

# Mitigation of Energy Poverty through consumers behaviour: pilot actions in Italy

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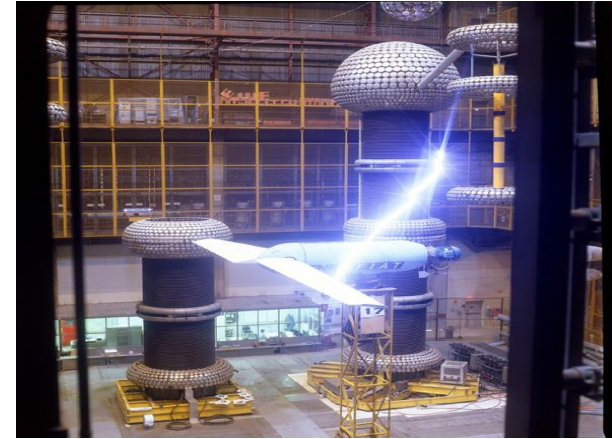
BEHAVE 2020/21

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# RSE – Who are we?

**RSE SpA** (formerly CESI RICERCA SpA, ERSE SpA) since 2005, has as mission research activity of national and international interest within the electro-energetic sector

**RSE SpA** is completely owned by GSE SpA, public company that promotes renewables developing within Italian energetic system.



~320 researchers within 4 departments

Research on all aspects of energy sectors:  
power generation, energy security,  
regulation, energy efficiency, environmental  
impacts, electricity market, energy  
scenarios...

# RSE – Who are we?

## Energy Efficiency Research group – focus:

- Energy Efficiency in industrial processes
- Energy Efficiency in tertiary sector
- Energy Efficiency in residential sector
- Consumers characterization and behaviour
- Energy efficiency in transportation and mobility

} Energy Poverty



Projects funded by the Italian Ministry of Economic Development  
Projects funded by the EU Commission  
Project funded by other public bodies

# ASSIST 2gether Project



**ASSIST 2gether:** aims to find best practices and recommendations to address Energy Poverty from the implementation of a series of pilot actions with a group of advisors (called HEAs – Home Energy Advisors); such advisors are specifically trained to implement the pilot actions by educating energy vulnerable consumers (VCs) to optimize (and, possibly, reduce) their energy consumption, mostly through behavioural changes.

## RSE role:

- Coordinator of WP5:
  - Consumers segmentation;
  - Pilot action coordinator;
- Training course teacher (italian training).



# ASSIST Project Consortium

- **Duration: 2017-2020**
- **12 partners**
- **6 represented MS + 1 EU association.**
- **Partners coming both from energy research/industry and social sciences/third sector**



AISFOR Srl (coordinator)

RICERCA SUL SISTEMA ENERGETICO S.P.A.

ACQUIRENTE UNICO S.P.A.

ASOCIACIÓN ECOSERVEIS

ALGINET DISTRIBUCIÓN ENERGÍA ELÉCTRICA SOCIEDAD LIMITADA

SEVERN WYE ENERGY AGENCY LTD.

FEDERACJA KONSUMENTOW STOWARZYSZENIE

KRAJOWA AGENCJA POSZANOWANIA ENERGII SPOLKA AKCYJNA

VLAAMSE INSTELLING VOOR TECHNOLOGISCH

ONDERZOEK N.V.

Eandis cvba

VAASAETT LTD AB OY

RESEAU EUROPEEN DES ASSOCIATIONS DE LUTTE CONTRE

LA PAUVRETE ET L'EXCLUSION SOCIALE AISBL

Italy

Italy

Italy

Spain

Spain

UK

Poland

Poland

Belgium

Belgium

Finland

European Union



# ASSIST 2gether Structure

- Market survey
- Analysis of ongoing / finished initiatives
- Analysis of existing economic support measures
- Identification of best practices

In-depth analysis

HEA Training

VCSC (Expert advisors)

Think Tank Events

HEA Network

- Definition of HEA profile and training needs
- Creation of training course (structure and material)
- Training of 75 HEA in each country

ASSIST Actions

- Organisation and management of National HEA network

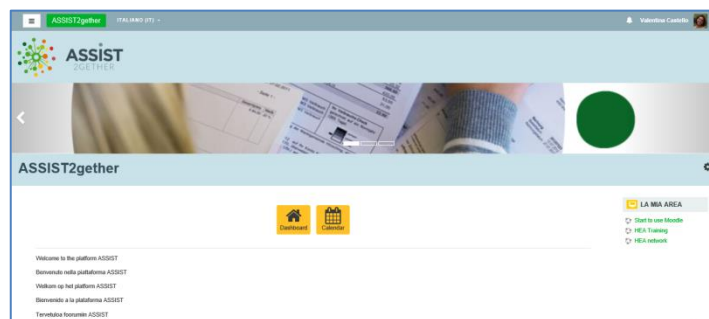
- Definition and implementation of National actions to support vulnerable consumers through the trained HEA and the network



# HEAs Training

Moodle-based learning platform

Blended learning mode, with possibility of dedicated class trainings



Areas		Modules	Mode	
M1 – Introductory module		ASSIST- HEAs: ASSIST and HEA’s profile/action/network		
<i>Energy consumption behaviour analysis</i>	M2	Energy is...		
	M3	Social System: energy vulnerability and energy poverty		
M4		Privacy and data management		
<i>Consumption checkup and Energy “Support”</i>	M5	Energy consumption check-up		
	M6	Energy consumption behaviour “support”		
	M7	ASSIST Action		
<i>Communication and consumers advice</i>	M8	Energy and Communication		
	M9	How to communicate		
	M10	Planning and management of communication		

