

Deliverable 3.1
EE Measures
developed for 1000
citizens



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Content

1	Ecopower Ecotraject: Quick scan – completed by 346 citizens	3
1.1	Expectations	4
1.2	Investments triggered by Ecotraject	5
2	Courant d’Air: group purchase LED lighting: 210 orders.....	5
2.1	The offer	5
2.2	Investments triggered by LED group purchase	6

1 Ecopower Ecotraject: Quick scan – completed by 346 citizens

Ecopower developed an online questionnaire – Quick scan - to collect detailed information about the actual energy state of the building (roof, wall, windows, floors, heating system, ventilation system) and information about the current energy consumption.

Through the quick scan we also collect information about the planned investments. For a detailed description of the quick scan, please read the report 649767 RESCOOP MECISE - D3.3 - Approach for REScoop members.

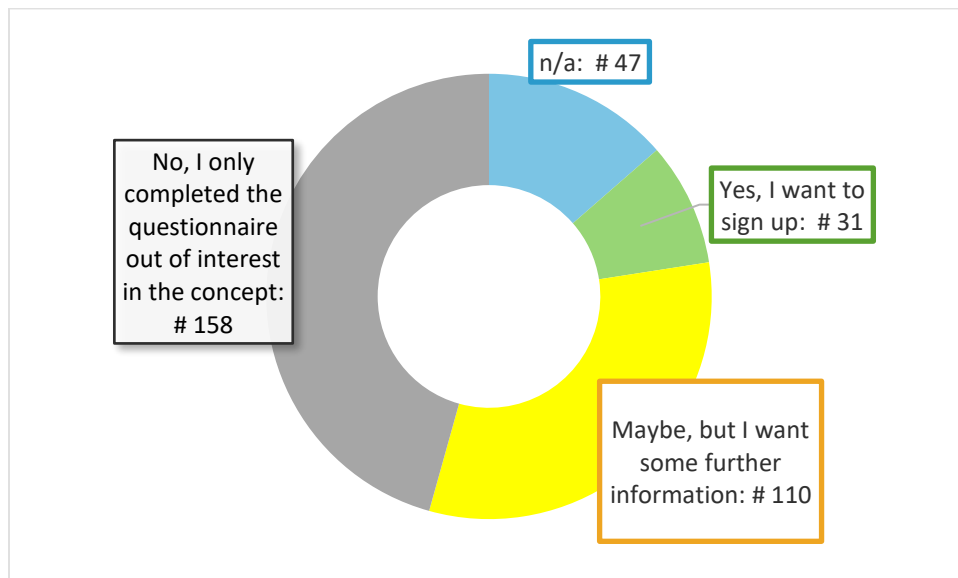
The data is used to get a first idea of the potential for energy measures in the building.

By filling in the questionnaire, a potential customer expresses his interest for the service without any further obligation.

To avoid spending time and effort to follow up on the quick scans that do not meet the requirements for a deep energy renovation, we added a question to know their intention to sign up for the Ecotraject, having a cost price of 599 euro for non-members and 499 euro for members. They can choose between the following options:

- Yes, I want to sign up
- Maybe, but I want some further information
- No, I only completed in the questionnaire out of interest in the concept

Until now, a total of **346 citizens** filled in the quick scan. Taking into account their interest in really signing up for the service, we get the following distribution.



Eventually 27 citizens signed up for a Ecotraject.

Because all of the 346 respondents showed interest in our concept and provided us with data on the energy

aspects of their houses and gave us an insight in their planned investments, we will take the data from all the respondents into account in the remaining of the report.

