



Energy Advice in Student Housing *Delft Energy Agency, The Netherlands*

Summary

This project was targeted at the student populations in three Dutch cities, among which the city of Delft, The Netherlands. The city of Delft has a large student population because of the location of a Technical University. Studies show that students in The Netherlands have very energy unfriendly behaviour when compared with average citizens. While an average citizen uses 1.000 kWh, a student uses 1.600 kWh on yearly basis. Partly this is because of the way they live together; partly it could be caused by the life phase the students are in. This costs the student about 50 EURO a year (i.e. these are extra costs). To make students more aware of their behaviour and of the (financial) benefits saving energy would have for them, the national association of student housing associations – Kences – took the initiative to set up a project which had this goal. In this project all students who live in houses of the participating associations were approached with the offer of getting free advice on how to save energy (and money). Other students who were hired and trained by the Delft Energy Agency gave these advices in workshops. The reason the DEA choose students as advisers in this project is because they stand close to the target group and are best suited to get the message across. An extra incentive for students to participate in the workshops is that at the end they could spend 25 EURO each on energy saving measures.

It is good to mention that the energy advices were part of a larger project in which the student houses were also scanned technically by the Delft Energy Agency (with the instrument called EPA, an “energie prestatie advies”, translated it would be a household energy scan). The EPA and the energy advice were brought together in an energy plan per student complex.

End-user area

- New buildings
- Refurbishment of buildings
- Transport and mobility
- Financial instruments
- Industry
- Legal initiatives (regulations, directives, etc)
- Planning issues
- Sustainable communities
- User behaviour
- Education
- Other

Target Audience

- Citizens
- Households
- Property owners
- Schools and universities
- Decision makers
- Local and regional authorities
- Transport companies
- Utilities
- ESCOs
- Architects and engineers
- Financial institutions
- Other

Technical

- Energy efficiency
- Heating
- Cooling
- Appliances
- Lighting
- CHP
- District Heating
- Solar energy
- Biomass
- Wind
- Geothermal
- Hydro power
- Other

Context

The project in Delft was part of a larger project in three Dutch cities, which house a lot of students. 'Kences', an association of student housing associations, coordinated the whole project. The socio-economic reason to carry the project out was the combination of two traits of the average Dutch student: they spend a lot of money on energy (a lot more than the average citizen) and they have a small budget. When students become aware of their behaviour towards energy and when they change this behaviour, they can save a lot of money, which they can spend on books, beer or other important things. There were no specific technical reasons to carry out the project.



Objectives

The aim of the project was to make students (the target audience) more aware of their behaviour towards energy. Because for this object students are a very hard to reach target-group – they have other things on their minds – the choice in the city of Delft was to set up a very intensive project in which all the students were approached direct and personally. The phases of the project were as follows:

1. Survey
2. Personal visit
3. Measures

Process

In phase 1 of the project all the students in the city of Delft received a survey in which they were asked all kinds of questions concerning energy saving options and their own behaviour with regards to energy saving. This questionnaire served two functions: it gave the housing association all kind of interesting information regarding the behaviour of the students and it made students a priori aware of their behaviour towards energy.

Phase 2 could be considered as the heart of the project. In this phase all the students got a visit from an energy adviser that was trained by the Delft Energy Agency. After a letter was sent – in which the advise on a certain date was announced – the adviser dropped by the students in the evening to maximise the change of most of them being at home. In a small workshop, the students received a program, which was aimed at creating awareness of energy behaviour and giving good information on how to save energy in a positive way. At the end of the workshop all the students could select energy saving measures from a list. Each student could spend a budget of EURO 25. This of course was a great stimulus to participate in the workshop in the first place.

Phase 3 of the project consisted of delivering the measures to the students on as short notice as possible.

Financial resources and partners

The total costs of this part of the project in Delft (the aforementioned EPAs excluded) are estimated at EURO 100.000, -. Sources of funding are: the Dutch ministry of Housing, the Energy fund of the City of Delft, the Housing Associations.

The Delft Energy Agency was the main subcontractor in this part of the project (the housing association DUWO being the partner in the project). It also implemented the EPAs.

Results

These results are not yet known. At the end of 2004 an evaluation of the project will be made. In this evaluation the lessons learned will be collected. The focus of this evaluation will be on the process. Evaluation of results will follow next year, when behaviour changes have had the chance to materialize.

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