



CONNECTING OBLIGATED  
PARTIES TO ADOPT INNOVATIVE  
SCHEMES TOWARDS ENERGY  
POVERTY ALLEVIATION

Camelia Vasile

# Alleviating Energy Poverty through Innovative Schemes and Measures

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# SocialWatt Project in Brief



Title	Connecting Obligated Parties to Adopt Innovative Schemes towards Energy Poverty Alleviation (SocialWatt)
Funding	EU's Horizon 2020 Research and Innovation Programme
Started	September 2019
Duration	36 Months
Coordinator	Institute of Communication and Computer Systems (ICCS) - Greece
Participants	14 (11 countries)
Budget	1,998,297.50 €
Website	<a href="http://www.socialwatt.eu">www.socialwatt.eu</a>



# Factors leading to energy poverty



- **Increasing cost of energy** (electricity, oil, natural gas etc.);
- **Low household income** (unemployment, low-paying jobs, high costs of living);
- **Energy inefficient homes** (buildings lacking proper insulation, windows and doors, air tightness, ventilation, inefficient heating systems, etc.);
- **Lack of access to the required energy sources**



# SOCIALWATT EP SCHEMES (Croatia)



HEP ESCO - energy service company within HEP Group, the biggest Croatian utility. HEP ESCO works with HEP ELEKTRA, obligated party under the EEO system.

- **Energy efficient lighting for vulnerable energy customers**
  - donation of three LED bulbs / household with status of vulnerable energy customer – over 50,000 beneficiaries, about 42 kWh/year;
- **Establishing a customer information program**
  - developing a programme (leaflets and brochures) that will inform customers about efficient energy consumption and the possibilities of applying various activities that result in energy savings



# SOCIALWATT EP SCHEMES (Croatia)



## ➤ Policy action

- Existing fiscal measure for energy providers - “solidarity charge” for the mitigation of EP (HEP paying part of electricity bill for EPHH - 0,004 Euro per 1 kWh of spent energy in HH - amounts to approx. 22,5 million Euro/year.
- A study was conducted and it resulted some of these funds (1/3) remained unspent for the abovementioned purpose, held within the state budget (from 2016 to 2019, "surplus" of about EUR 6.54 mill/year). It was proposed (well received by the relevant ministries) to allocate these funds and direct them to specific projects and energy efficiency measures in EPHH.
- The measure will be implemented through the Government Programme for alleviating EP (until 2025) involving the use of RES in residential buildings located in areas of special state care. The total programme amounts to approx. 47 million Euro and the funds will be used primarily for renovation of social housing buildings. A part of it is planned to be financed by the “unused” solidarity charge funds.



# SOCIALWATT EP SCHEMES (Latvia)



Gren Jelgava as DH operator has no obligations under Art. 7 of the EED.

An EEOS is mandatory only for the retailers of electricity that sell at least 10 GWh/year

- **Communication + Renovate your home**
  - low-income HH will be sent informative brochures with energy-saving advice focusing on more efficient consumption of heat and hot water at flat and whole building level. To motivate households to read and understand the advice a questionnaire directly related to the information in the brochures will be included.
  - submitting correct answers before a specific date will give the HH the opportunity to receive free low-energy lighting from the utility.
- **Smart home**
  - installation in social housing of cloud-based smart software that communicates data from smart sensors about energy use; this scheme requires investment in sensors and a monthly fee for the use of the system and specialised software;



# SOCIALWATT EP SCHEMES (Italy)



Electricity and gas distributors with more than 50.000 clients connected to their own grid are the obligated parties under Art. 7 of the EED, not retailers.

eVISO is energy retailer – its investments in energy poverty alleviation are not driven by EE obligation.

**Connect -  
Sensibilizza**

**Equip –  
Prepara**

**Counsel -  
Consiglia**

**Replace -  
Sostituisci**



# SOCIALWATT EP SCHEMES (Italy)



## Connect - Sensibilizza

- Set up a communication campaign including infographics, videos, web page and leaflets explaining how to save energy and decrease consumption and waste, presenting energy-saving tips, advice and case studies, to increase awareness about EP;
- Scheme developed by collaborating with two non-profit organisations which have reshared the articles and posts

## Equip - Prepara

- Providing the staff from social services institutions with relevant knowledge, concepts and terminology by online trainings to enable them to speak with confidence to potential EPHH about sustainable energy consumption and energy saving;
- Webinars with video courses: info on how to read energy bills, how to identify inefficient use of energy and inefficient appliances and how to identify energy leaks, mould, etc.





# SOCIALWATT EP SCHEMES (Italy)



## Counsel - Consiglia

- Contacting HH in absolute poverty or relative poverty, completing questionnaires regarding mostly their energy consumption behavior with photos of their existing white appliances;
- Energy experts assess the questionnaires and each client's need for either energy advice or more involved intervention (ex. appliance replacement); the information obtained from the collected questionnaires determine the degree of energy poverty for each household and approve the appliance replacement.

