

Calore Pulito - Clean Heat

AGESS, Italy

Summary

'Calore Pulito' is the name of the specific actions carried out by AGESS (the local agency for the energy and the sustainable development of Forlì-Cesena) to execute the monitoring of each heating plant and boiler all over the provincial territory of Forlì-Cesena, as by law enacted. The slogan 'Calore Pulito' is also referred to the information campaign organized by the agency to spread information on the actions to be taken by citizens and, more generally, by each boiler owner.

The action is addressed to a broad target audience: all citizens, industries and trading companies of the whole Forlì-Cesena province endowed with a boiler or heating plant. The agency aim is therefore to spread the widest information to the local population, as well as to arrange verifying inspections and to let people understand the importance of energy efficient plants.

End-user area	Target Audience	Technical
<input type="checkbox"/> New buildings	<input type="checkbox"/> Citizens	<input checked="" type="checkbox"/> Energy efficiency
<input type="checkbox"/> Refurbishment of buildings	<input type="checkbox"/> Households	<input checked="" type="checkbox"/> Heating
<input type="checkbox"/> Transport and mobility	<input type="checkbox"/> Property owners	<input type="checkbox"/> Cooling
<input type="checkbox"/> Financial instruments	<input type="checkbox"/> Schools and universities	<input type="checkbox"/> Appliances
<input type="checkbox"/> Industry	<input type="checkbox"/> Decision makers	<input type="checkbox"/> Lighting
<input type="checkbox"/> Legal initiatives (municipal regulations, directives, etc)	<input type="checkbox"/> Local and regional authorities	<input type="checkbox"/> CHP
<input type="checkbox"/> Planning issues	<input type="checkbox"/> Transport companies	<input checked="" type="checkbox"/> District Heating
<input type="checkbox"/> Sustainable communities	<input type="checkbox"/> Utilities	<input type="checkbox"/> Solar energy
<input type="checkbox"/> User behaviour	<input type="checkbox"/> ESCOs	<input type="checkbox"/> Biomass
<input type="checkbox"/> Education	<input type="checkbox"/> Architects and engineers	<input type="checkbox"/> Wind
<input type="checkbox"/> Other	<input type="checkbox"/> Financial institutions	<input type="checkbox"/> Geothermal
	<input checked="" type="checkbox"/> Other:	<input type="checkbox"/> Hydro power
		<input type="checkbox"/> Other

Context

The present action is located on the whole provincial territory of Forlì-Cesena, addressing a total population of 350.000 inhabitants, corresponding to about 112.000 plants and boilers to be serviced. The socio-economic reasons justifying the action are to be found in the presidential decrees DPR 412/93 and 551/99, requiring that each household boiler and industrial heating plant must be checked following a precise procedure, in order to increase the plants efficiency, to reduce emissions and to increase their safety. From a technical point of view, the aim is to guarantee the most efficient functioning of heating plants, thus aiming at saving energy and money and at increasing domestic safety, thus granting an environmental benefit as well.

Objectives

The aim of 'Calore Pulito' action is to guarantee a higher efficiency standard in the functioning of domestic, professional and industrial heating plants either in terms of energy consumption and of emissions control. However, since these general objectives are bound to have consequences on the citizens' life (they must spend money for the maintenance and for the stamp purchase, they could be asked to let their boiler be checked by inspectors, etc...), a primary strategy of the campaign has been to carry out a successful communication campaign letting people understand the importance of the present action for their own security and for a medium-long term energy saving. This is the reason why a strong advertising campaign (including local television networks, radios, meetings, press conferences, newspapers and leaflets distribution) has been necessary to introduce the implementation of the activities.

Process

The actions related to 'Calore Pulito' can be summarized in a few basic steps carried out by AGESS in association with the main professional associations, with the consumers associations and the local authorities (the municipality of Forlì and the Provincial Administration of Forlì-Cesena have both resolved upon entrusting AGESS with the task to manage the whole work programme).

The starting point of the programme consists of a systematic servicing of all heating plants of the local territory, as required by the above mentioned decrees 412/93 and 551/99: according to the law, citizens and industries must have their boilers checked by their usual maintenance firms every other year; in case of positive result at the end of the service, the maintenance man is expected to release to the boiler's owner an adhesive label to testify that the checking has been carried out in accordance with the law. In this phase AGESS has been responsible for creating and selling the adhesive stamps (called 'bollino calore pulito') to the servicing companies.

Secondly, the agency has been gathering all the servicing reports from maintenance men, which are being recorded and classified in order to have a complete list of all the existing heating plants.

The following and final step of the agency work will be to organize spot inspections to verify that every heating plant has been truly and correctly serviced according to the law.

The main problems encountered during the implementation of the work have concerned the attempt to increase the owners awareness about the importance of making regular servicing of the plants and the willingness to find an agreement on the maintenance procedures and costs satisfying the local institutions, the maintenance companies and the consumers associations.

Financial resources and partners

'Calore Pulito' is a self-financing activity: the advertising campaign, the data recording and the following inspections are being paid by the sale of the adhesive stamps.

The overall cost of six-month activity for 'Calore Pulito' is about 74.000 €, which are to be completely financed by AGESS through the selling of the referring adhesive stamps (costing 8 € each). The agency plays therefore a primary role in spreading information about the importance and urgency to carry out the required maintenance and to have the 'Calore Pulito' stamp on one's heating plant.

Results

Concrete results are difficult to quantify after only a few months activity. AGESS has anyway estimated that about 200 new jobs will be created, including the number of specialized servicemen and inspectors/verifiers.

Similar experiences previously carried out in Italy have shown that a 8% decrease in energy consumption and emission are an average outcome of these kinds of actions.

Lessons learned and repeatability

The difficulties encountered during the project implementation have mainly dealt with the effort to let citizens understand the medium term profitability of having their heating plants duly serviced: as a matter of fact the maintenance costs afforded by every citizen are recovered and balanced by the environmental and social benefit coming from the emission reduction and by the effective economic saving obtained by a more efficient functioning of the plants.

The only way to overcome the problem was to repeatedly carry on information campaigns with press conferences, radio spots and TV interviews, besides the organisation of meetings and conferences offering the opportunity of a direct speech between the people and the local authorities representatives.

Contact for more information:

Project Web Site: www.agenziaagess.com/calore_pulito.pdf

Organisation / Agency: AGESS

Main contact: Mr. Tiziano Papi

Address: P.zza Falcone e Borsellino, 23 - Forlì (FC)

Tel: 0039.0543.66044

Fax: 0039.0543.409930

E-mail: info@agenziaagess.com

Web Site: www.agenziaagess.com