



## Technical Days to promote energy saving and efficiency AGMEM – Municipal Energy Agency of Málaga, Spain

### Summary

The Municipal Energy Agency of Malaga presents itself as the organisation responsible to promote the energy efficiency and renewal energy in the City of Málaga. For this, the Agency has set the following targets:

- Increase the energy efficiency and the use of renewal energy in municipal buildings and facilities
- Promote savings and energy efficiency in the city
- Encourage the installation of thermal solar and photovoltaic energy systems in the buildings of the city
- Increase the energy information and training of the citizens, companies, and professionals

This is the reason why AGMEM, in November 2006, organized two Technical Days in the Trade Fair and Congress Centre of Malaga.

The present technologies and their future tendency as well as the specific casuistry of the municipality were described on each technical day. So was also the correlation between corrective actions and environmental impacts. Several specialists also showed the energy situation of the City today and the Sectorial legislation was contemplated.

#### 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 Technical Code for Buildings (CTE) in Spain entered into force 28th of September 2006. It includes legislative actions for energy saving and efficiency that affect directly, not only building maintenance, but also the productive construction sector of the City.

This new law makes it necessary spreading campaigns how to change the current trends and criteria for sustainability and energy efficiency among the implied groups.

The technical days took place as a result of a Specific Agreement of Collaboration signed by the Andalusia Energy Agency and the Municipal Energy Agency of Malaga. The purpose of the Agreement was to develop actions for spreading information about energy saving measures and efficiency behaviours.



## Objectives

The main purpose of the technical days were to spread and to harness Responsible Energy Guidelines; to show people, through different agents, how to use the scarce conventional energies efficiently and minimize its environmental effects, as well as to promote the use of alternative and/or renewable energies.

An important goal was also to emphasize the present energy wasting and lack of power efficiency.

## Process

The technical days were organised in four stages.

1. The first one was to design the contents and included the definition of the specific thematic exposition for each speech, its technical developments, the selection of experts, and the preparation of different proposals to be studied to reach a consensus by a selection group. It finished with the concretion of the program.
2. The second stage was to fix the logistic development of the program and its spreading. It consisted in designing a web page for the event, creating program leaflets and the disseminating campaign.
3. The third stage was the celebration of the event
4. The fourth stage was to spread information about speeches and results, mainly by emails with the web page address and leaflets to Industrial Engineers, Architects local Associations, local newspapers, local Companies and Organizations and to Public Organisations.

Each technical day contemplated the municipal energy situation where the present technologies and their future tendency were described by renowned specialists. The correlation between corrective actions and their environmental impacts was also discussed.

**Table: The program template for each event.**

ACT	DESCRIPCIÓN	WHO
Accreditation and documentation delivery		Organization Staff
Inauguration and Welcome		Authorities and personalities
1st speech	State, development, incidence and expositions of the Municipality	Local Expert
2 <sup>nd</sup> speech	State, development, incidence and expositions of the Municipality	Local Expert
Pause		
3rd speech	Description, legislation, parameters, facilities....	Renowned Expert
4th speech	Description, legislation, parameters, facilities....	Renowned Expert
5 <sup>th</sup> speech	Future and trends.	University and Official Experts
Closing session	Panel	

All the steps were:

- I. Contents and speakers confirmation.
- II. Promotional material final design.
- III. Conference spreading (by email with a link to the web to consult the contents, premises and inscription).
- IV. Promotional material impression.
- V. External hiring of the rest of services and equipment for the event (premises, catering, etc.).
- VI. Spreading of the promotional material and diffusion in local press.
- VII. Celebration of the event.
- VIII. Publication of speeches and conclusions in AGMEM web page and local media.



## Financial resources and partners

The Andalusia Energy Agency (AAE) and the AGMEM signed an Agreement in July 26<sup>th</sup> 2006 to cooperate in actions to spread energy saving and efficiency.