## Replace - Sostituisci

- Replaces white appliances with more efficient ones for EPHH;
- this scheme is strongly connected with COUNSEL, as the energy advice is the route for households to access support for appliance replacement;
- Social services have been involved in this scheme, as well as a local retailer, which applied some discounts to the appliances, and a saving foundation, which provided a grant.



# SOCIALWATT EP SCHEMES (Romania)



- CEZ Vânzare - energy provider with no EEO



# SOCIALWATT EP SCHEMES (Spain)



EEOS for energy suppliers fulfilled through the National Energy Efficiency Fund (FNEE). Naturgy is an obligated party contributing to this fund.

## **Sending tips on EE habits by brochure in invoice and video in email**

- The brochures and videos are emailed to Naturgy's customers on a social tariff, to users of social services of local administration

## **Kits of EE tailored to the needs of a specific household**

- An agreement with the Red Cross has been reached to deliver kits with low-cost items that will serve to improve EE in the vulnerable people's homes
- These items may include: LED bulbs, weatherstripping, heating programmer thermostats, hourly timer for electric water heaters, etc.



# SOCIALWATT EP SCHEMES (Spain)



## Energy advice to customers and retrofitting measures

- Sending a communication to all customers whose social tariff is about to expire (cca. 2000 people every month); they are offered different channels to reapply for the social tariff and also they can request to have a volunteer accompany them in carrying out the necessary steps to request the social tariff;
- Volunteers receive training in technical and social aspects related to energy use;
- By collecting information on the type of energy used by the customer in the home, the electrical appliances used, the state of the electrical and gas installation and other elements in the home such as windows, insulation, etc., volunteers identify if there is any need for interventions, such as insulation or low cost renovation measures, such a LED lighting



# SOCIALWATT EP SCHEMES (Spain)



## Courses for training energy advisers

- Courses (200 h) for training energy consultants in local administration and NGOs but also courses to train unemployed people, giving them an opportunity to get a job as energy advisers
- Targets:
  - *Students of social work degree;*
  - *Teachers of social work degree;*
  - *Employed social workers;*
  - *Unemployed people without specific background interested in EE and EP.*



# SOCIALWATT EP SCHEMES (Spain)



## PV installations in social housing buildings

- This scheme is particularly important in the current context of high energy prices, because it contributes to a reduction of the invoice due to the self-consumption;
- The houses could be own properties or belong either to a social entity or a public administration;
- In addition to the generation installation, an innovative intervention is also carried out, namely the application of an insulating product on the glass of the windows. This product is a liquid that is applied to windows. When it dries, it becomes transparent and reduces heat transmittance in both winter and summer.
- Alongside the installation of PV, individual smart meters are installed to measure consumption in each apartment.



# SOCIALWATT EP SCHEMES (Greece)



During 2021-2030, 10% of the national Art. 7 target will be implemented through the EEOS. The target assigned to each party every year is related to its share of the energy market and will be announced every year by a ministerial decree.

PPC is an obligated party under Art.7.

## Brochure on the savings achieved by heat pumps

- Designing a brochure on the competitive advantages of heat pumps as a heating system distributed with the electricity bill in order to reach all PPC's customers, including energy-poor and vulnerable households;
- The brochure provides a comparative assessment between the different technologies, illustrating costs and benefits given the current energy crises.



# SOCIALWATT EP SCHEMES (Greece)



A portal for all PPC's customers providing information and consultancy on energy efficiency

- An interactive online portal that:
  - Collects information on customer's demographics, appliances and energy behaviour;
  - Provides personalised information on major energy uses and appliances, and recommendations and tips for increasing energy efficiency;
- Vulnerable households
  - Receive guidance to set and monitor progress against targets designed to keep household energy use within the limit of the subsidised energy price, i.e. 2,000 kWh every four months for a four-person household;
  - Receive additional support to implement recommendations (e.g. through vouchers to replace a specific appliance);





# SOCIALWATT EP SCHEMES (Greece)



## Subsidy programme for heating system renovation with heat pumps

- Consists in providing subsidy to PPC customers that invest in heat pumps (priority target groups: vulnerable consumers and multi-family households);
- “mvEnergyHeatPump” provides:
  - €500 on the equipment cost
  - a guaranteed low price as compared to the open market
  - a guaranteed technically sound and economically appropriate installation
  - a financing programme for the matching funds required.



# Conclusions



- The SocialWatt tools are a good starting point for the utilities to identify the energy poor customers, understand their needs, and design appropriate measures and schemes for enabling them to overcome energy poverty.
- Some utilities have developed schemes to meet savings objectives within the framework of an EEO, others have developed them in addition to their EEO, while others are under no national obligation and they developed the schemes as part of their CSR.
- The scheme's success is directly linked to the allocated budget.
- The lack of awareness on energy efficiency should be addressed and education is the key and first step in order to improve the quality of life on long term perspective.
- Utilities/energy companies are already in established contact with their customers, so they can be a relatively cost-effective and streamlined way to share energy savings information, as well as information on further support.





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# Thank you!

**Camelia Vasile**

ISPE Proiectare și Consultanță

[camelia.vasile@ispe.ro](mailto:camelia.vasile@ispe.ro)



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