



D4.1.2

ANALYSIS REPORT PER PIONEER CITY WITH SURVEY RESULTS:

5_OEIRAS

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**ENGAGE for energy & climate,
make the difference for Europe!**

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1 DESCRIPTION OF THE EVALUATION TOOL(S) USED

In Oeiras monitoring was focussed only on the building consumption. So for citizens heating and electricity data were collected for either private houses or flats and for stakeholders and public servants their administrative buildings were monitored. When there was data available for the building surface and for the water consumption Display was used otherwise an excel sheet (Tool 2) was developed with electricity and gas consumption figures. Monitoring for public servants was done on two publicly owned buildings.

1.1 TOOL 1

Name of the tool

Name	DISPLAY
Website	www.display-campaign.org
Unit of results	CO ₂
Description	The European Display® Campaign is a voluntary scheme designed by energy experts from European towns and cities. When started in 2003 it was initially aimed at encouraging local authorities to publicly display the energy and environmental performances of their public buildings using the same energy label that is used for household appliances. Since 2008 private companies are also encouraged to use Display for their corporate social responsibility CSR activities.

Information required

Categories covered	Indicator	Unit	Measured or estimates	Primary or Final consumption	Conversion factor used and source if final consumption
Housing or building consumption for citizens	<i>Annual electricity consumption</i>	<i>kWh</i>	<i>Measured and estimates (if year not finished)</i>	<i>Final</i>	3,23kWh/kWh DGGE2008 (www.dgge.pt)
Housing or building consumption for citizens	<i>Annual gas consumption</i>	<i>kWh</i>	<i>Measured and estimates (if year not finished)</i>	<i>Final</i>	0,47 kg/kWh http://www.dgeg.pt/

Weblink: www.display-campaign.org

Target Group: We use the same Tool for citizens target group.

Developer(s): Energy Cities

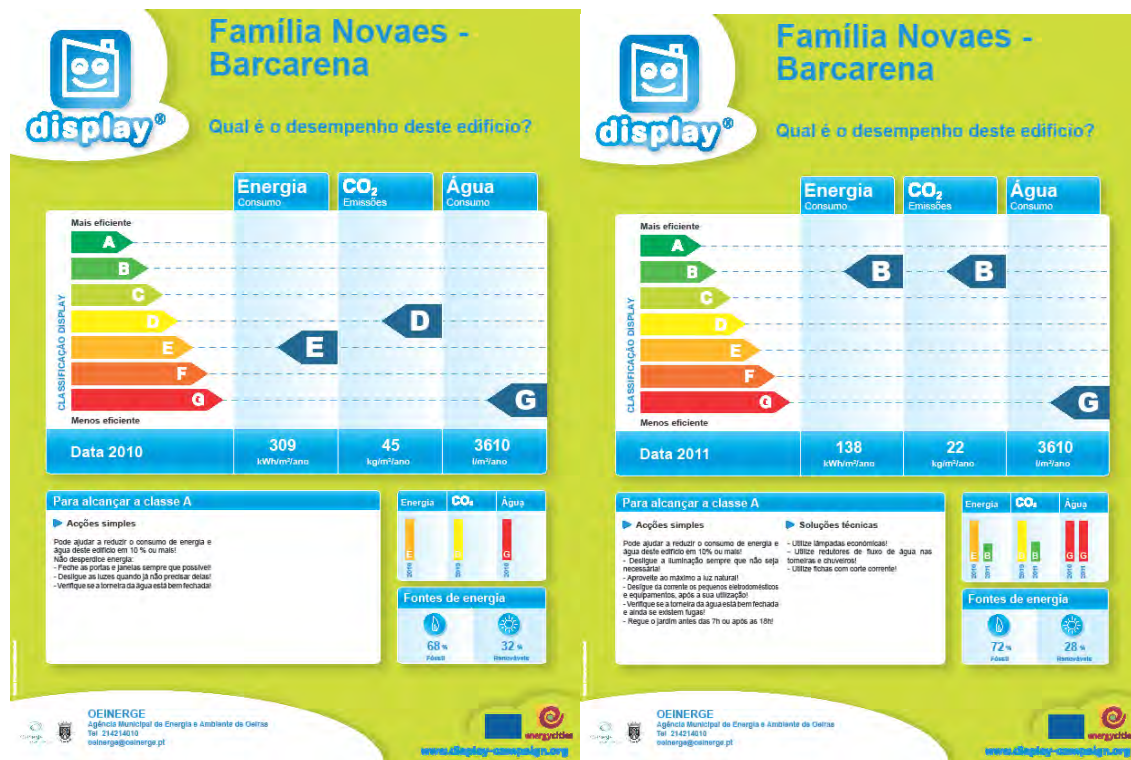
We used the Display® tool, since we are familiar with it, and as there is no single tool in Portugal which covers all the criteria and three sectors chosen. We have chosen Display® which allowed us to monitor the real building consumption for the Citizens ENGAGEments.

