

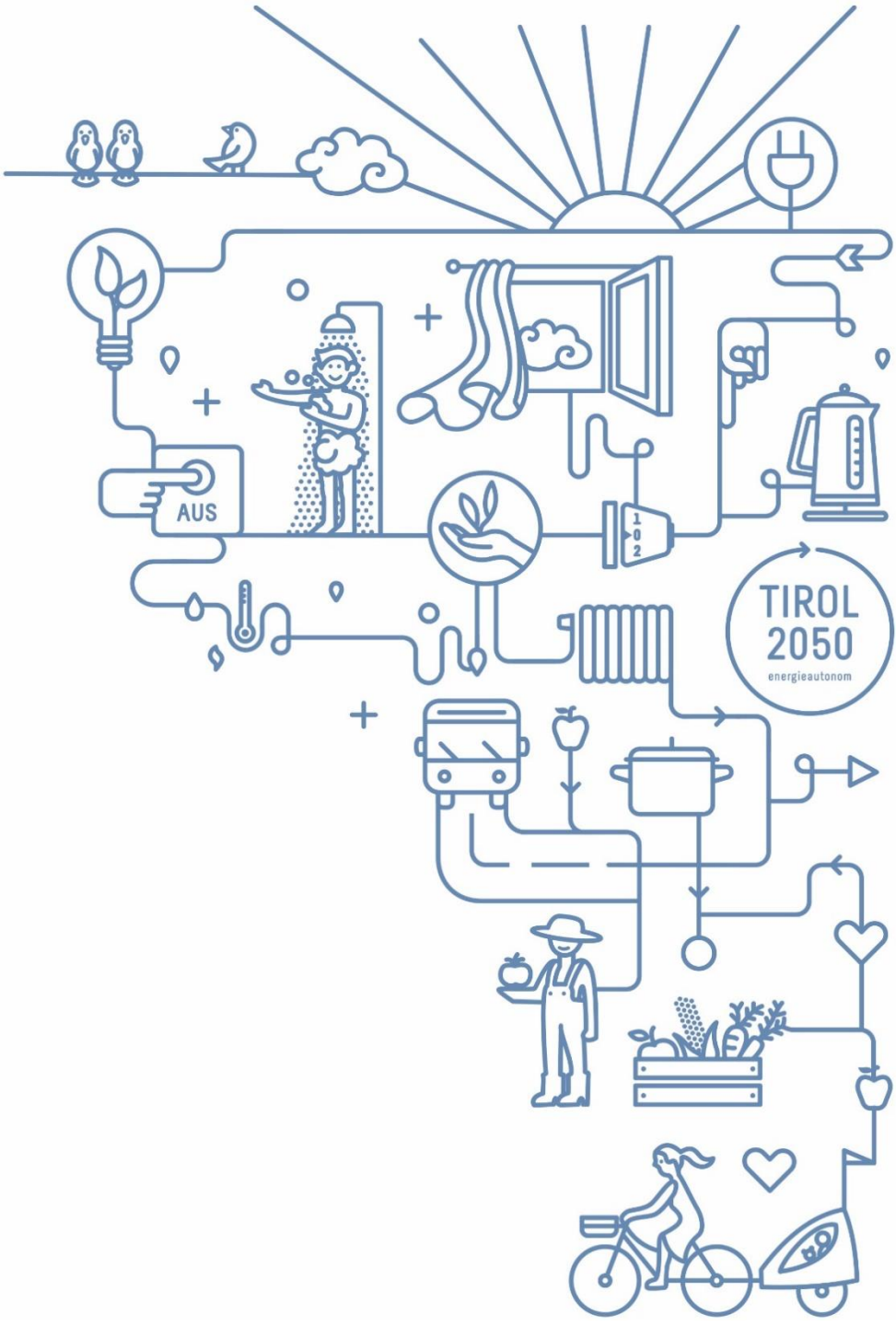


Initiative DoppelPlus

Climate action campaign for low-income households

Zagreb | 05.12.2018





Vorteile nützen. Klima schützen.

Doppel
Plus

Project Side: Tyrol, Austria

Project period: Oct 2016 – June 2020

Co- financed by: LIFE – ClimAct, Government of Tyrol and
Stadtwerke Wörgl => ~ 1mio €

5 Tiroler Partner

60 voluntary energy- & climate coaches

1.080 coachings in households

40 workshops in German courses

more than 4. 000 persons directly reached

~360.000 kg CO₂ savings

~1.150.000 kWh energy savings



TOGETHER, WE CAN ACHIEVE A COMMON GOAL.

