



Soustvarjanje slovenske nacionalne strategije prenove

OZAVEŠČANJE JAVNOSTI ZA PRENOVITVENO REVOLUCIJO

Uvod

BUILD UPON je največji svetovni sodelovalni projekt s področja prenove stavb – združuje preko 1.000 organizacij iz 13. držav, ki bodo v letu 2016/17 izvedle več kot 80 dogodkov. Njegov namen je, da s pomočjo državam, da do roka 30. aprila 2017 naredijo strategije za prenovo ob-

stojećih stavb v celotni Evropi, spodbudi prenovitveno revolucijo. Omenjene strategije so ključne za zmanjšanje porabe energije v Evropi in širše, zmanjšanje vpliva podnebnih sprememb ter ustvarjanje stavb, ki prav vsakomur zagotavljajo visoko kakovost življenja.

www.buildupon.eu



Kaj pomeni biti "ozaveščen"?

Ozaveščenost je glavni pogoj za ustvarjanje trga. Tako predstavniki javnosti kot politiki, podjetniki ter delavci v gradbenem sektorju se moramo nenazadnje zavedati, kako pomembna je vloga celostne prenove stavb ter našega dela na tem. Le-to predstavlja zelo pomemben cilj, a vzpodbudno je, koliko organizacij je že sedaj zelo aktivnih na področju ozaveščanja.

Zanimivo je spremljati, kako organizacije sledijo svojemu napredku na poti k temu cilju. Kaj pomeni biti "ozaveščen"? Kako ozaveščeni sploh morajo biti ljudje? In ali ozaveščenost sploh vodi k akciji?

Določitev kolektivnega vpliva, ki ga želimo doseči, ter naših sposobnosti za merjenje na-

predka pri tem bosta odločilni postavki nacionalnih strategij prenove ter organizacij, ki vlagajo svoje vire v dvigovanje osveščenosti. Ta letak nam ponuja vpogled v nekaj primerov ozaveščevalnih pobud iz prenovitvene vikipedije RenoWiki na strani projekta BUILD UPON ter načina, kako le-te določajo in komunicirajo svoje vplive. Ne želimo vam govoriti o tem, kako bi naj bilo, ampak želimo privabiti organizacije, ki sodelujejo pri ozaveščevalnih komponentah nacionalnih strategij prenove, k raziskovanju teh vprašanj.

Na zadnji strani letaka je vključenih nekaj gradiv za merjenje učinkov, za katere menimo, da so uporabna za vse, ki se vključujejo pri oblikovanju ozaveščevalnih pogojev za prenovitveno revolucijo.



Ozaveščevalne pobude v RenoWikiju

Grants to Households for Investments in Energy Efficiency and Renewable Energy in Residential Buildings (Slovenia)



IMPACT

- ✔ CO2 emissions reduction (t)
- ✔ Energy savings (GWh/year)
- ✔ Increase in renewable energy use (GWh/year)

START DATE March 2016

Non-repayable subsidies (grants) to households for investments in energy efficiency and renewable energy in residential buildings. Eligible investments: A-solar heating system; B-biomass boiler; C-heat pump; D-district heating; E-energy efficient windows; F-facade insulation; G-roof insulation; H-heat recovery ventilation; I-new nearly-zero-energy buildings (nZEBs); J-full retrofit; K-apartments in nZEBs (full retrofits); Amount of grant up to: 25 % of eligible costs (A-H), EUR 20,250 (I), EUR 31,500 (J), EUR 12,000 (K). Total amount (Public call 29SUB-OB15): EUR 14 million. To receive grants, households have to file applications to the public call published by Eco Fund. Grants can be combined with Eco Fund's loans.