1.1 Expectations

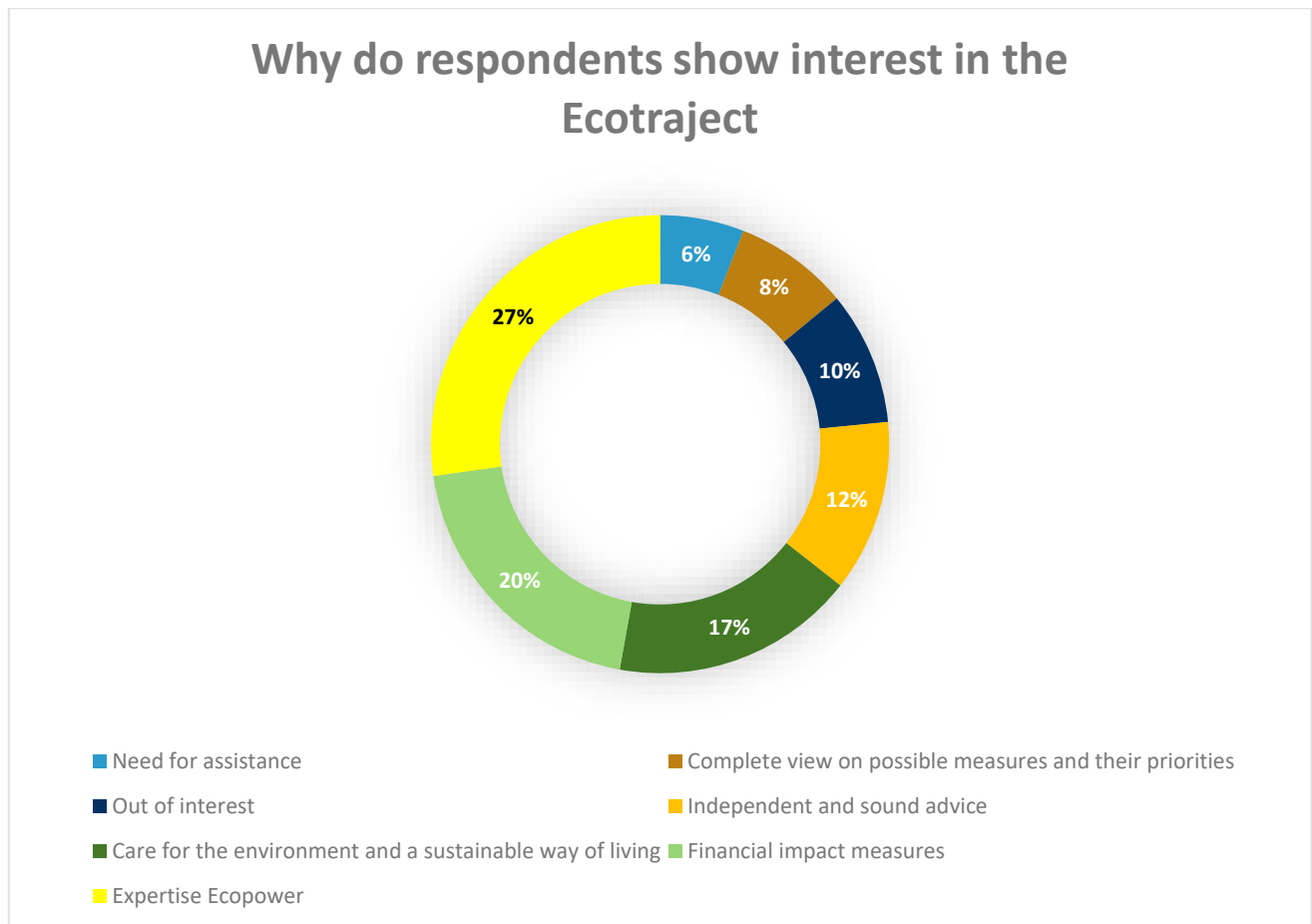
One of the insights we get from the quick scan is why they show interest in a programme for assisting them in the process towards a deep energy renovation of their homes.

In the quick scan we ask the respondents what attracts them to the Ecotraject.

By expressing what appeals to them, we get a first idea of their expectations of the Ecotraject.

Most of the respondents mention more than one element.

When analysing and grouping those elements we come to the following division:



- 27% of the respondents call upon the expertise of Ecopower.
- 20% of the respondents want to know the financial impact of energy efficiency measures. Several respondents answer that they expect to get a view on the investments with the biggest return.
- We were very happy to see that 17% of the respondents is interested in the Ecotraject because they care about the environment and want to live in a sustainable way. Several respondents expect to get advice on ecological insulation materials or renewable energy techniques.

- 12% places trust in Ecopower as being independent in its advice. They expect to get a sound advice, not based on commercial motivations

The respondents call upon the **expertise of Ecopower** in the field of energy efficiency measures. This confirms the assumption that although information about deep energy renovation of houses is available through multiple channels nowadays and energy measures can enjoy financial support in most EU member states, it still is a huge challenge for most citizens to bring a proper energetic renovation to a good end.

With the Ecotraject we offer that expertise and by doing this, we mobilize citizens to invest in energy efficiency measures.

17% wants to invest in a energy efficient house because they **care about the environment** and want actively contribute to **a more sustainable world**.

Besides, 12% of the respondents put **trust in Ecopower** as being **independent** and not being influenced by commercial motives in the advice that is given. This proves the close, long term relationship between REScoops and their shareholders and makes REScoops very well suited to mobilize investments in energy efficiency.

1.2 Investments triggered by Ecotraject

Until now, not more than 27 Ecotrajects are signed.

Nevertheless, most of the customers belong to our target group of people having plans to do a deep energy renovation of their building.

The total amount of investments being triggered for those 27 Ecotrajects is above **500.000 euro**. This brings the **average potential investment** per house to **20.000 euro**.

2 Courant d’Air: group purchase LED lighting: 210 orders

In autumn 2015, Courant d’Air launched an action towards its members with regard to electricity consumption for lighting. Purpose was to motivate members to invest in replacing the typical lamps that are in use in many households in Belgium by state-of-the-art LED lamps, without changing the existing lamp holders and lighting armatures.

2.1 The offer

Typical lamps in use in Belgium were classified in 3 classes:

1. incandescent bulbs
2. 12 V halogen spot lamps
3. Fluorescent tube lamps.

LED alternatives in several wattages were sought for the replacement of these types of lamps. A

trustworthy supplier was contacted and sharp prices were negotiated depending on the numbers of lamps ordered. Members of Courant d'Air received a comprehensive information leaflet allowing them to choose and order the LED lamps they need for replacing their inefficient lamps.

2.2 Investments triggered by LED group purchase

Courant d'Air launched a collective purchase for LED among its members. They received **210 orders**, corresponding to **5.000 light bulbs** and a total investment of **40.000euro**.

The bulbs are packed by a work integration social enterprise in Belgium and shipped to the members. Courant d'Air adopted the following discounts: -10% off for any citizens. -20% off for members of the cooperative Courant d'Air. -30% off for citizens member of Courant d'Air and client of COCITER, a cooperative RES supplier in Wallonia (Courant d'Air is co-founder - see www.cociter.be).