



## Visual language for energy poor households

Target group-specific information for the hard-to-reach



Austrian Energy Agency Kerstin Schilcher 15.06.2023

## Measures by the Austrian Federal government





## Energy supply crises is harming the life & wellbeing of citizens

#measures

>> Various support services and measures for specific target groups



Mission11: Government campaign to save 11 % of energy



**Various one-off payments:** Subsidies to make it easier to switch from fossil-fuelled boilers to sustainable heating systems



**Temporal Discontinuation and reduction of levies** (green electricity subsidy, natural gas and electricity levy)



**Electricity cost subsidy:** Financial support for electricity costs for households (if price per kWh above 10 ct, subsidy of up to 30 ct/kWh for up to max 2900 kWh per household)

## Focus on energy poor households





## **Targeted measures**

#energy poor

Measures that relieve energy poor households and those that are threatened by energy poverty



**Increase of housing umbrella:** not just support for rent arrears – now also for energy cost arrears due to inflation



**Clean Heating for All:** Subsidies to make it easier for energy poor households to switch from fossil-fuelled boilers to sustainable heating systems



**New counselling formats:** social energy advice with a focus on support services and low-threshold energy-saving counselling



**Appliance replacement and energy saving advise:** Appliances can be exchanged free of charge if an energy-saving consultation has taken place on site





## Visual language for energy poor households Hard-to-reach energy consumers

#hard-to-reach

Beyond raising awareness on energy issues support people in taking the next step towards action

Existing information and support formats are often not prepared in a suitable form



#### **Co-creation process**

- ▶ DIE UMWELTBERATUNG: deliver face-to-face advice
- >> Austrian Energy Agency: ENPOR Partner, energy and behaviour change expertise



#### **Update existing factsheets**

- >> Content update
- >> Promotion of accessibility through visualisation



#### Pilot phase

- >> Testing of the new factsheets via face-to-face advice services
- ▶ Finalisation of visualised factsheets







# **Energy poverty on the rise Reaching the hard-to-reach**

**#solutions** 

Solutions and measures to reduce energy consumption need to be simple, easy to implement and cheap to meet the requirements of energy poor households.



#### Willingness to accept offers of support requires trust

- >> Repeated home visits by energy consultants specialised on energy poor households
- >> Energy poverty is a multidimensional problem. Overlaps between energy supply and social aspects



## **Conveing information with graphic elements Increase accessibility**





#illustrations

A illustration speaks a thousand languages



#### **Available Factsheets**

- >> Save electricity the easy way
- >> Save heating costs in winter
- >> Cool through the summer



#### **Illustrated Factsheets**

- >> Break down factsheets into easy to implement energy saving tips
- ▶ Graphic designer translates them into illustrations
- >> Tested during pilot phase with 50 households



- Lüftrungsschläre freihalten
   Regelmäßig sätzen: Starke Eisbildung ist ein Zeichen für eine zu niedrige Kühltemperatur oder defekte
   Türdschungen der Stormverbausch stellig batrichtlich.
   Warme Spetsen ent auskühlen lassen und dann in den Kühlschrank stellen.
   Stellen Sie Kühligedise möglichtet nicht neben dem Herd auf.

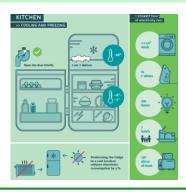




- Temperatur runter: Eine Wäsche mit 30 °C entfernt mit einem heute üblichen Waschmittel 99 % der Balterien und spart bis ca. 50 % der Energie, verglichen mit höheren Temperaturen. Außerdem wird die Wäsche geschnis.
  Kuzzpragnimm verwenden: Eine Vorwäsche ist nur in Ausnahmefällen nötig, z.S. bei berufsbedingter starker
- Nutzprogramm verwiebent: Eine vorwasche as nur in Aussahmerasen note, 2.5. die berünsbetangen stamt. Verunneniging der Wissche. Volle Ladung: Die Trommel gilt anfüllen und eine Handbreiten nach oben Platz lassen, Wilsche locker einlege Eine Überladung ist auch nicht gilt, da die Waschwirkung deshalb leidet.