Funded by...



Caritas



Supported by...



Diakonie 
Flüchtlingsdienst



iKB Eins für alle.



wohnungseigentum 

INNS' BRUCK

What is new?

Direct contact to target group

low income households included in climate protection

first project for the entire area of Tyrol

direct education for people from the target group

TARGET GROUP

about 100.000 people are at risk of poverty in Tyrol

- + risk groups: long-term unemployed people, migrants, single parents and pensioners with the lowest pension rate
- + spent the majority of their income for energy and mobility (energy poverty and mobility poverty)
- + they are often excluded from social participation and development because they lack financial and material resources

What we don't want...



*The campagne addresses low- income households,
which are at risk of poverty.*

*These people know how to live an economically life. They face
financial difficulties every day.*

*For this target group, saving is more or less the same as
sacrifice.*

*We must not give them the feeling, that they have to
sacrifice for savings.*

What we want...



People in low- income households should experience energy efficiency and climate protection as a win- win situation.

**Good for you. Good for the climate.
Take advantage. Protect the climate.**



Good for you



Good for...

less energy consumption = more money
Good for you



less carbon emissions = climate protection
Good for the climate

an useful employment
Good for you



an important consultation for others
Good for others

regional products are
more tasteful and healthier
Good for you



good for our Country and our farmers
Good for our country

drive smart. save fuel
Good for you



mobility and sustainability
Good for TIROL 2050 energieautonom

TAKE ADVANTAGE.

PROTECT THE CLIMATE.



REACH OF THE INITIATIVE DOPPELPLUS

- + 60 voluntary energy-& climate coaches
- + 1080 coached households
- + 30 special coachings in households with low income
- + 40 Workshops „Klimaschutz in Deutschkursen“ (participants: 15 people/ workshop)
- + 7 seminars – energy, consulting, german teacher, real estate industry, politics (participants: 30 people/ seminar)
- + Cooperation with TSD – tyrolean social services (~ 100 people)
- + Through further personal coachings can be reached 45 people
- + publications: 9.000 info folder „Klimaschutz für die kleine Geldtasche“ – Farsi (Persian), Arabic, Turkish, Englisch, German
- + Posters and flyer are spread in over 25.000 households in Tyrol
- + Public relations (provincial daily newspapers)
- + Energy- & CO₂ savings: 1.150.000 kWh & 375.000 kg CO₂



More than 4000 tyroleans will be reached by doppelplus

Actions

independent, free of costs, adapted to the target group

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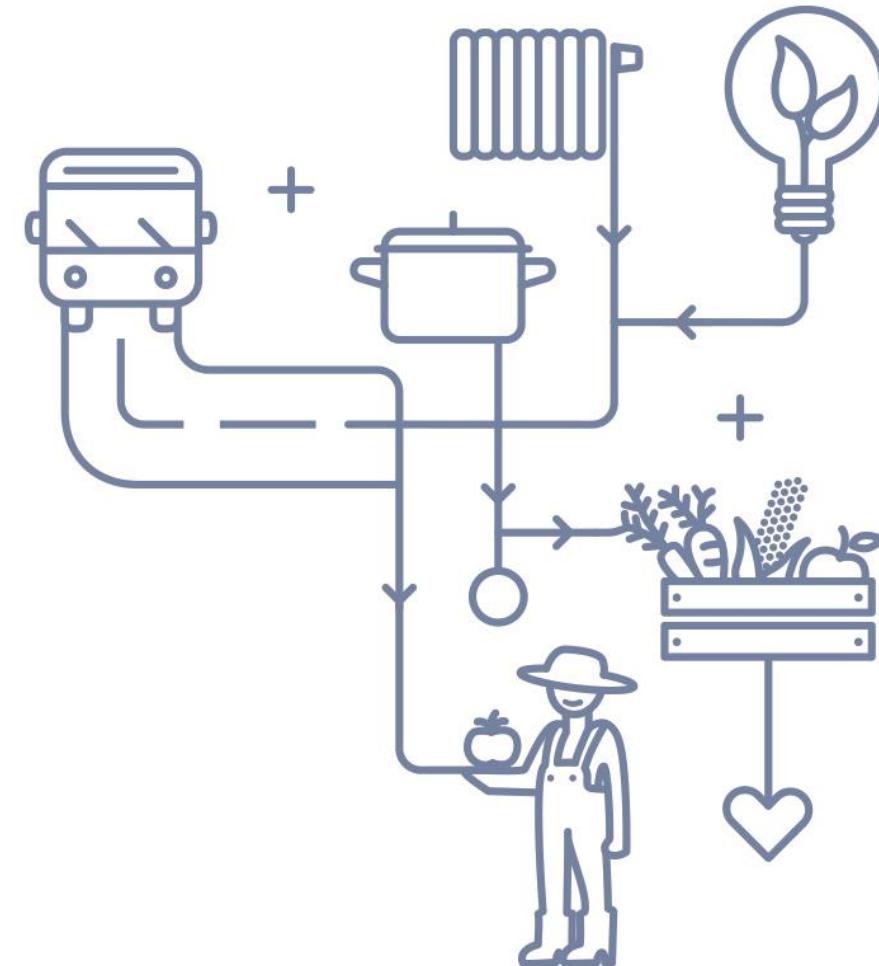
On-site- consultation in more than 1000 households

