



# **ENERGY AMBASSADORS:**

## **Campaign to fight against fuel poverty and raise awareness on energy efficiency and energy savings**

# Energy Ambassadors for...:

## •... WHO?

**First target group:** social workers and social and healthcare organization

**Final target group:** Households in difficulties, vulberable groups

**Facilitators:** consortium partner

Partners countries: FRANCE, UK, SWEDEN, SPAIN, ROMANIA, BULGARIA, DENMARK, GREECE, ITALY.

# Energy Ambassadors for...:

## ...WHAT?

To **act on fuel poverty**, one must have a minimum of technical knowledge on energy.

**Create and maintain a collaboration between energy specialists and social workers** is a real need.

## WHY?

Social workers often isolated on technical issues



Energy theme is particularly complex in vulnerable/poor households (poor sanitation, etc.).

# Strategic objective

To work with and involve health and social care institutions and organizations:

- to create a better understanding of the problems of fuel poverty
- to reach better the vulnerable groups

# Concept

- **Development of tools**
  - Social workers Energy guide
  - Advices brochure
- **Training and follow up**
  - Modules sessions for social workers
  - Energy Ambassadors Committees
  - Hotline with energy experts
- **Local Actions for vulnerable groups**
  - Home visits by Energy Ambassadors
  - Telephone interviews
  - Creation of specific tools
  - Public meetings and seminar to raise awareness in groups.



# Opportunities for Energy Ambassadors

- To **reach directly** the vulnerable groups
- To use **existing social** network
- To **raise awareness on fuel poverty** with public bodies
- **Energy restraint** as step n°1
- Actions on small refurbishment works and small equipment as second step
- Actions on the rehabilitation/renovation and buildings- already at stake within the EU policy

# Energy ambassadors Good practices

- Bulgarian example

Ivanka Pandelieva – Sofia Energy Center

- Swedish example

Lena Eckerberg – Energy Agency for Southeast Sweden