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Info campaign for promoting energy efficiency in Croatia: results and lessons learned

Domagoj Validžić

Department of Renewable Energy Sources and Energy Efficiency

Ministry of Economy, Labour and Entrepreneurship

Main features of info campaign

- Aim of promotion:
 - General awareness raising towards EE and change of behaviour towards implementation of EE measures in homes
- Target group:
 - Citizens
- Promotional approach:
 - education, information, dissemination and motivation
- Communicational approach – “benefit recognition principle”
 - less expenses for energy consuming and better quality of life
 - „**Energy in our home – live better, pay less**“ – the slogan of the Croatian (and Montenegrin) public campaign
- Implemented by UNDP on behalf of Ministry of Economy

Postulates of successful communication

- Development and preparation of **complex system for information dissemination** before implementation of communication
- Understandable and gradual communication:
 - clear – technical facts have to be presented in a way that everyone can understand
 - gradually – disseminate more information after forming basic understanding on EE

Key steps in conducting info campaign

1. create a system for information dissemination;
2. prepare information and produce communicational tools;
3. mass-communication of key-messages;
4. reach initial awareness and then build up;
5. ensure more information for interested citizens;
6. ensure more different sources of information;
7. enable interactive communication;
8. be qualified on EE subject and competent in communication
9. develop a network of expert sources for more detailed information;
10. present the project targets and the achievements;
11. create sustainable informational system – citizens need to know that information for them will be available permanently

Communicational matrix:



- ▶ public campaign in national media (television, radio, newspapers and magazines, billboards)
- ▶ web-site of the project (www.ee.undp.hr)
- ▶ info-line (0800 200 170) – free of charge!
- ▶ PR activities in national and local media
- ▶ EE corners
- ▶ EE info-displays in pedestrian zones in the cities
- ▶ EE info-offices
- ▶ EE info-boards and info-screens
- ▶ publications (brochures, manuals, posters...)
- ▶ EE workshops, seminars, presentations...

Cooperation with media

- “Feed” the media with attractive, already produced EE educational programmes for broadcasting and publishing!
- Video & radio clips:
 - animated characters;
 - two neighbours, with different level of EE knowledge;
 - not in conflict, mentorship of more EE educated neighbour (“Ask your well informed neighbour”- approach)



ENERGETSKI KVADRAT

Grijanje u kombinaciji plina i sunčane energije

U prosječnom kućanstvu može se tako u godini uštedjeti od 600 do 1600 m² prirodnog plina



U Hrvatskoj se većina kućanstava grije na drva, loživo ulje ili struju, što je i skupo i neprihvatljivo s aspekta energetske učinkovitosti. Kućanstva koja za grijanje i zagrijavanje potrošne tople vode upotrebljavaju plin, energiju mogu uštedjeti racionalnom potrošnjom plina, to više što je i taj energent od ove godine znatno skuplji. Racionalnom potrošnjom pak ne štediti se samo energija i novac nego se čuva i okoliš, u čemu svaki građanin može sudjelovati.

Novi uređaji

Kako racionalno trošiti plin? Jedna je od mogućnosti da se stari plinski uređaji niske energetske učinkovitosti zamijene novim, suvremenijim uređajima. Na tržištu se trenutno nalaze različiti uređaji povoljne cijene pa su pristupačni većini građana. To su standardne plinske

peći, konvencionalni bojleri, kondenzacijski kotlovi te uređaji za koje se uz plin upotrebljava energija iz obnovljivih izvora.

Štednja i ekologija

Hrvatska kao zemlja s velikim brojem sunčanih dana ima velike potencijale u primjeni kombiniranih sustava plina i sunčane energije. Primjeri takvih sustava su kondenzacijski plinski bojler u kombinaciji sa solarnim sustavom te suvremena dizalica topline za koju se uz toplinsku energiju plina upotrebljava djelomice i energija iz zraka, vode i zemlje.

Primjenom tih sustava u prosječnom kućanstvu može se u godini uštedjeti između 600 i 1600 prostornih metara prirodnog plina. Tim načinom grijanja i pripreme potrošne tople vode znatno se smanjuje emisija ugljikova dioksida (CO₂) u okoliš, a prosječno kućanstvo može smanjiti



Stare plinske uređaje treba zamijeniti novima

emisiju stakleničkih plinova za 4,5 tona godišnje. Investicija u nove plinske sustave vrati se za tri do devet godina.

Podrobnije informacije mogu se dobiti u UNDP-u: Besplatni infotelefon 0800-200-170; www.energetska-efikasnost.undp.hr; e-mail: energetska.efikasnost@undp.hr



Kuća koja racionalno troši

Večernji list

EKO KVADRAT

KAKO ENERGETSKI UČINKOVITO I EKOLOŠKI GRADITI I OPREMITI DOM - KORISNI SAVJETI ZA UŠTEDE



PRIHVATITE IZAZOV TEŽAK JEDNU TONU

Vaš vodič za akciju protiv klimatskih promjena!

Razmislite o svojoj energiji. Štedite novac, popravite kvalitetu zraka i štitite svoj okoliš.

Success indicators

- number of citizens that believe they can reduce their energy consumption by implementing energy efficiency measures has increased from 27,9% in 2007 to 47,7% in 2010
- number of citizens familiar with energy efficient products available on the market has increased from 33,4% to 43,9%
- number of citizens using CFLs increased from 48% to 67,4%
- number of citizens using A+ appliances increased from 22% to 30,8%
- number of citizens using low-e windows increased from 14,8% to 23,4%

domagoj.validzic@mingorp.hr

THANK YOU FOR YOUR ATTENTION!