Education and care of
voluntary coaches

Climate protection
education in German
courses

use of networking and
public relations

Derivation and
development of offers for
the target group



MEASURES | timetable



development of curriculum, info brochures, documents

Drafting basic training and documents

Pilot coachings

Starter- Kit

recruitment of energy-& climate coaches

PR

networking

Selection procedure

criteria

training/ mentoring programm

TRAINING

Advanced training course

Mentoring

Execution of coachings

in- house coaching. 1.080 households

Climate protection workshops in german courses

Documents, curriculum

Pilot workshops

German- Worskshops

Target group oriented offerings

asylum seeker accommodation centre (Cooperation TSD)	
...	...
...	...

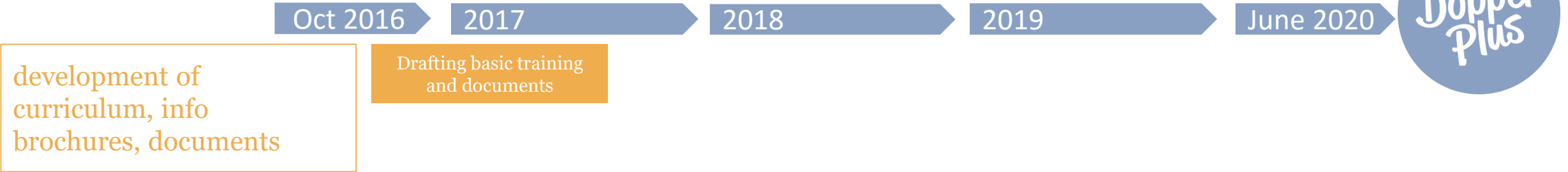
Train – the - Trainer

Advanced training courses for...		
Energy sector	Advisory center	Property sector
German courses	Politicians	...

Monitoring

Project's success
Operating range
Socio- economical effect

MEASURES | timetable



Energy

- + What is energy and where is it hidden?
- + Which are practicable and easy to implement tips and tricks for energy saving?

Climate change and climate protection

- + Basics: eg. greenhouse effect
- + Climate protection on provincial, national and international level

Mobility

- + Which possibilities for being mobil exist? Which ones are eco- friendly?
- + How can I access these forms of mobility?

Food and cooking

- + How should food be stored that it is longer eatable?
- + Where can I buy regional fruits and vegetables and why should I buy them?

Consumption and buying

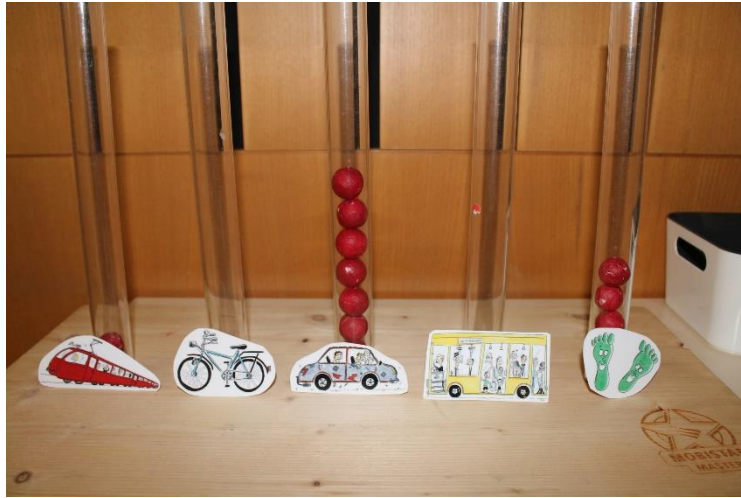
- + On what should I pay attention, when I will buy new electronic equipment?

