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Promoting Energy efficiency to Local Organisations
through dissemination Partnerships in Europe
Best Actions for Collaboration in Countries
for a High efficient Use of energy in Structural funds

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Campaign save energy also at work - City of Pamplona (Navarra region) - Spain

A campaign targeting 1600 municipal workers of the Council of Pamplona was conceived and implemented by the Municipal Energy Agency. Aimed at promoting energy saving in municipal buildings. Encouraging results have been obtained with limited budget.

Target Groups	Sector	Field
- Local authority	- Buildings (including municipal properties)	- DSM - Education and training

ANALYSIS

CONTEXT

People in charge of the Navarra Council maintenance noticed several energy waste habits: many of the municipal workers used to leave the office without having switched off their computers or the office lights. After analysing this problem, the Municipal Energy Agency of Pamplona reached the conclusion that this attitude could change and improve only with a little modification of the workers' bad habits. For that purpose, a specific campaign was conceived.

Despite of its youth (this body was created in 1998) the agency had previous experiences to this project in the field of energy efficiency and RES, such as: a guide of energy efficiency in public buildings (for the people in charged of the maintenance and public managers of this kind of buildings) co-financed with SAVE funds; courses on energy efficiency for technicians and workers in charged of the areas of urban management and restoration; and some, still ongoing, demonstrative projects in the area of RES (solar thermal and photovoltaic in municipal buildings and schools with explicative panels and open to be visited by the citizens).

PROJECT DESCRIPTION

This campaign, conceived and implemented by the Municipal Energy Agency, commenced in September of 2001 and it is still on going. Its main aim is to save energy in municipal buildings by creating in 1600 municipal workers of the Council of Pamplona the habit of switching off the lights and their computer at the end of their working day (the habit of recycling paper was also an additional objective). A wide objective is to increase the public functionaries awareness about a more conscious exploitation of resources.

The main criteria taken into account to design the campaign were that this should be simple, manageable, not ostentatious, not expensive and durable.

The main three elements used were: explicative letters addressed to the workers in order to let them know the objectives of the campaign; small sized stickers (16x3 cm), sent together with the referred letters, to be pasted in the computer screen, combining pictures and questions (do you switch the computer off before you leave?, And the lights? , Do you recycle paper?) with a range of colours not bright in excess but enough to stand out from the computer screen; and posters (49x34 cm sized) located in strategic areas of the offices containing the same key questions.



PHOTOGRAPH 1

Functionary of the Pamplona Council in his working desk. The sticker, located in the upper screen, serves him as a permanent stimulus and reminds him key energy saving questions.



PHOTOGRAPH 2

Panoramic view of one office of the Council of Pamplona. A poster of the campaign (located under the one containing the vulture photograph) has been put in a strategic place.

COST AND BENEFITS

EVALUATION IN TERMS OF COST AND BENEFITS

Although a quantitative evaluation of this still ongoing campaign has not been carried out yet, when analysing it from a qualitative perspective some interesting conclusions can be pointed out.

In terms of costs it can be highlighted its low-cost: it has been financed with public funds coming from the Municipal Energy Agency of Pamplona budget, and the only direct cost was the one derived from the printing of 3000 stickers (what meant a cost of 455.16 €) and 125 posters (345.10 €). However, much more can be said regarding the ecological and social benefits stemmed from the project.

With respect to ecological and economic benefits (energy saved, CO2 emissions avoided, money saved and cost reduction) a model and a computer application in order to quantify these aspects is still under development. According to non-systematised data already obtained and the detected evident changes of attitude of the workers, it is expected an improvement in all the mentioned elements in comparison with the existing situation prior to the implementation of the campaign.

For what concerns social benefits, two are the main remarkable aspects: exemplary experience and subsequent replication. Regarding to the first point, this experience can be considered as exemplary of the efforts made by the public administration in terms of energy saving and thus motivating for the rest of the citizens. On the other hand, this campaign has resulted in replications at different scales: other Spanish councils have requested information and also stickers and posters in order to use them and big companies such as Volkswagen Navarra S.A. (1200 computers) and Delphi Packard Spain have used this material in their installations. As consequence of the fruitful results obtained, the first company is in contact with the Municipal Agency of Energy in order to promote further collaborations. Besides, some SME's, and also NGO's have shown their interest in this campaign.

PARTNERSHIP

MAIN STAKEHOLDERS AND COMMUNICATION STRUCTURES AND NETWORKS

The main stakeholders to whom this campaign was addressed were the 1,600 workers of the Council of Pamplona. The communication in order to provide them with information about the campaign to be started in October was established through a letter. This letter was sent to the employees together with their payslip of September, signed by the Councillor of Environment and Health explained them the aims of the campaign, including a sticker in order to facilitate them to join the campaign.

Apart from the collaboration of the stakeholders, the participation of the directors of the different departments involved and the personal in charge of the building maintenance was key for the implementation of this campaign. The directors played an important role in terms of the dissemination of the information in their associated departments and by catalysing the process. By their part, building maintenance workers played also an important part providing the Municipal Energy Agency with information about the development of the campaign.

A feedback action in the form of phone calls was also obtained from a number of municipal workers raising some questions and congratulating the Agency for the initiative.

RECOMMENDATIONS

KEY POINTS

The campaign is not over yet (end of 2002), so to evaluate the achievements would be hasty. However, and considering that future need, a model in order to quantify the energy saved and progress is under development (see more information in costs and benefits section). For what concerns to improvements in paper recycling, an evaluation is pending too.

Despite of all, a change seems to have occurred in terms of "bad habits". As stated by the people in charged of the municipal buildings maintenance, significant differences before and after the implementation of this campaign have been noticed. Besides, the agency received phone calls from a number of municipal workers evaluating the campaign as a very positive initiative.

In general terms, the Municipal Agency found that people is highly motivated, finds the importance of the campaign and takes it seriously (as they do at their respective homes). On the other hand, it seems that with the appropriate stimulation people that were not aware of this energy waste reacts positively and are open to collaborate.

Finally, and due to the characteristics of this campaign (simplicity, mainly), its replication at other scales seems to be easy having obtained positive and encouraging results.

TO KNOW MORE

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USEFUL INFORMATION

List of Publications

- SAVING ENERGY WE ALL WIN (AHORRANDO ENERGÍA GANAMOS TODOS) /	Difusión Publicidad /	Publicidad/Municipal / Energy Agency of Pamplona with the support of the SAVE Programme and the Government of Navarra /	1999
- TECHNICAL GUIDE ON ENERGY (GUÍA TÉCNICA SOBRE ENERGÍA) /	Difusión Publicidad /	/ Municipal Energy Agency of Pamplona with the support of the Government of Navarra /	2000
- ENERGY SAVING IN PUBLIC BUILDINGS GUIDE (GUÍA DE AHORRO ENERGÉTICO PARA EDIFICIOS PÚBLICOS) /	Difusión Publicidad /	Municipal Energy Agency of Pamplona with the support of the SAVE Programme and the Government of Navarra /	2000

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