (by March 31<sup>st</sup>, 2014), all projects

	Average per Household	Total Number
Energy Saving Lamps	8,6	1.110.558
Switchable Plugs	1,1	135.759
Tab Aerators	1,0	125.391
Water Stops for Toilets	0,1	11.563
Water-Saving-Shower-Heads	0,5	78.659
Refridgegerator-Thermometers	0,5	67.493
Thermohygrometer	0,02	4.560
Thermostopps	0,04	5.429



# Selected Results, All Projects

**Total savings** (December 1<sup>st</sup>, 2008 – March 31<sup>st</sup>, 2014):

Evaluation of approx. 129.000 energy savings checks

	Savings	Savings	CO <sub>2</sub> saved
	kWh + m <sup>3</sup> resp.	in €	CO <sub>2</sub> total
<b>Average savings per household/year</b>			
electricity (kWh)	396	93	
water (m <sup>3</sup> )	12	49	
heating (kWh)	222	16	
Annual savings per household		<b>158 €</b>	<b>288 kg</b>

We are talking about a savings' rate of about 14% of the household's former consumption.



# Selected Results, all projects: Win-Win-Situation for all parties

## Savings per household:

	Annual savings per household	Long-term savings per household
Households receiving social welfare	93 €	543 €
Household with housing benefits	158 €	1,071 €
Reduction in CO <sub>2</sub>	288 kg	1.903 kg

Savings for local community over lifespan of products:

- per check: 137 €
- in total: 17,661,643 €

Savings for Federal Authorities

- in total: 14,191,971 € (share of costs for water and heating)



## Initiation of a **Cooling Devices Exchange Program**

(in total, 16,000 devices can be exchanged into A+++, sponsored by the Federal Ministry)

## Extended **Monitoring**



# Stromspar-Check PLUS: Advantages and Disadvantages

- Stromspar-Check PLUS is an established practical approach to fight fuel poverty
- With rising energy prices more and more people will be affected by fuel poverty -> early reaction through consulting processes
- On site, eye-level consulting
- To reach low income households who suffer from fuel poverty the project needs to be extended and financially supported
- Public funding is limited
- Various legislation and sources of funding need to come together



# Sustainability?

Yes and No 😊

- Educational aspects secure sustainability (within the household and for the consultants)
- Exchanged energy- and water-saving devices produce savings for almost a decade
- Children are included in the behavioral changes at home
- Project reaches a target group that can otherwise not be reached by environmental activities
- Low cost and effective overhead
  
- No mass impact but information of single persons and families
- Project is not a program yet -> no long-term institution
- Local projects had to close because of a lack of funding
- Subject to political priorities



# Thank you very much for your attention!

**Your contact:**

**[www.stromspar-check.de](http://www.stromspar-check.de)**

**Barbara Kalker**

Regionalkoordination Stromspar-Check

**Tel: 0621 – 7628567**

**Mobil: 0177 – 8896464**

**Mail: [info@barbara-kalker.de](mailto:info@barbara-kalker.de)**

