

# Social Energy Advice

a new concept to complement traditional energy  
advice

Anna Breuer  
Austrian Energy Agency  
CA-RES Madrid, September 2023

## klimaaktiv - the Austrian Climate Protection Initiative

- **primary objective:**  
*to introduce and promote climate-friendly technologies and services*
- has a **large network of partners**
- produces and promotes **high standards of quality**
- does education and **training for professionals**

## Initial Situation & Underlying Problem



- well established energy advice for **specific target group only**
- service is provided by a **technical expert**
- needs for **low income households** are not addressed

## Social Energy Advice

New

- target group: households at risk of poverty
- combines social work and energy advice
- focus on empowerment around energy use & energy bills



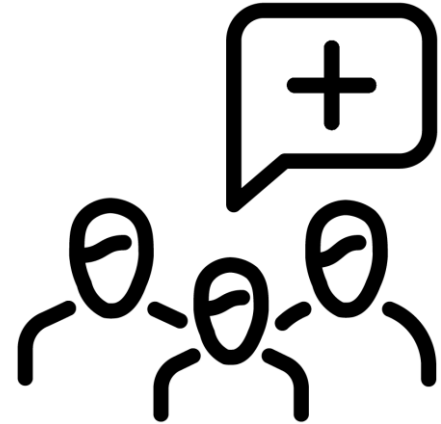
## Step 1: Quality Standard on Social Energy Advice

- collecting **learnings from successful pilot projects**
- information on
  - appropriate **format, duration and venue**
  - appropriate **methods, materials and equipment**
  - **qualification of advisors** (social and energy advisors, peer advisors)

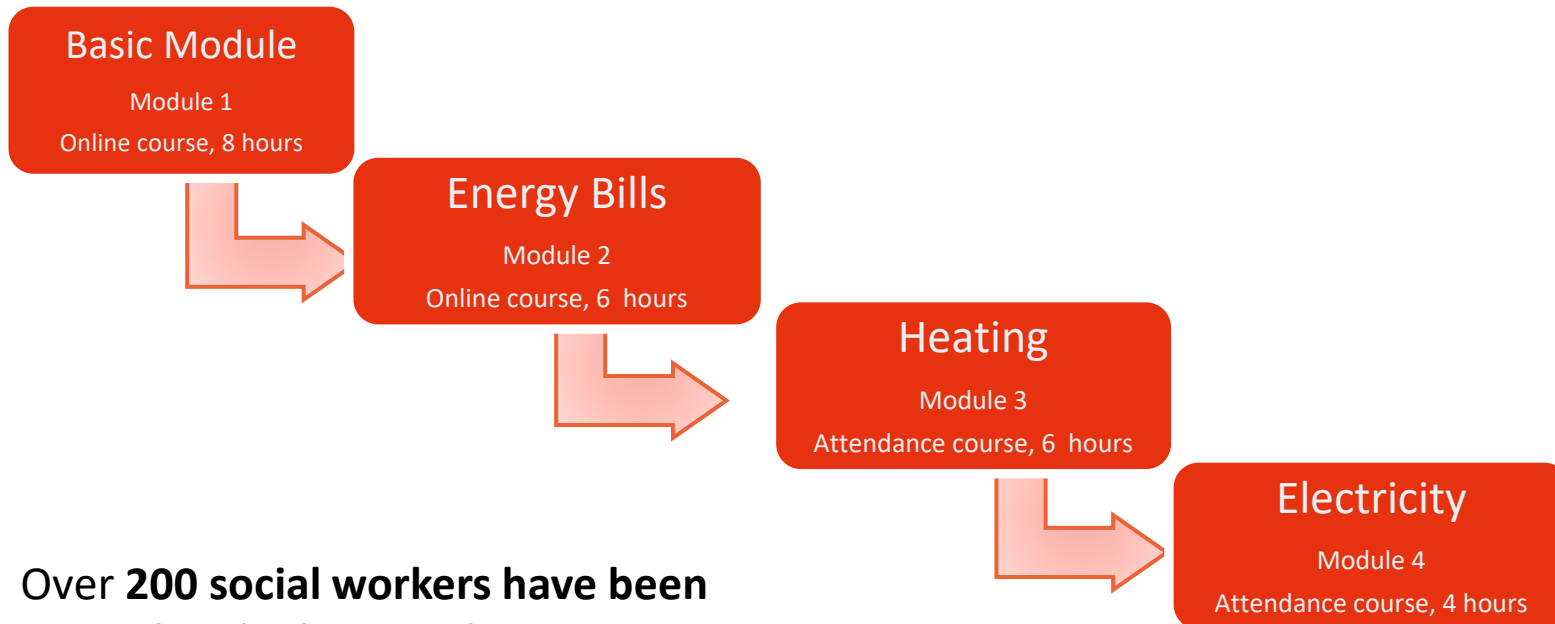


## Step 2: Training Program for Social Workers

- free of charge
- carried out by energy advisors and social workers
- contains theory, practical exercises and networking
- focus on simple recommendations for action and awareness raising