Sustainability and protection of ressources

- + How waste should be separated and can waste can be used for other things?

BASIC TRAINING

Doppel
Plus



BASIC TRAINING



SOME OF DOPPELPLUS' ENERGY-& CLIMATE COACHES



MEASURES | timetable



Execution of coachings

in- house coaching. 1.080 households



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DoppelPlus

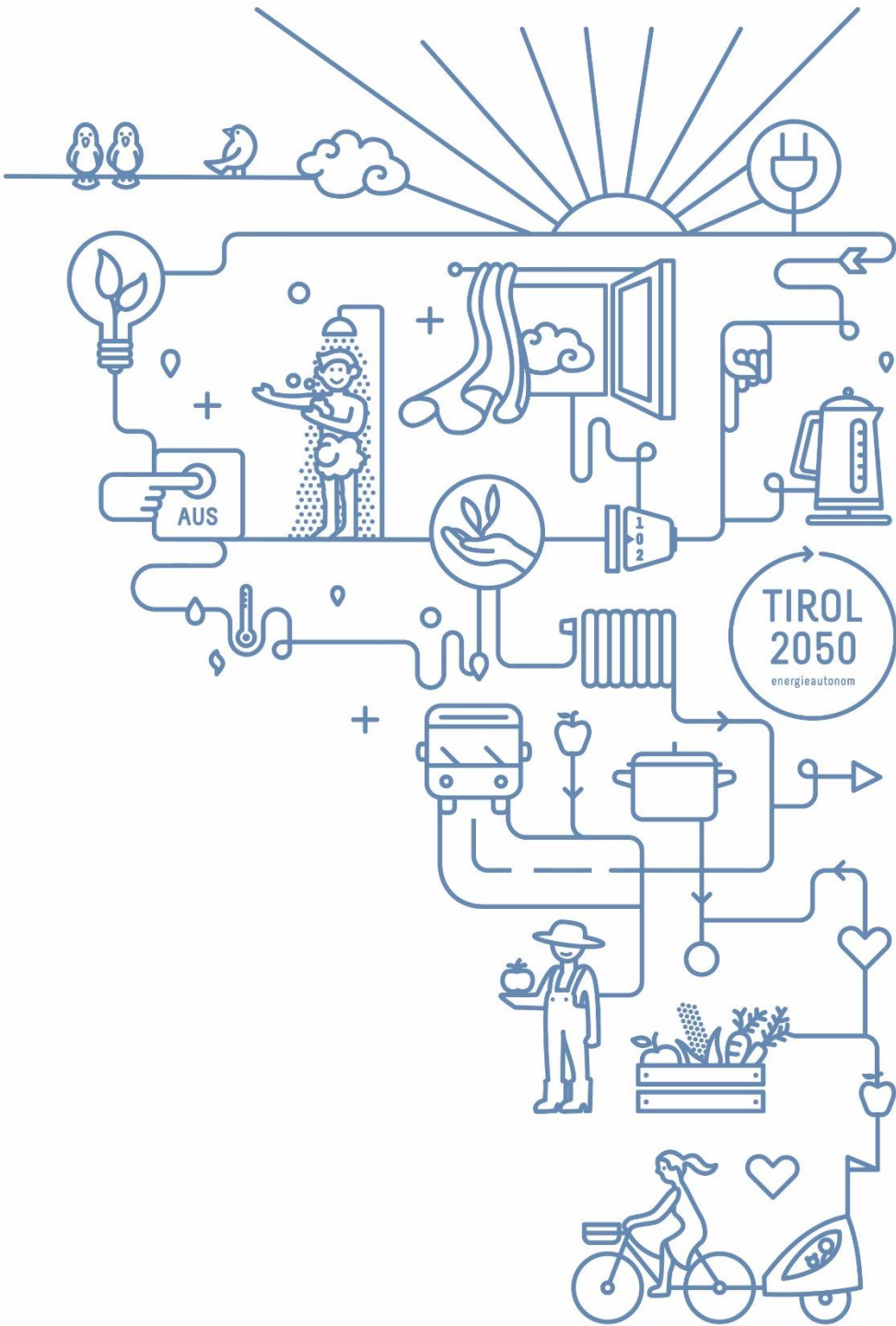
How does an in- house coaching look like?