Bei einem 4-Personenhaushalt und 4 Waschgängen pro Woche können Sie durch Temperaturabsenkung ca. 27 Euro oro Jahr einsparent







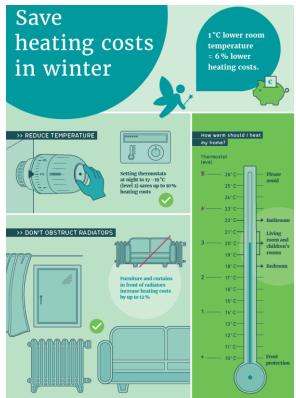


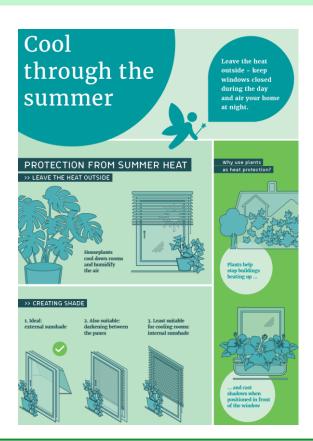
### Final result and feedback from consultations

#evaluation

Feedback from consultations was very positive → Target group-specific preparation shows clear advantages and effects







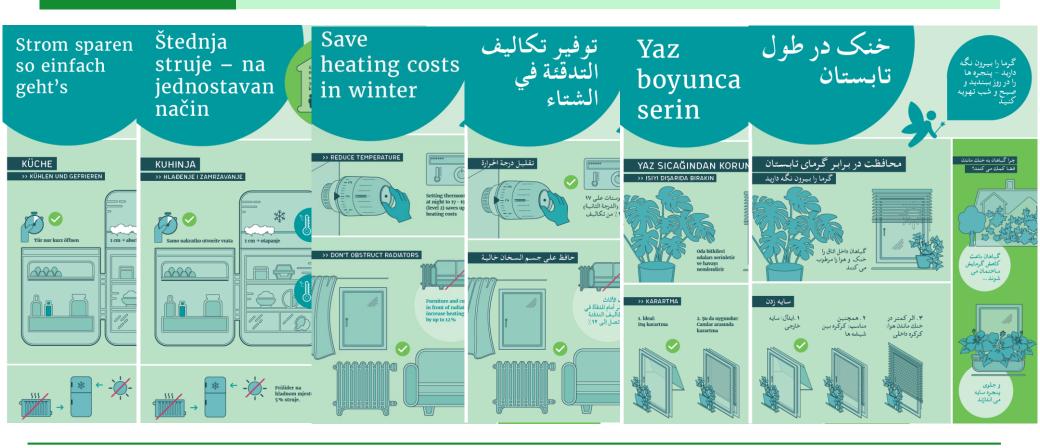




### High acceptance and support from governance level

#### #success

- Due to interest of many stakeholders from consultation to use the new material, cooperation with the Ministry of Climate Action was possible.
- ➤ The ministry financed the translation into five languages: English, Turkish, Bosnian-Croatian-Serbian, Arabic and Farsi (originally only German) → Strong increase in accessibility







## Widespread use was made possible within the framework of ENPOR

#### #impact

- ▶ The developed material is now being used throughout Austria in energy counselling and contributed to sustainably improving its quality.
- The Ministry for Climate Action finances the printing for advisory services. More than 140,000 copies have already been ordered.

### Integration into existing and new support services was made possible

- The Ministry of Social Affairs now also uses the new material in its support offers
- Materials are used in energy consultations carried out in the housing umbrella support programmes and the household electrical appliance exchange programme.
- They are also made available to newly trained advisors as part of the Social Energy Adivce trainings.
- Due to the great interest, a new factsheet on water saving is currently being developed and further translations into Ukrainian and Russian are planned.







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