



Home Energy Saving Campaign Energy Agency of Cordoba, Spain

Summary

The current campaign is focused on the homes in the municipalities of Cordoba province. The main objective of this campaign is to make the population aware of how important it is to use energy in a responsible way.

The concept of the Campaign is: “the more conscious of our consumption we are, the more we could save”

The Energy Agency of Cordoba, “*Agencia Provincial de la Energía de Córdoba*” try to reach the citizens in order to create awareness but also involucrate them, in home energy saving strategies, that we expect have a deep impact on the society. If it was possible to extrapolate the actions in the whole province of Córdoba, important economical savings, CO₂ emissions reduction and a global energy efficiency improvement, would be reached.

End-user area

- New buildings
- Refurbishment of buildings
- Transport and mobility
- Financial instruments
- Industry
- Legal initiatives (regulations, directives, etc)
- Planning issues
- Sustainable communities
- User behavior
- 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 campaign will be carried out in 33 municipalities in the province of Córdoba, with a participation of 10-15 homes per municipality in average.

To participate in the campaign, one of the requirements is to make a commitment to the City Council in the collaboration with the Energy Agency during the development of the campaign in its municipality.

The pre-selected municipalities are shown below:

- Community of the Alto Guadalquivir: Adamuz, Cañete de las Torres, El Carpio, Pedro Abad and Villafranca de Córdoba
- Community of Campiña sur: Montalbán de Córdoba, Montemayor, La Rambla, San Sebastián de los Ballesteros and Santaella
- Community of Guadajoz and Campiña Este: Castro del Río, Nueva Carteya and Valenzuela
- Community of Los Pedroches: Conquista, Fuente la Lancha, El Guijo, Torrecampo, Villaralto
- Community of the Subbética Cordobesa: Almedinilla, Carcabuey, Encinas Reales, Palenciana and Zuheros.



- Community of the Valle del Guadiato: Los Blázquez, La Granjuela, Obejo, Valsequillo and Villanueva del Rey
- Community of the Vega del Guadalquivir: Almodóvar del Río, La Carlota, Fuente Palmera, Hornachuelos and Posadas

Objectives

The main objective of this campaign is to make the population aware of how important it is to use energy in a responsible way.

A secondary objective is to find out if knowledge of our current energy consumption at home is important enough to change our behaviour.

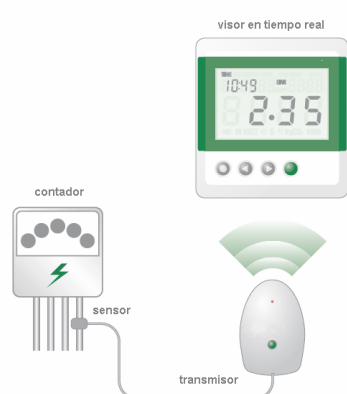
Process

The campaign is structured into the following phases:

- *Phase 1.-Campaign Promotion.*
It is a necessary and intense job to promote the campaign for the municipalities through different media such as radio diffusion, newspaper and even local television, when it is possible.
- *Phase 2.- Inscription and Selection of the homes in the village*
The interested families should register in the city hall of the selected village and show their interest in participating by a voluntary manner.

If more families registered than what is planned for, the selection of families is carried out by taking into account statistical criteria, in order to select the most representative households for further extrapolation of data towards the whole province.

- *Phase 3.- Campaign Presentation*
Once the families have been selected, a presentation act will be carried out in every municipality.



In a workshop with the participants, information will be given about the aim of project, advices about energy saving at home, etc.

Families will be informed about the power monitor. The power monitor is a small device showing the households real time energy consumption, the cost of this energy consumption and the CO₂ associated. The device also has the capability of saving data in a memory, so that energy consumption in the beginning of the project can be compared with energy consumption at the end of the project.

At the end of the presentation act, the Agency will hand over energy saving lamps to the participants, in order to contribute by putting saving energy advices into practice.

- *Phase 4.- Campaign development at home*
To avoid unnecessary risks, the power monitor is recommended to be installed by a specialist. Thus, the power monitor will stay installed in every home for several months. During this period, the family has the opportunity to realise which of the household machines and devices that have high energy consumption, so they can learn day by day how to be more efficient and how to waste less, because it is good for them and also for the environment.
- *Phase 5.- Home analysis*
Differences in energy consumption when compared to the same period of the previous year will be analysed.



- *Phase 6. - Conclusions*

At the end of the Project, when the activities have been carried out in the municipalities, a study of the energy consumption of the province of Córdoba will be carried out, showing how much energy we can save when we know the energy consumption in real time.

Financial resources and partners

The project has a budget of 50.000 €, 100% financed by the Energy Agency of Cordoba.

With this budget, we can acquire enough power monitors and energy saving lamps as well as develop the campaign promotion and perform further studies related to the project.

Results

Although it is difficult to make an estimation of the amount of kWh that can be obtained during this campaign due to the wide range of home-types that we can find in the province of Cordoba (Mountain vs. Valley, flat vs. house, one person vs. A big family home, etc.), significant savings are expected for the project both for energy (10-20%) and for CO₂ emissions.

Lessons learned and repeatability

Probably the main advantage of the project is the possibilities to carry out the project in other regions as well.

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