



Strom gespart,
Fußball
gekauft



Save Electricity – Buy a Football

Energy-Savings Checks for Households With Low Income

A joint initiative of:



Deutscher
Caritasverband e.V.

Supported by:



Bundesministerium
für Umwelt, Naturschutz
und Reaktorsicherheit



DIE BMU
KLIMASCHUTZ-
INITIATIVE

Many Partners – Common Success

- The concept: long-term unemployed persons are qualified as energy saving experts to assist households with low income to save electricity, water and heat
 1. Idea for concept: City of Frankfurt am Main
 2. Main partner: Caritasverband Frankfurt e. V.
 3. Local partners: JobCenter RheinMain, Mainova Energy AG, City of Frankfurt (Dept. of Social Services and Energy Dept.)
- Development: now a national initiative called Stromspar-Check (energy-savings check initiative) in about 70 Cities
- Since December 2008 supported by German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety
- Now official partner of the Sustainable Energy Europe campaign



National Project Partners

- German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety / National Climate Initiative
- Cooperation of the German Caritas Association (DCV) and German Federal Association of Energy and Climate Protection Agencies (eaD)
- Phase 1: December 2008 until August 2009
(10,000 households)
- Phase 2: September 2009 until December 2010
(36,000 households)

Corners:

- **Target group: households with low income**
- **Training of about 700 long-term unemployed persons**
- **13 cooperating energy agencies**



Background Information

- People who receive social benefits in Germany: > 8 m.
(about 100,000 in Frankfurt of about 650,000 inhabitants)
 - approx. 7.4 m. persons receive cat. II unemployment benefits, social welfare or benefits for old persons and persons who are partially incapacitated
 - approx. 600,000 households receive housing benefits
- Standard rate: 359 € per month per person (as at October 2009)
- which includes 22.62 € per month (6.3 %) for electricity
- Energy prices rise steadily, but amount for electricity included in social welfare does not rise accordingly
- Only few people have means to buy energy saving equipment (energy saving bulbs, A++ refrigerators, ...)
- In many cases, there is little or no knowledge about energy and water saving and little motivation to do so

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)

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



The Savings Package

- **Costs: up to 70 €**
- Financed by support partners (the City, power supplier, 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



Local Action: Caritas Frankfurt

- Cofinancing: training of energy savings experts is supported by unemployment agency (job centre)
- Provision of rooms, infrastructure, computers, etc.
- Care for and support of participants
- Training: communication training, computer training, ...
- Organisation of visits in households, supply of material (energy and water saving equipment)
- Development of checking tool
- PR: to local media, City of Frankfurt and other partners

Evaluation

Total savings (1 January to 31 December 2009):

Evaluation of 623 energy savings checks

	Savings	Savings	CO ₂ saved
	kWh + m ³ resp.	in €	CO ₂ total
Average savings per household per year			
electricity (kWh)	410	85	
water (m ³)	14.2	54	
heating (kWh)	334	25	323 g
Annual savings per household		164 €	
Savings over lifespan of products			
electricity (kWh)	3,084	637	
water (m ³)	142	538	
heating (kWh)	2,622	247	
Total		1,422 €	

Evaluation of savings: Win-Win-Win

Savings per household:

	Annual savings per household	Long-term savings per household
Households receiving social welfare	84.74 €	637 €
Household with housing benefits	164 €	1,422 €
Reduction in CO ₂	323 kg	2.6 t

Savings for local community over lifespan of products:

- Savings for City of Frankfurt: 210 € per check
- City of Frankfurt (in total): 130,000 €
- On national level: 40,000 €
(costs for water and heating, partially financed)

cariteam-Energiesparservice – a Successful Project

Factors for Success

- Cooperation of actors from social services (such as job centres, social departments, welfare organisations) with actors from environmental area (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 *Energiesparservice* is regarded as a social, not an ecological offer; priority is given to saving money

cariteam-Energiesparservice – a Successful Project

Factors for Success

- Caritas as a welfare organisation is independent and trustable. Energy-savings check IN the household is regarded help and not as control
- The energy checking experts belong to the same group of people as the households which assures consultancy “at eye level”
- Win-win-situation – households save as well as local community. Thus the City is more likely to support the project.

cariteam-Energiesparservice – a Successful Project

Factors for Success

- The **cariteam-Energiesparservice** combines four objectives:
 - long-term unemployed persons are qualified as energy and water saving experts,
 - low-income households learn to reduce their energy costs which in-turn relieves their tight budgets,
 - a special group of people is being reached and further educated which would probably not have happened otherwise,
 - and last, but not least, the environment benefits from the reduction in CO₂ emissions.
- This sustainable programme thus firmly combines different sectors of policies: employment policies, social policies as well as educational and environmental policies.

Selected Awards

- Social Award „CONSOZIAL“, 2007
- Presentation on „Week of the Environment“ in the park grounds of „Bellevue“, seat of German President Dr. Horst Köhler, Berlin



- CO₂NTRA-Award of Saint Gobain-Isover, 2008
- Germany *Land of Ideas*, March 2008



Thank you very much for you attention!



www.caritas-frankfurt.de/60531.html

www.stromspar-check.de

www.bmu.de/energieeffizienz/downloads/44455.php