



# SHARE

Social Housing Action to  
Reduce Energy Consumption



## Case Study 1

### Energy Awareness Event for Tenants



With the SHARE project, B.&S.U. mbH has mobilized Remscheid's key social housing actors to get energy active!

The aim was to help social housing tenants to improve their living conditions and at the same time save energy and money.

Together with the Environmental, the Health and the Building Department of the City of Remscheid, 2 social housing associations, the local Energy Provider and Heating System Manufacturer, B.&S.U. organised a Kick Off Event for the SHARE programme

"We did anticipate some interest for energy saving", Petra Hackmann, SHARE Project Manager, admitted, "but this kind of response really exceeds our expectations!"

**The awareness event was attended by 350 tenants and the local media.**

#### What was achieved by the event?

- Awareness about SHARE aims
- Identification of new target groups
- Identification of tenants' needs and interests
- Build up of genuine trust amongst local interest groups
- Tenants interest in participative action via the SHARE forum as opposed to a top-down approach

SHARE is an Intelligent Energy Europe Project working in eight European areas to develop energy efficiency and low carbon technologies in social housing. For more information about the SHARE project and for other case studies see the project website:

[www.socialhousingaction.com](http://www.socialhousingaction.com)

## How was this achieved?

- Presentation of and exhibition by local stakeholders
- Energy quiz and prize draw
- Interactive interviews with tenants
- Questionnaires
- Networking reception with snacks

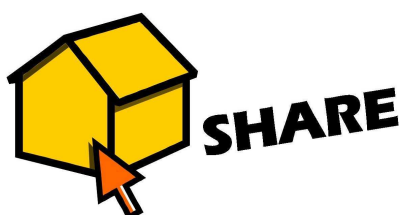


## What needs were identified and further action initiated by the event?

The kick off event confirmed that the awareness and advice programme should be tailored to the social housing tenants in the local area. In Remscheid for example care must be taken to reach effectively the households and communities with Russian and Turkish background.

Thirst for information was identified in the areas of

1. Heating and ventilation
2. Condensation
3. Thermostat controls
4. Energy efficient household appliances
5. Energy saving in cooking and refrigerating
6. Energy saving in lighting



## The German Federal governments have adopted the "Districts With Special Development Needs – the Socially Integrative City" programme

Its goal is to counteract the widening socio-spatial rifts in the cities. "Environmental Change" is one of the key fields of activity in this programme which fosters participation and cooperation and represents a new integrative political approach to urban district development.

The federal state of North Rhine-Westphalia initiated its own "**Social City**" programme to promote urban areas with special needs in which the city of Remscheid is participating. Here the SHARE project complements Remscheid's local activities and will offer added value by listening to the key target groups following a bottom-up approach.

**SHARE** Europaweite Initiative zum Energiesparen zu Hause

**Energiesparquiz**

Wie viel Geld spart ein 4 Personen – Haushalt durchschnittlich im Jahr, wenn...

...der Stand-by Betrieb bei Fernseher, Satellitenreceiver und Videorekorder ausgeschaltet wird?	...alle 40 Watt Birnen gegen Energiesparlampen ausgetauscht werden?	...die Waschmaschine nur bei voller Ladung läuft?
a) Ca. 5 Euro <input type="checkbox"/>	a) Ca. 12 Euro <input type="checkbox"/>	a) Ca. 8 Euro <input type="checkbox"/>
b) Ca. 54 Euro <input type="checkbox"/>	b) Ca. 78 Euro <input type="checkbox"/>	b) Ca. 165 Euro <input type="checkbox"/>
c) Ca. 5554 Euro <input type="checkbox"/>	c) Ca. 7778 Euro <input type="checkbox"/>	c) Ca. 1665 Euro <input type="checkbox"/>

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