



**POWER**  
Low Carbon Economies



**INTERREG IVC**  
INNOVATION & ENVIRONMENT  
REGIONS OF EUROPE SHARING SOLUTIONS



**European Union**  
European Regional Development Fund

## ANNEX 2

### Best practice Identified and transferred

Section	Indication of content
<b>1 Title of the best practice</b>	Behavioural Change
<b>2 Precise theme/issue tackled by the practice</b>	Promotion of aspects of behavioural change within proposals to reduce energy demand/consumption.
<b>3 Objectives of the best practice</b>	To encourage inhabitants of public buildings, and the wider public, to modify their behaviour in order to reduce the energy demand and consumption within the buildings they inhabit.
<b>4 Location</b>	This best practice applies to all partner regions – Modena (Italy), South East England (UK), Andalucía (Spain) and Malopolska (Poland).
<b>5 Detailed description of the best practice</b>	This best practice was identified through discussion between partners and regional Advisory Boards, following the analysis of the state of play for energy auditing in each partner region. Partners will highlight areas where energy could be saved, such as through more effective use of lighting and HVAC systems – all to be detailed in the SEA report. Incorporating this best practice into audit reports will be a simple, yet cost effective method of reducing energy demand and consumption within public buildings through increasing users’ awareness of the impact of their behaviour.
<b>6 Evaluation</b>	<p>The partnership will produce a behavioural change document, as part of the SEA report, with recommendations for reducing energy demand and consumption, including regular collection of baseline data and monitoring of energy usage through bills, or in real time via the use of an energy monitor.</p> <p>Results will be demonstrated through reduced energy demand and consumption within the building over time.</p> <p>There may be some difficulties with targeting all users of public buildings, such as libraries, which have frequently</p>

	<p>changing visitors. In these cases, regular users (staff) within buildings could create a behaviour change campaign, using posters etc. to encourage all users to think about their energy use.</p>
<p><b>7 Lessons learnt from the best practice</b></p>	<p>For tEC, it has always been important to promote behaviour change in order to save energy and reduce carbon emissions. Much of our work focuses on this. The GENERATION project offers an opportunity to target users and inhabitants of public buildings, both in the UK and in partner regions in Europe. It is essential that people are made aware of the small changes they can make in their day to day use of their building, to make significant energy savings.</p>
<p><b>8 Contact information</b></p>	<p>Contact: <a href="mailto:gemma.cave@environmentcentre.com">gemma.cave@environmentcentre.com</a></p> <p>Website: <a href="http://www.environmentcentre.com/GENERATION/BestPractice">www.environmentcentre.com/GENERATION/BestPractice</a></p>
<p><b>9 Other possible interesting information</b></p>	<p>This best practice will largely be demonstrated in the reports of the SEA findings (40 SEAs will be conducted on public buildings throughout the partner regions). These should be completed by July 2011.</p>
<p><b>10. Best practice transferred</b></p>	<p>This best practice is already promoted by the Environment Centre (tEC), in bespoke energy reviews for SMEs and community groups, and in advice to the wider public through our outreach team.</p> <p>Project partners will continue to promote behaviour change in SEA reports, on the website, and at the project's dissemination events.</p>