

Bulgaria

EA campaign in Sofia Capital Region

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Tools for the campaign

- For households :

Brochure with advices for energy saving at home

Two flyers – for domestic appliances and for heating

- For Energy Ambassadors

Guide “How to Save Energy and Water” used for the training and distributed to EAs

5 modules training covering all major aspects of energy efficiency at home;

Stakeholders

17 social workers trained EA and committed to deliver energy advice to households

Involvement of Agency for Social Care and its Sofia Regional Department

Signed Agreement from the Ministry as employer

-> good example of good cooperation with social care institution

Campaign in Sofia

Target of the campaign

Low-income households in Sofia Capital Region

Activities with households

About 60 % home visits

33 % at social worker's premises

9% phone contact

- Mostly discussed topics: electricity bills (90%) and heating bills (70%) ,
- Mostly recommended measures:
 - Change to energy savings bulbs (80%);
 - Mount insulation strips on windows and doors (55 %);
 - Adjust thermostats, lower room temperature (56 %)
 - Use lower temperature in washing machine (61 %)

Results of the campaigning

1700 Households visited and advised – by 700 more than planned initially; 1700 intervention sheets collected back;

500 households contacted second time to check applied measures;

Households profile:

- *Average size of households* – 2,5-2,6 people per household; two and three people households form 66 % of the households.
- *Average size of dwellings* - mostly apartment buildings (only about 5 -10 % houses depending on the region), average size 67 sq.m.
- *Rate of owner occupation* - over 80 % owner occupied - peculiarity of Bulgaria!;

Applied measures

500 households chosen for second visits

Preliminary results (*based on average of best performing and worst performing*) :

32 % lowered indoor temperature after advice;

75 % maintain 15 degree indoor when out or sleeping;

35 % put insulation stripes

15 % changed windows with efficient ones;

42 % regularly clean behind the fridge;

75 % started cooking with lid;

56 % defrost at room temp., not in microwave;

60 % wash at full loads and at lower temp';

53 % replaced one or more bulbs;

94 % turn off equipment not on “stand-by”

Results in energy savings

- **Presumptions:**

20 000 kWh/year energy consumption per household;

60 % for heating;

7% washing;

5% lighting

Each 1 degree lowering heating -> 2 % reduction of heating bill (conservative scenario)

-> Estimated energy saving in heating for 100 households -about 158 MWh/year or about 8 % of overall domestic energy consumption

Results in energy savings

- from reducing temperature– about 60 MWh/year (or 5 % of standard energy consumption for heating);
- from striping and windows replacement – 48 MWh/year (4 % of standard energy consumption for heating)
- from other measures like bulb replacement, washing full loads and washing at lower t. – additional 4-5 % or about 50 MWh/year

For 1700 advised households - 2686 MWh/yr