[Read More](#)

RESPONSIBLE ORGANISATION(S)

Eco Fund, Slovenian Environmental Public Fund

Drafting of Slovenian technical guidelines for energy efficient renovation of cultural heritage buildings (Slovenia)



IMPACT

- ✔ Provision of technical support to engineers in the process of integral renovation of a cultural heritage building.
- ✔ Elaboration of the »heritage factor« to enable positive discrimination of cultural heritage buildings in financing schemes.
- ✔ Contribution to fulfilment of national strategic goals, i.e. meeting the 3 % renovation rate target.
- ✔ Securing long-term benefits and heritage-specific cost-effectiveness of interventions.

START DATE January 2016

The guidelines consist of general measures and restrictions relating to cultural heritage buildings, their design features, construction materials, the types of interventions, etc. On the one hand, the guidelines provide technical support to engineers in the process of integral renovation of a cultural heritage building, where energy efficiency represents only a part of it. On the other hand, they ensure that owners of cultural heritage buildings are placed in a more equitable position to obtain financial resources for the renovation of their buildings (e.g. funds from the European Structural Funds and the Cohesion Fund).

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RESPONSIBLE ORGANISATION(S)

Building and Civil Engineering Institute ZRMK
Urban Planning Institute of the republic of Slovenia

CONTACT AN EXPERT

[in](#) [Mag. Miha Tomšič](#)

EU Sustainable Energy Week (EU)



IMPACT

- ✔ 2,700 conference participants (2015)
 - ✔ 700 events (2015)
 - ✔ 550 people involved in matchmaking (2015)
 - ✔ 10,000 twitter mentions (2015)
- [Source 1](#)

START DATE January 2006

The EU Sustainable Energy Week showcases activities dedicated to energy efficiency and renewable energy solutions. It is designed to spread best practices, inspire new ideas and build alliances to help meet the EU's energy and climate goals. Our aim is to form a bigger picture out of multiple individual efforts to motivate change through a varied programme of events. (i) Organise an Energy Day; (ii) Sign up to the Covenant of Mayors; (iii) Compete for the Sustainable Energy Awards.

[Read More](#)

RESPONSIBLE ORGANISATION(S)

Executive Agency for Small and Medium-sized Enterprises (EASME)



Information Campaign "Let's Live Warmer!" (Latvia)



IMPACT

- ✔ 625 projects completed under the Improvement of Heat Insulation of Multi-Apartment Residential Buildings programme
- ✔ 210 events held between 2010 and 2015, >6,700 in person participants, > 2,740 online participants
- ✔ 1,280 Twitter followers, 317 Facebook likes, 33,117 YouTube views, >119,000 SlideShare views
- ✔ Newsletter reach >1750
- ✔ >300,000 campaign website visits

[Source 1](#) [Source 2](#)

START DATE January 2010

Campaign to inform people about the "Improvement of Heat Insulation of Multi-Apartment Residential Buildings" programme and encourage insulation of housing in Latvia". It aims at: Promoting cooperation between industry associations to ensure the flow of information about current industry promotion; Promoting information about apartment house management; Promoting information about EU funding for housing insulation; Providing information about benefits of insulation; Educating people about conditions providing qualitative insulation; Providing information about construction quality standards and technologies; Informing people about latest trends in housing insulation issues. Due to success of the campaign, program's EU funding was increased from 20 to 89 million EUR.

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RESPONSIBLE ORGANISATION(S)

Ministry of Economics

CONTACT AN EXPERT

[in Inese Berzina](#)

National Awareness Campaign "The Journey Continues" (Romania)



IMPACT

- ✔ 54% increase in signed contracts that receive POR funding - 679 contracts at the end of 2015
- ✔ 83% increase of POR funds absorption at the end of 2015
- ✔ 68% increase in site visits at www.inforegionordest.ro - 145,570 site visitors at the end of 2015

[Impact Data Information](#)

START DATE January 2014

This is a national awareness campaign that has been launched by the Regional Operation POR and it consists in a series of videos showed on various TV channels regarding various renovations or new investments that have been done all over Romania with POR funds. Also this is a tool to promote the future POR funding, a campaign meant to show the people how Romania is being renovated. This campaign included renovated schools, castles, commercial buildings and so on.

