



# Residents as Energy Experts

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CECODHAS 27.5.2009

# Energy Experts: WHAT and HOW

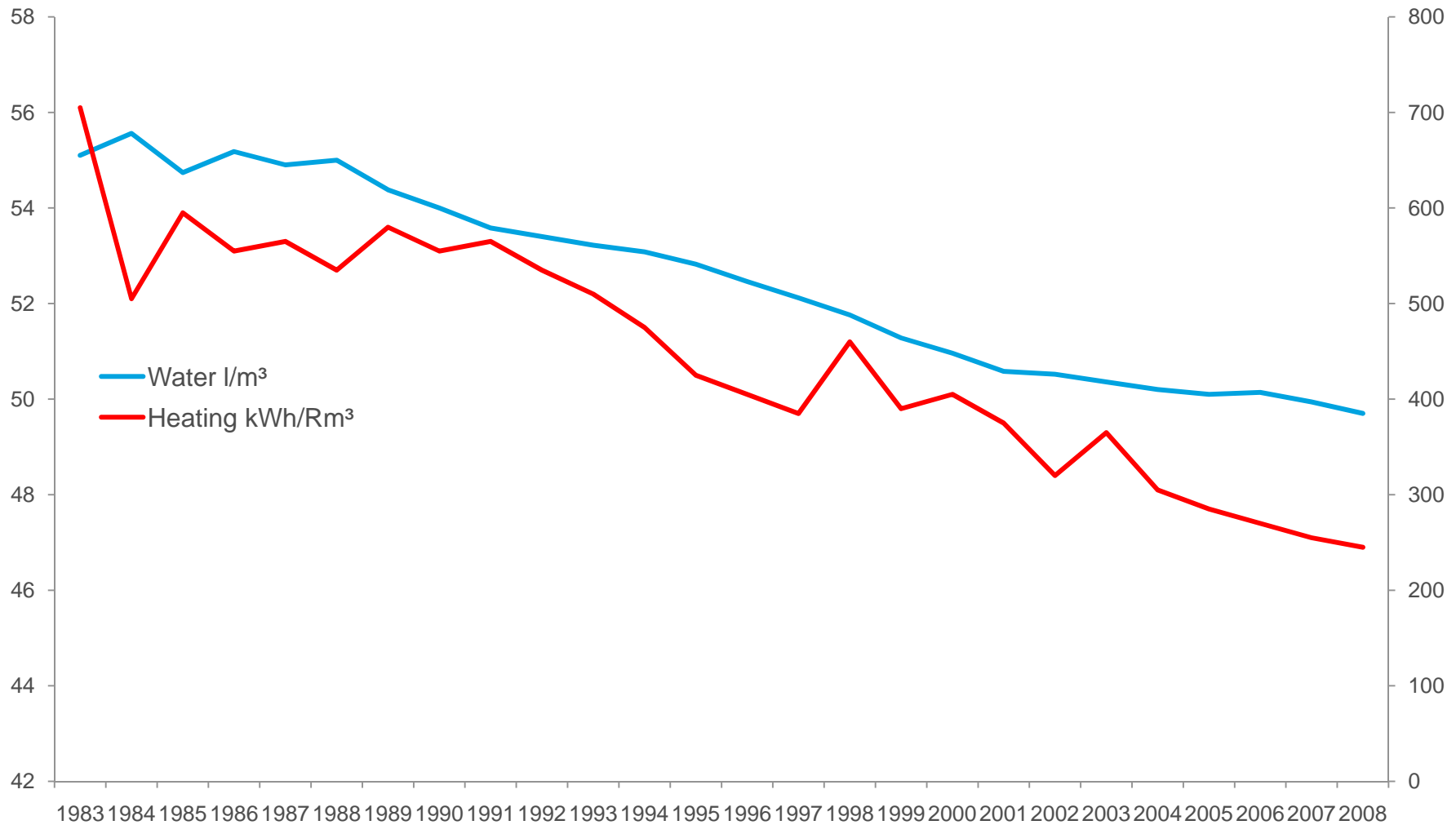
- Training concept for turning volunteer residents into energy experts who understand the principles and functioning of energy management in their own buildings
- Task is to inform and remind other tenants about the importance of energy saving – opinion leadership
- Contact person between VVO & housing manager, maintenance company and tenants