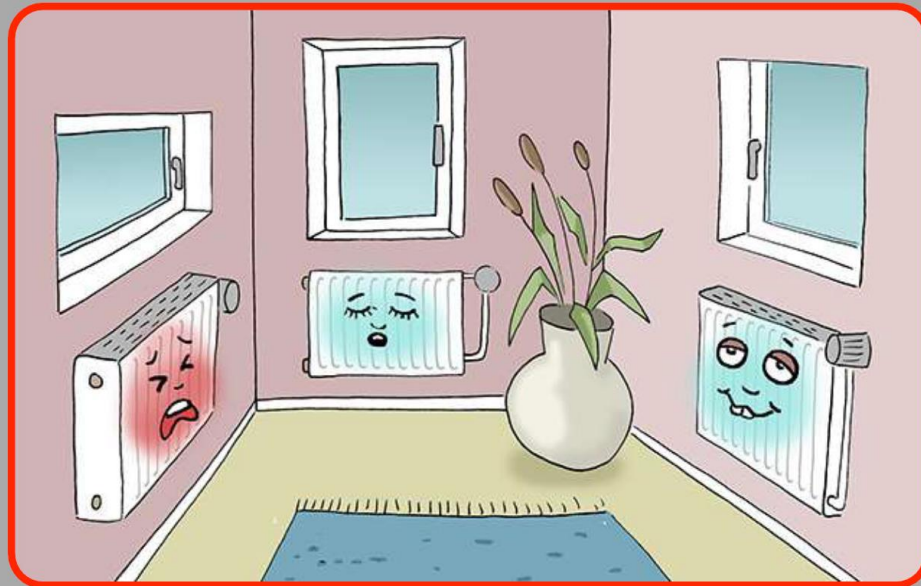
## Training Modules



Over **200 social workers** have been **trained** in the last year!

## Heizung und Warmwasser: Einstellungen und Handhabung

- Mind. Ein Heizkörper wird nicht aufgedreht obwohl dies die Heizungseffizienz erhöhen würde



EB<sup>plus</sup>



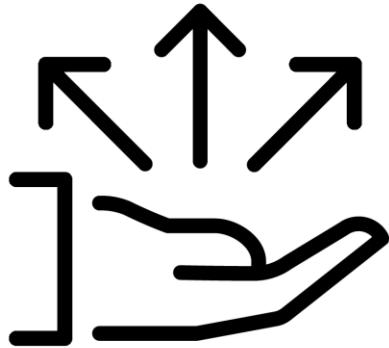
## Materials and Equipment

- electricity meters
- room thermometers
- low-threshold information leaflets in multiple languages

**100.000 leaflets have already been ordered!**



## Key Success Factors



- **learning loops** & regular exchange of knowledge/experience
- **sufficient funding** for on-site consultancy
- **easy access** for low income households
- **integrating the training** in existing education programs

## 3 key learnings...



- **Use existing structures** for new services to reach the target group
- **Network building** between social organisations, energy advisors, energy providers & public institutions is important
- **Keep close contact to advisors** & understand their needs for developing a good training program

for more information visit

**[www.klimaaktiv.at](http://www.klimaaktiv.at)**

[https://www.klimaaktiv.at/bildung/weiterbildungen/management\\_beratung/soziale-energieberatung.html](https://www.klimaaktiv.at/bildung/weiterbildungen/management_beratung/soziale-energieberatung.html)

[https://www.klimaaktiv.at/bildung/weiterbildungen/management\\_beratung/soziale-energieberatung-neues-berufsfeld.html](https://www.klimaaktiv.at/bildung/weiterbildungen/management_beratung/soziale-energieberatung-neues-berufsfeld.html)

Anna Breuer

klimaaktivbildung@energyagency.at