

## STEP BY STEP

### Step by step commitments for energy saving

[www.stepbystep2020.eu](http://www.stepbystep2020.eu)

[youtu.be/1KBf9iBrfKw](https://youtu.be/1KBf9iBrfKw)

#### **Objectives:**

- \* To improve households' knowledge about energy saving behaviours and energy-efficient products
- \* To motivate households to commit to energy-saving actions
- \* To encourage community-based interactions between households likely to invest in high quality renewable energy products
- \* To better understand behaviour patterns relative to energy savings in different target groups
- \* To conduct a set of dissemination actions in view of promoting the STEP BY STEP concept and its implementation by European and local authorities

#### **Activities:**

- \* Recruitment of 6.300 households by door-to-door interviews
- \* Elaboration of an [“energy saving” Kit](#)
- \* Elaboration and deployment of the behavioural change strategy and designing of accompany schemes for each energy saving action
- \* Accompaniment of 5.000 households to suggest energy saving actions
- \* Creation of databases containing information about: household profile, data related to behaviour change, knowledge about energy savings, electricity consumption, household locations, etc.

#### *Follow the project **IN ACTION***

#### **Results:**

- \* STEP BY STEP [Activity Report 1](#) summing up the first data about the project in relation to citizens engagement towards energy saving and responsible consumption in the involved cities
- \* STEP BY STEP [Activity Report 2](#) about proposed activities and the rate of success in the different partner cities
- \* STEP BY STEP [Activity Report 3](#) about proposed activities and the rate of success in the different partner cities
- \* [Video Interview with the mayor of the Cefalù](#) about the participation of the City to the project
- \* Delivering energy savings of about 12% for at least 6.300 households
- \* 20% of the accompanied households take decision to purchase energy-efficient products (1.000 households)
- \* Caused environmental benefits in terms of reduction of CO<sub>2</sub>, SO<sub>x</sub>, NO<sub>x</sub>, VOC and PM emissions
- \* Produced social benefits in terms of reduction of morbidity and mortality caused by CO<sub>2</sub>, SO<sub>x</sub>, NO<sub>x</sub>, VOC and PM emissions

#### **Partners:**

- \* Coordinator: E3D-Environnement (France)
- \* University of Gent (Belgium)
- \* Pro-Akademia (Poland)
- \* Zentrum fuer Europaeische Wirtschaftsforschung GmbH - ZEW (Germany)
- \* Agència Energètica de la Ribera (Spain)
- \* Comune di Cefalù (Italy)
- \* City of Gent (Belgium)
- \* City of Warsaw (Poland)
- \* CESIE (Italy)

Date of project: 01/03/2015 - 31/08/2017

**DG of reference:** [DG Research and Innovation, Horizon 2020, Societal Challenges, Energy Efficiency](#) - Market up -  
Topic: Consumer engagement for sustainable energy



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