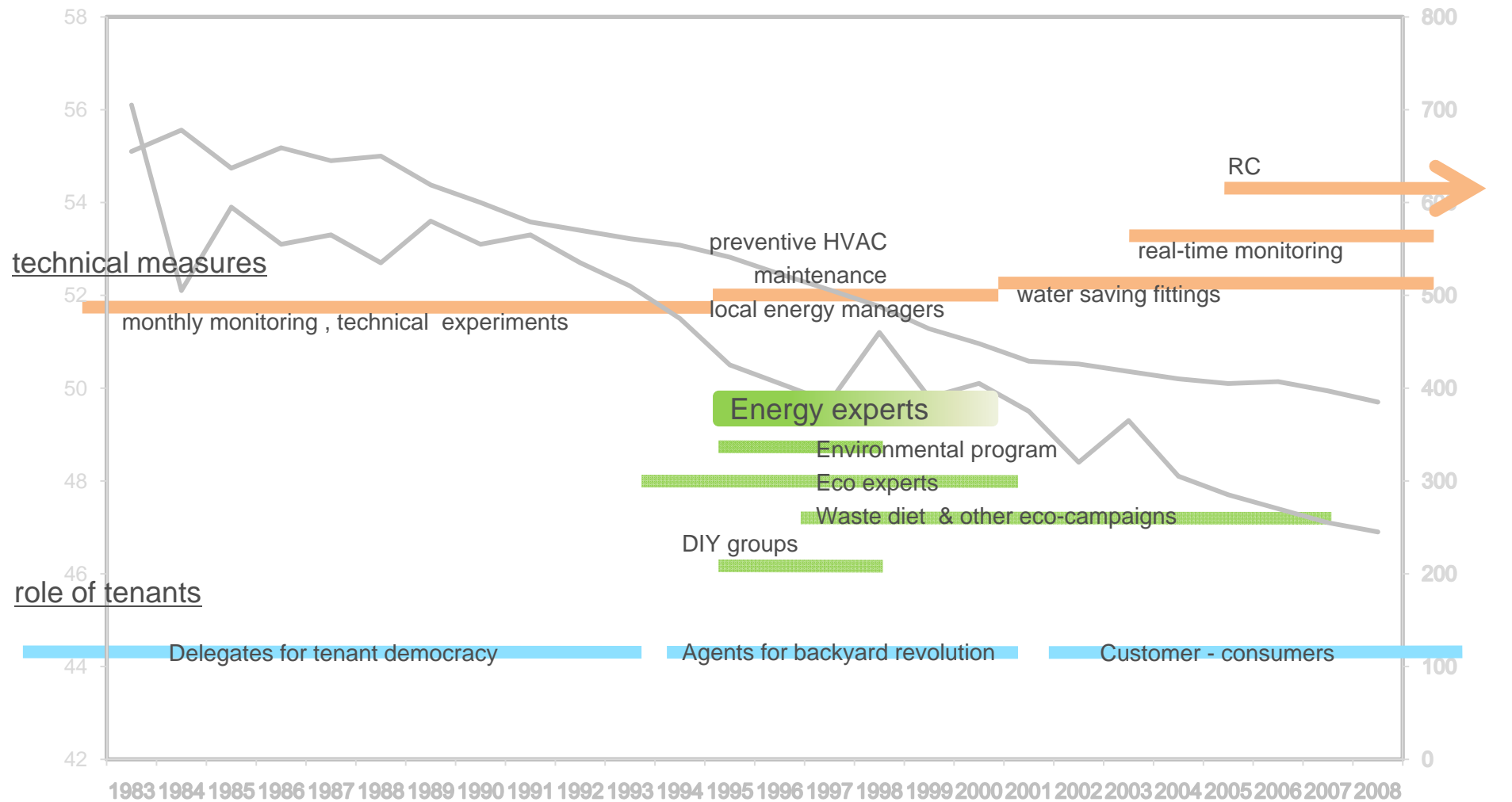
## SUPPORT for Energy Experts

- Originally: a briefcase of "fancy gadgets", workbook, yearly training events, quarterly newsletter, meetings with maintenance personnel and energy consultants
- At the moment: yearly energy campaign theme week

