

Case Study 10: Energy expert programme

Finland

Summary

Energy expert is as programme co-ordinated by the Centre for Energy Efficiency (Motiva). The aim of the programme is to generate energy efficiency at household level by training ordinary people to act as energy experts within the dwellings they live, whether it is rental or owner-occupied housing. The programme was developed together social housing organization VVO in 1993 and it has been ongoing since 1995, when first experts were trained. VVO is by far the largest social housing organization with almost 38 000 tenements and 66 000 tenants. The company also constructs dwellings and sells them different housing actors. All together Motiva and the expert trainers' network have trained over 3 000 energy experts in Finland and for example housing organization VVO has organized training for over 700 energy experts since 1995.

Energy experts are volunteer tenants/residents who have been trained to be active in energy issues in the building they live. They can monitor sudden changes in the energy, electricity and heating consumption. They also provide advice and assistance to other residents/tenants about more efficient energy and water use practices. And they act as contact persons towards the housing organization and the housing management company and vice versa.

Energy experts' activities have proved to be successful. Motiva has reported that in the buildings where there have been active energy experts an average increase of the energy conservation for heating 5 %, 10 % decreases in electricity consumption and 20 % in water usage have been achieved.



“Energy expert measuring water flow”. Photo by Markku Anttonen.

Lessons learned

1. The volunteer aspect of the concept can be strength or weakness
2. Monitoring the experts activity and the results to make achievements visible
3. Economic incentives for residents can support and enhance the effect of the expert activity
4. Communicating good and comfortable living instead of energy efficiency
5. The facilitating or constraining role of housing managers
6. Connecting experts to the planning and implementation of centralized energy inspections and improvements
7. Providing communication skills with the dissemination material\
8. Providing recognition and reward