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RESPONSIBLE ORGANISATION(S)

Regional Operational Program POR

CONTACT AN EXPERT

[in Andreea Mihalciou](#)

ZEBRA 2020 (EU)



IMPACT

- ✔ Awaiting responsible organisation input

[Source 1](#)

START DATE March 2016

Aims at creating an observatory for nZEBs based on market studies and various data. The technology is already available and proven; however the large scale uptake of nZEB construction and renovation will be a big challenge for all market actors and stakeholders involved. A substantial gap in reliable data on current market activities makes it difficult for policy-makers to evaluate the success of their policies. Therefore, the key objective of ZEBRA2020 is to monitor the market uptake of nZEBs across Europe and provide data and as well as recommendations on how to reach the nZEB standard.

[Read More](#)

RESPONSIBLE ORGANISATION(S)

Vienna University of Technology (Coordinator)
Various others



Povzetek

Meritve, ki se uporabljajo za določanje in merjenje vplivov, se med seboj razlikujejo glede na vrsto ozaveščanja, ki jo želimo vzbuditi, ter tega kako učinkovito se s tem ukvarja posamezna organizacija.

Meritve, ki so predstavljene v zgornjih primerih lahko razdelimo na:


- 1 Meritve obsega:** se nanašajo na vrednost “koliko”. Koliko prenosov, uporabnikov, zadetkov, dogodkov, obiskovalcev, ipd.
- 2 Meritve množenja:** Se nanašajo na vrednost ‘koliko krat’, a se usmerjajo v vprašanja koliko zagovornikov ustvarja množenje ozaveščanja.

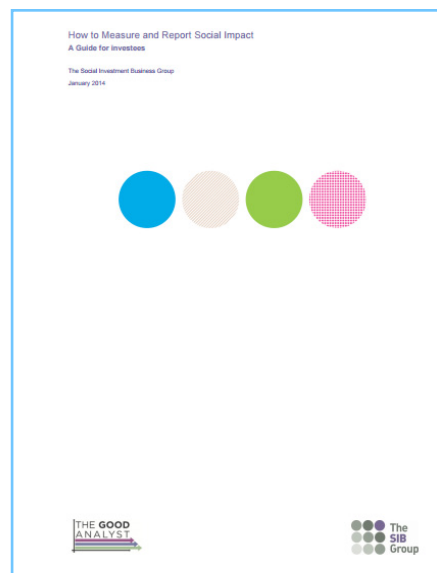
Te pobude redkeje sledijo, koliko nadaljnjih posameznikov množitelji dosežejo glede na možne težave, ki jih ob tem imajo.

- 3 Meritve delovanja:** se nanašajo na potrebe ciljnih skupin, da lahko presežejo ozaveščenost in se zavežejo določenim ukrepom, kot so npr. zaobljube.
- 4 Meritve rezultatov:** se pogosto prikazujejo sočasno z meritvami obsega, vendar sledijo končnemu rezultatu ozaveščenosti. Kot na primer, kašen je bil odstotek porasta prevzema neke določene sheme za energijsko učinkovitost - skupno s tem, koliko ljudi je proces ozaveščanja dosegel.

Kako nadalje?

To so le nekateri viri, ki jih priporočamo za določanje in merjenje učinkov, za katere upamo, da bodo v pomoč vsem, ki si iščejo poti, kako to izvesti.

PUBLIC COMMUNICATION CAMPAIGN EVALUATION	
An Environmental Scan of Challenges, Criticisms, Practice, and Opportunities	
Prepared for the Communications Consortium Media Center	
	
Julie Collman Harvard Family Research Project May 2002	
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Izjava: Odgovornost za vsebino tega gradiva nosijo njegovi avtorji. Gradivo ne predstavlja nujno stališč Evropske komisije ter ne EASME, ne Evropska komisija nista odgovorni za kakršno koli uporabo le-tega.

