



Project REACH in a nutshell

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While most of the old EU members see up to 10 % households struggling with fuel poverty, the matching figure for new Member States is up to 30 % (or even more). EU is working to address this problem, but some key elements are still missing: fuel poverty is not properly defined and monitored and there is lack of structural approach to the problem. Hence the **aim** of REACH is to contribute to fuel poverty abatement at practical and structural level. This aim translates into twofold **overall objective** of the action, which is to empower fuel poor households (vulnerable consumers) to take actions to save energy and change their habits, and to establish fuel poverty as an issue that demands structural solutions (tailor-made policies and measures) at local, national and EU level.

To achieve its objectives, the action will first map the local and national situation in the field of fuel poverty. Next, it will transfer know-how and skills for energy advising by first training the partners and then the teachers and students of vocational schools. Promotion campaigns for visits to fuel poor households will be developed and implemented together with local actors in 5 pilot areas. This will help to organize and implement the visits for fuel poor households to empower them to reduce energy and water use and provide them with post-visit support where needed. The visits will be monitored to ensure quality. The next important step will be to shape recommendations for decision-makers on how to structurally tackle fuel poverty and stimulate them to engage in fuel poverty abatement (through organizing debates on fuel poverty, meeting with decision-makers, raising media attention for fuel poverty and participating in EU debates). A key step will be to evaluate the impacts of action through evaluations at visit level and policy work level. The last step is communicating and disseminating the action across Europe by developing communication tools (leaflet, video, presentation, website) and presenting them at various events and through media, social networks and EU wide networks.

REACH is focused on three target groups. The first group is fuel poor households. Action will empower them to reduce energy use by providing them with free energy advice and package of devices to reduce their energy and water use. The second group consists of local, national and EU level decision makers, for whom the action will deepen their understanding of fuel poverty and equip them with solutions to address the problem. It will trigger their engagement by providing a platform for concerted formulation of structural solutions. The last target group are local actors that can help address fuel poverty (such as social services, local authorities, schools, local energy providers, building managers...), who will be engaged in different activities to help fuel poor households and shape long-term solutions in their localities.

REACH fosters rational use of energy by triggering action in fuel poor households (vulnerable consumers): it provides tailor-made energy advice and further support, empowering them to change their energy use habits. To do this, it trains and engages teachers and students from vocational schools. It brings institutional capacity-building for decision-makers at local and national/EU level as it enables them to fully understand fuel poverty and provides them with solutions to tackle the problem, hence triggering preparation of needed new legislative or practical measures for addressing fuel poverty. It has an expressed component for evaluation, which helps to monitor and evaluate the impacts of the activities. It also secures exchange of experience and know-how through a set of various workshops and application of gained knowledge and skills in practice and stimulates the spread of good practice by promoting the action at EU level. In such a way REACH contributes to a variety of EU policies and targets.

Major outputs and expected results

Specific objectives	Key outputs	Results
Compile data and analyze fuel poverty situation in 4 countries, covered by REACH, in order to form definition(s) of fuel poverty and policy recommendations	Established overview of fuel poverty for 4 countries	Established basis for shaping policy recommendations and organising national and EU level policy work
Engage and empower local actors to tackle fuel poverty in 5 pilot areas (5 informed and engaged local actors, 4 trained teachers and 50 trained energy advisors in each pilot area)	Implemented 5 local workshops for local actors , 5 trainings for teachers and 10 trainings for energy advisors	20 local actors engaged in local actions, 20 trained teachers and 250 trained energy advisors
Empower 1600 households to reduce their energy use and provide at least 400 of them with further support for tackling their problems, hence reducing their energy use by averagely 10% and cutting their CO2 emissions by 200kg/year on average	Implemented 1600 visits of households with tailor-made advice, package of energy saving devices, guidebook and post-visit support	3200 hours of energy audits, 3200 hours of energy advising, 4800 installed devices, savings of 1280 t CO2, 768 toe of energy and 512.000 EUR
Engage 160 decision-makers in tackling fuel poverty as an issue that demands structural tailor-made solutions, provide them with recommendations for addressing the problem and create a platform for concerted formulation of structural solutions at national and EU level	Composed 4 national and EU level policy recommendations and presented to decision-makers through debates, meetings and media	Recommendations reach out to at least 160 decision-makers and about 400.000 people, engaging the decision-makers in triggering policies and measures for fuel poverty
Communicate the action to about 500.000 people across EU, mainly to representatives of target groups, key actors and general or interested public	Developed action presentation tools (website, video, leaflet) to present the action at EU events, media and social and EU networks	Action presented to about 500.000 people across EU

Partners

Focus Association for Sustainable Development, Slovenia
www.focus.si

Society for Sustainable Development Design, Croatia
www.door.hr

Energy agency of Plovdiv, Bulgaria
www.eap-save.eu

Macedonian Centre for Energy Efficiency, Macedonia
www.macef.org.mk