- + free of cost
 - + independent
 - + personalised
 - + at eye level
-
- + reduce expenses
 - + improve quality of life
 - + protect the climate

Content of an in-house coaching

- + energy
- + mobility
- + consumption/ purchasing
- + nutrition
- + climate change adaptation
- + climate protection

...depends on the household



TARGET GROUP | problems and challenges

Low- income

- + minimum collateral or equalisation supplement
- + heating cost subsidy or subsidy for rent

Lack of knowledge

- + other problems, which threaten the existence of a person are more present...
- + possible financial supports

Language barrier, cultural differences

- + topics in some of the original countries not relevant yet, cycling not popular, differences in energy costs, ...

Inefficient devices

- + old and partly broken; some are overdimensioned,...
- + price of a new device is more important than the life cycle costs, ...

bad building material

- + rent, bad location,...
- + too many people in small flats, mould, leaky windows and doors, ...

Energy costs increase

- + heat or food?, lack of mobility, ...

TARGET GROUP | problems and challenges



refrigerator & freezer combi

< 1999

freezer



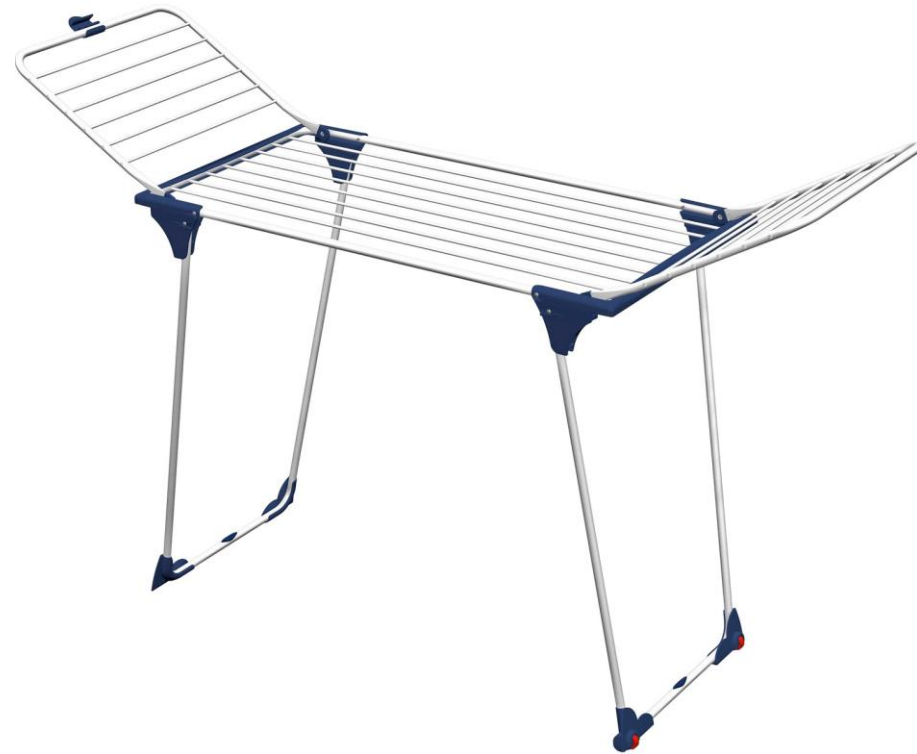
TARGET GROUP | problems and challenges

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Tumble dryer



Clothes drying rack



TARGET GROUP | problems and challenges

boiler



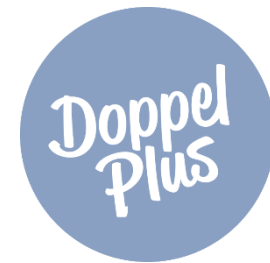
hot water boiler



lightning



TARGET GROUP | problems and challenges



mould



window



TARGET GROUP | problems and challenges



- + broken (regulation) of the heating
- + energy debt
- + iced and broken freezer
- + cooling devices next to warming/ cooking devices
- + old devices
- + no water- saving fittings
- + Language – cultural differences – lack of information
- + stay longer at home/ in appartemets
- + different heat sensitivity (old people, cronically sick, children...)
- + anderes Wärmeempfinden (alte Menschen, chronisch Kranke, Kinder, ...)