# VVO's energy consumption 1983-2008

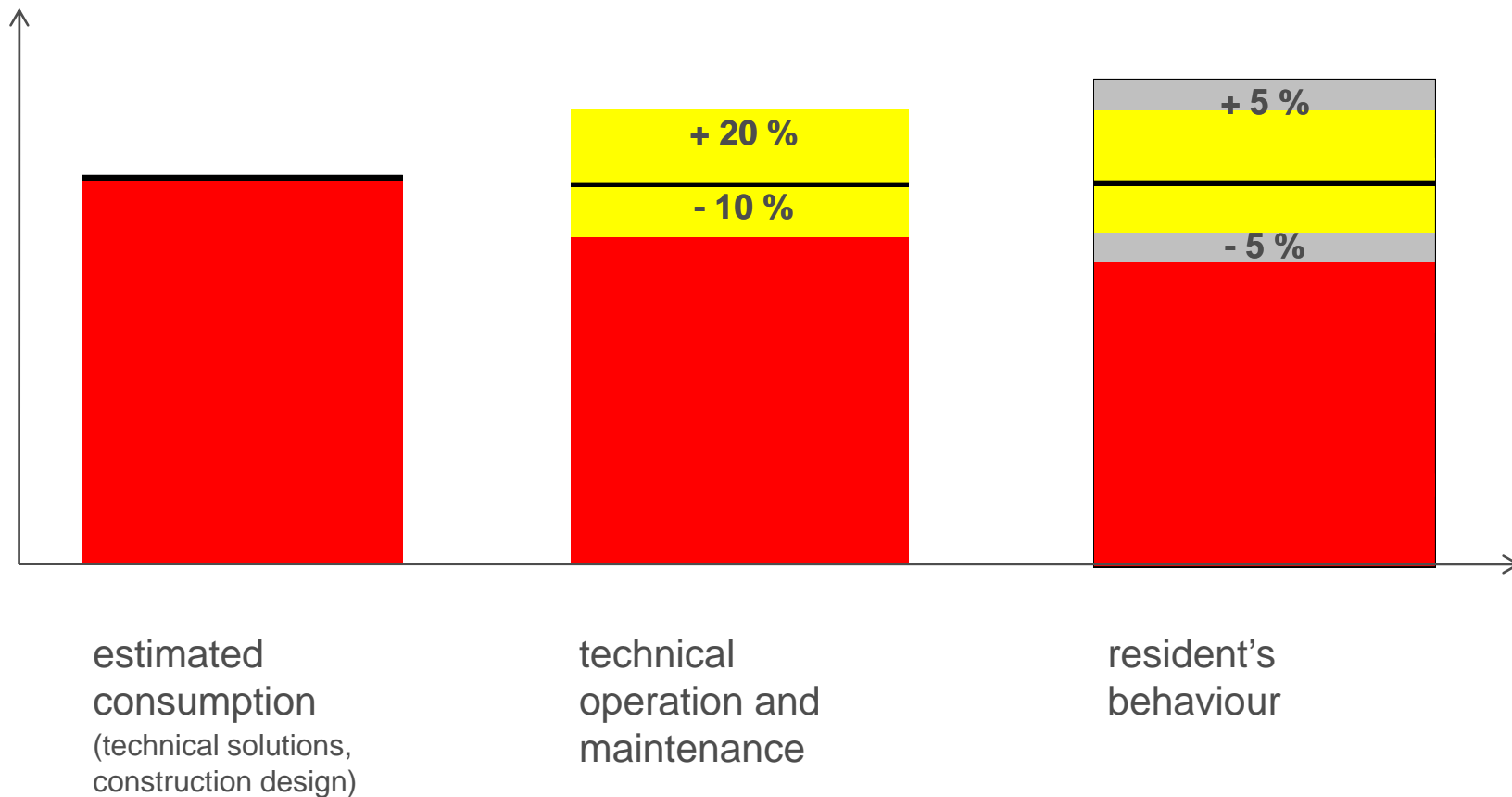


# The context of Energy Expert activity



# Overall composition of energy consumption

estimation of the weight of the main components in VVO's context



# Relevance of Energy Expert activity

A back-up program for effective energy use

- mostly about communication & lobbying for attention and attitudes
- not a stand-alone thing

Natural part of VVO's co-operation and interaction practices

- also supporting company's public role and image

A hands-on, practical means of communication

- fits well with the Finnish mindset

Messages

- for tenants: this is important, you are important, this is what you can do (try out yourself)
- for maintenance companies: watch out, we are serious about this