The mentioned Agreement included a work program developed by the AGMEM, about the construction and public services sectors (street lighting fundamentally). The amount of the program, to be financed by the AAE, was 24.800 €, according to the following budgets:

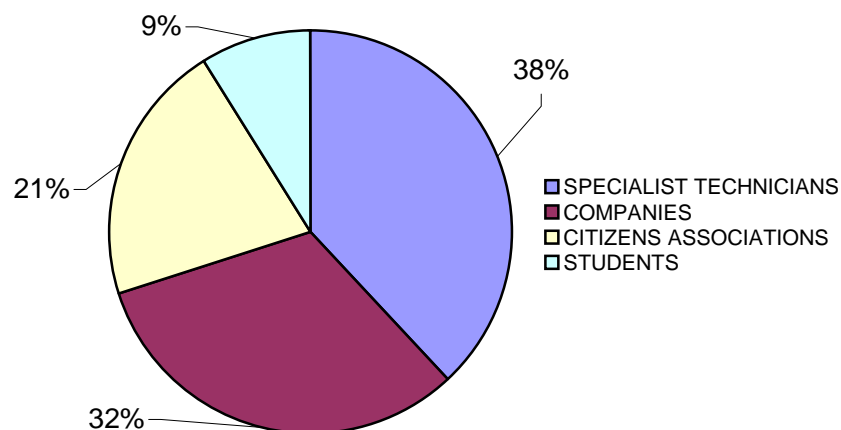
Standard Technical Day	Budget
Promotion elements designing	2.200,00€
Promotion elements printing.	250,00€
Local services hiring	700,00€
Catering hiring	5.250,00€
Audio and video equipments hiring.	900,00€
Promotion elements spreading	
Media spreading	3.100,00€
Carrying out the Technical Day	
<b>Total Standard Technical Day</b>	<b>12.400,00€</b>
<b>Total two Technical Days</b>	<b>24.800,00€</b>

## Results

Thanks to the technical days AGMEM obtains permanent contact with the assistants, as well as the possibility to attract the interest of new citizens. The created web page makes it possibility to find speeches and all important documentation, and is also function as a forum for new tendencies and restlessness.

To spread responsible energy guidelines is a main aim for AGMEM. We want the society to become aware of the necessity to use conventional energy efficiently. AGMEM spreads information in the City and improves the formation of the citizens, companies and professionals in energy matters. So we have adopted different evaluation systems. First we considered the amount of people and/or attendance demanding to the events as a good indicator, being interesting to know the Sectorial distribution. We established for the first conference a demand of 150 people initially, and attended 109 finally.

By segments we classified them in the following percentage: Specialist Technicians 38%, related companies 32%, citizens associations 21%, and students 9%.





An indicator to take into account is the later web visits, which include on line information of the treated subjects (conference documentation, related legislation, updates). In this sense we consider other indicators. First, the consultations made by people who did not attend the conferences. Second, the repetitions in consultations (we think they are made to demand updating, due to the vertiginous changes in technology). Other indicator is the demand of information in the Web; also we can include the demanded information given by specific groups interested in the spreading of its knowledge through the conference Web.

TECHNICAL DAYS		
Nº attendees	Sector – Public Services (Street Lighting)	Sector – Buildings
	109	137

### Lessons learned and repeatability

In addition to the actions related previously, for next events we will evaluate the increasing interest, showed in the initial stages, by the different personalities related to the organization and the carry out of the technical days. This interest will be evaluated through tests that include the subjects proposed, a brief description of the subject and object, the speech time and the speaker's profile. To get the viability, we consider advisable a minimum of 85% of coincidence with the proposal and it must adjust to the criteria marked by the UE aims, strategy and priorities. The increasing percentage of the demand and/or the attendance to the events, are indicators to take into account because AGMEM tries to make a continuous formation and spreading project. These data referred to the different segments helps AGMEM to relate the contents with the segments of interested population. It is possible to consider always a greater increase in the demand than in the attendance. For this reason we think an increase in demand of 4% is acceptable, and a 3% in attendance.

This will take us to finish the project program with a demand of 250 people and 180 people attending last technical day (ending of 2008).

### Contact for more information:

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