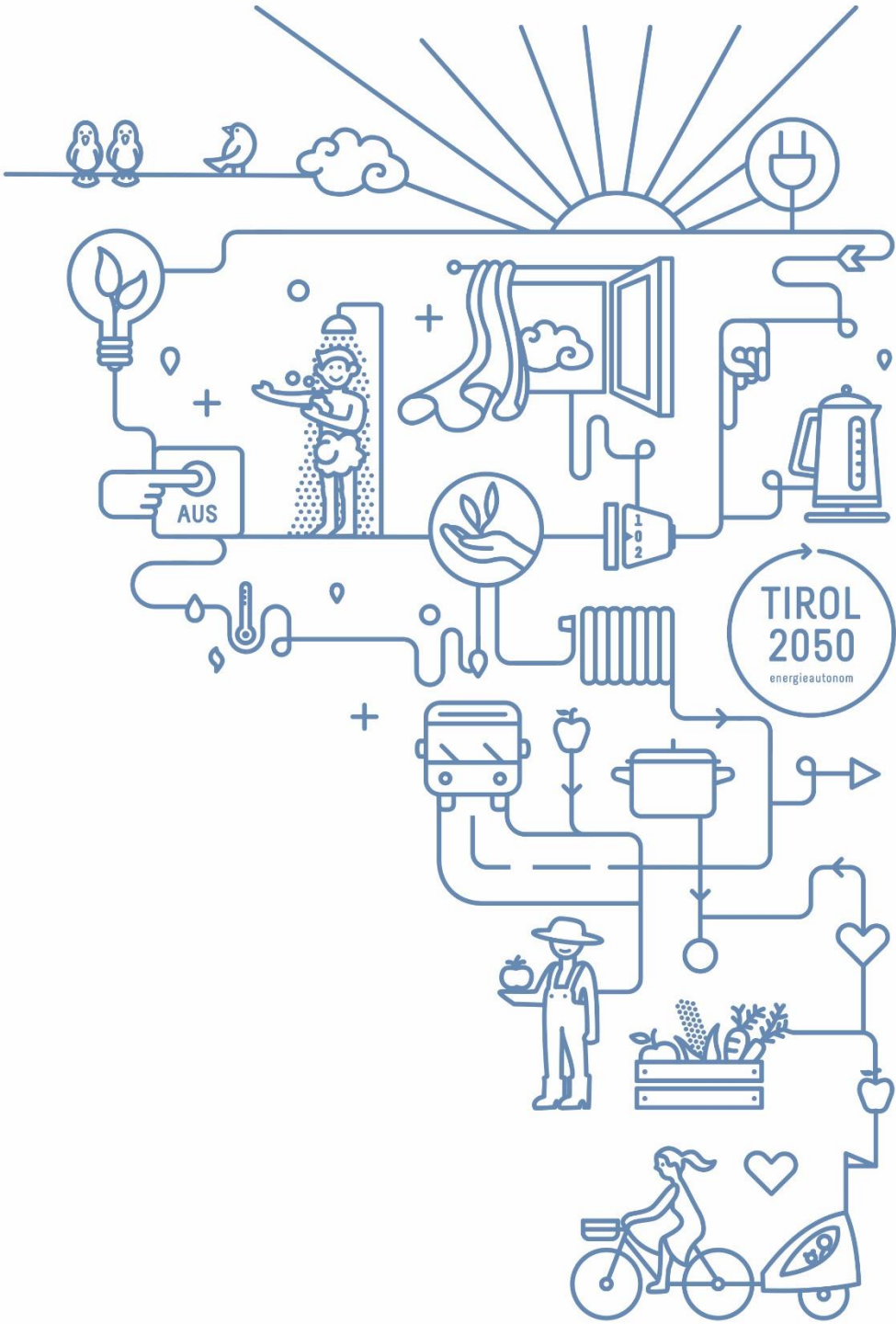
TARGET GROUP | problems and challenges



- + overcrowding
- + wrong user behaviour (heating, ventilation, ...)
- + increased stand- by consumption
- + cooking habits
- + collecting & separate waste
- + lack of knowledge about mobility offerings
- + lack of knowledge about special offerings for leisure activities
- + costs for mobility (purchase price vs. maintenance costs)
- + lack of public incentives
- + ...

Vorteile nützen.
Klima schützen.





DOPPELPLUS

Part of TIROL 2050 energieautonom

TIROL 2050 energieautonom

The provincial energy strategy *TIROL 2050 energieautonom* is a project in Tyrol aimed at becoming as independent as possible of fossil fuels and to create a future worth living in for all Tyroleans.

Climate protection for everyone

“DoppelPlus”: “taking advantage of benefits AND protecting the climate” → low income households in Tyrol can now actively contribute to climate protection and at the same time benefit from it



Questions?

Remarks.

Thank you for your attention!



further information about
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