# HEAs Training - Results

	Registered HEAs	Type of operators empowered	Trained HEAs
<b>IT*</b>	233 (155%)	All (social operators, technicians, volunteers, etc.)	122 (163%)
<b>ES</b>	159 (106%)	1) Home care services-social services 2) Telecare service-social services 3) Energy cooperatives front-office	138 (184%)
<b>UK</b>	31 (103%)	Volunteers already coming from similar fields (money advisors, energy advisors, energy advocates...)	23 (383%)
<b>PL</b>	193 (129%)	Social and municipality workers, Professional Energy Advisors, Consumer Associations.	152 (203%)
<b>BE**</b>	153 (102%)	All (social operators, technicians, volunteers, advisors, etc.)	77 (101%)
<b>FI</b>	213 (142%)	All (social, technical, students, peer advisors, etc.)	46 (61%)
<b>Total</b>	982 (126%)		558 (146%)

\*IT: +1,231 High School students in training, with reduced course and soft activities

\*\*BE: +1,200 other volunteers with partial training, involved in soft activities



# Action planning - Italy

## Objective

Design and develop the ASSIST actions in the various countries involving **750** vulnerable consumers/energy poor with the goal to reduce their energy consumption by approximately **7%**



## **2 THINK TANK WORKSHOPS**

with national social and energy key market players and stakeholders to discuss the ASSIST actions and collect hints and suggestions for a successful implementation of the actions

# ASSIST 2gether activities - Italy

## ASSIST 2gether Activities

Soft/engagement  
activities

Actions

Synergies

2%

7%

2%

@2,000 consumers

@750  
consumers

# ASSIST 2gether Project – Activity proposal

	Time	Costs
«Energy Cafè»		
Dedicated consultancy		
Building retrofiting		

# ASSIST 2gether activities - Italy

2%

Soft/engagement activities

Advice at home supplies shop

Energy café (consumers association, energy provider)

Distribution of material to targeted consumers

Consultancy on financial support

General education activities (social workers)

7%

Actions

Home visits and dedicated consultancy by social/health workers

Help desks counselling for vulnerable consumers at consumers association premises

2%

Synergies

Help desks for Vulnerable Consumers through Charity organizations

Distribution of material and provision of information to targeted consumers

**Overall engagement:**

- **~8.500 VC with soft actions and synergies (monitored through moodle)**
- **618 VC with ASSIST action**

# ASSIST 2gether results - Italy

Type of activity	Number of HEAs delivering the action	Number of households or consumers reached
Soft/engagement activity #1 → Advice at home supplies shop (Leroy Merlin)	198	500 households
Soft/engagement activity #2 → Energy cafès	2	130 households
Soft/engagement activity #3 → Consultancy on financial support	1	82 households
Soft/engagement activity #4 → Education activity at disabled pupils school	1	20 households
Soft/engagement activity #5 → Energy café + education activity from social worker	1	35 households
Soft/engagement activity #6 → Energy café at energy provider premises	1	2 households
Soft/engagement activity #7 → Energy café at charity premises	1	13 households
Soft/engagement activity #8 → Education activity at trade union premises	1	7 households
Soft/engagement activity #9 → Distribution of material and provision of information to targeted consumers	6	3,277 consumers
Soft/engagement activity #10 → Online help desk on efficient behaviour and energy bills	1	2,958 consumers
Soft/engagement activity #11 → Consumers' workshop	1	25 households
Soft/engagement activity #12 → Consumers' workshop	1	50 households
Action #1 → Home visits and dedicated consultancy by social/health workers	3	28 consumers
Action #2 → Help desks counselling for vulnerable consumers at consumers association premises	9	590 consumers
Synergy #1 → Help desks for Vulnerable Consumers through Charity organizations	1	5 households
Synergy #2 → Distribution of material and provision of information to targeted consumers	1	45 households



# ASSIST 2gether KPIs

**2 main KPIs combining different aspects:**

**ASSIST Energy Savings Indicator (ESI):** it assesses the actual energy saved by the engaged vulnerable consumers, their increased comfort inside their homes and, more in general, the quality of their lives.

**Vulnerability Empowerment Factor (VEF):** it assesses consumers' confidence in dealing with energy related issues inside their dwellings.

## FINAL RESULTS

KPI		
Overall ASSIST Energy Savings Indicator (ESI)	5.5%	3.9%
Overall Vulnerability Empowerment Factor (VEF)	0.4	1.3

# ASSIST 2gether action – Lessons Learnt

1. Create a strong partnership with already established networks/associations in the local context and involve them since the beginning of the project;

2. Allow more time to HEAs for the collection of both the ex-ante and the ex-post questionnaire to face the difficulties of interacting with vulnerable consumers;

3. Increase the time between the compilation of the ex-ante questionnaire and the ex-post one, in order to monitor a longer period;

4. A detailed plan on which information to send to consumers and how to organize them should be defined well in advance;

5. Consumers should be divided into target groups and tailor-made information should be provided to each of them.



# THANK YOU

[www.energiaenergeticarse.it](http://www.energiaenergeticarse.it)



[www.assist2gether.eu](http://www.assist2gether.eu)

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