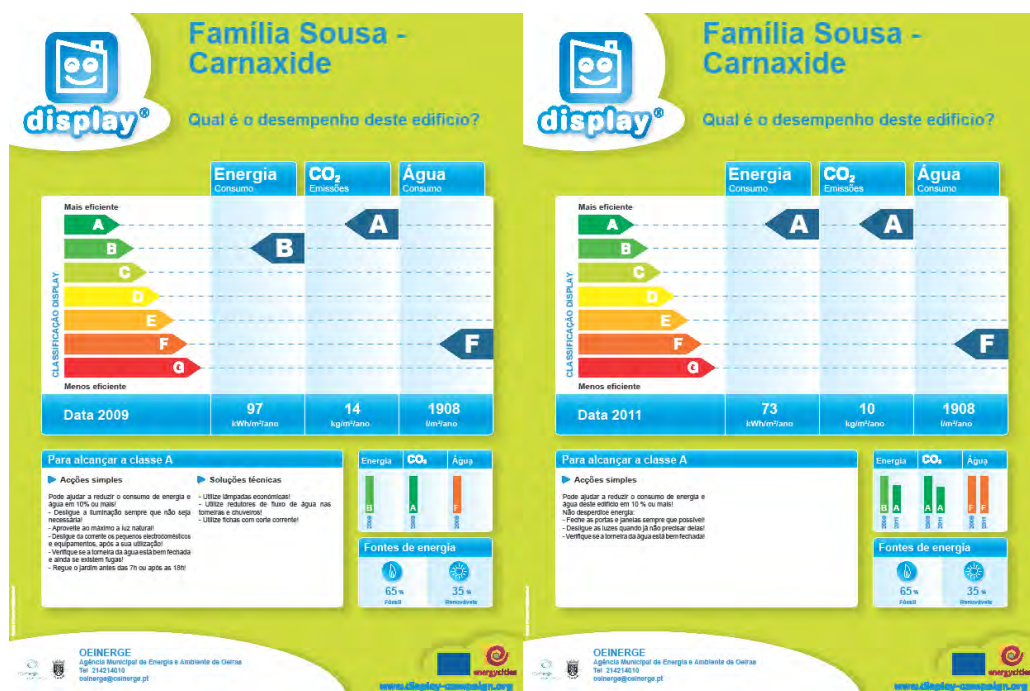
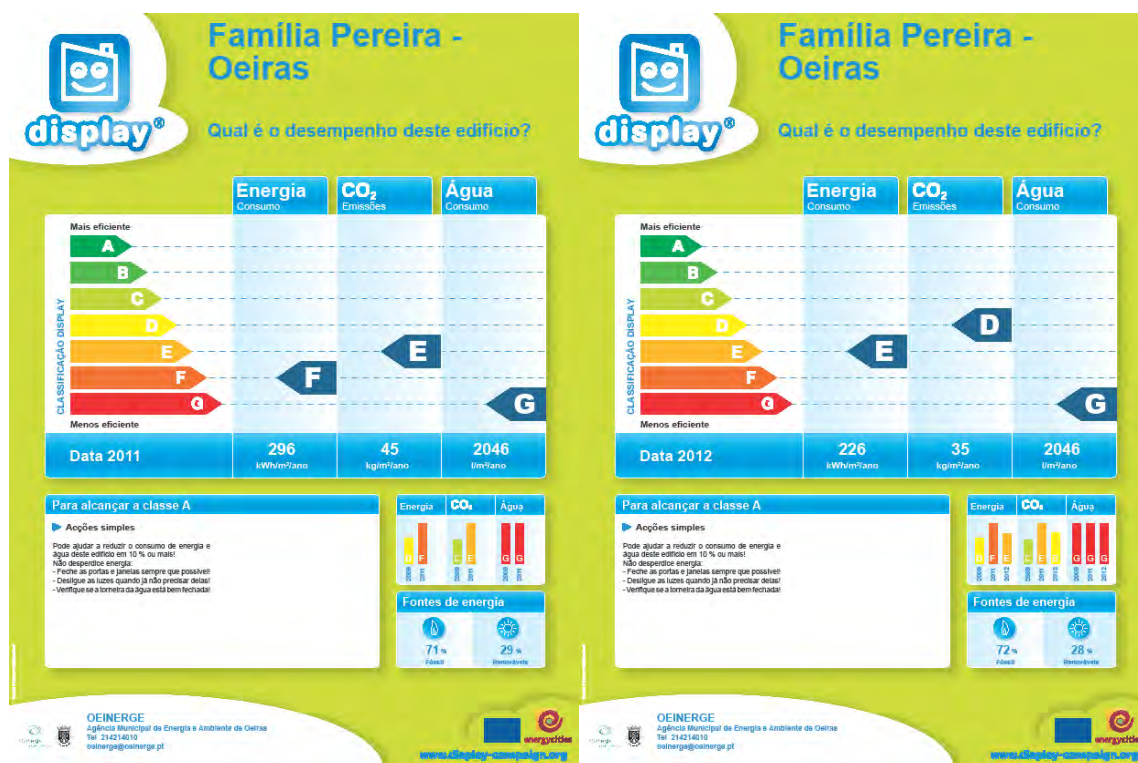
Not having a common European monitoring tool, seems to be a weakness in the Project. In Portugal there isn't a single tool to assess many parameters such as the tool used in Heidelberg. Thus, and



given the ease of use of Display® tool and the good ability to communicate the results to citizens and companies, we chose to use it, and the issues of consumption and mobility will be treated in the future separately.

The examples of Display figures below make a visual evaluation of energy consumption of CO2 emissions of families/citizens.





1.2 TOOL 2

Name of the tool: ENGAGE FILE – Excel file

Information required: As we did with the citizens and with Display Tool, we convert final energy in primary energy, using the conversion factor for electricity 3,37 and 0,47 for gas, as you can see below.



2 MONITORING METHODOLOGY AND STRATEGY FOR ENGAGE

2.1 MONITORING METHOD

Category of participants	Number of participants	Date of 1st evaluation	Date of 2nd evaluation	Method: estimation or real data
Citizens	20	2010-2011	2011-2012	Real data
Citizens	57	2010-2011-2012	-----	Real data
Stakeholders	2	2010-2011	2011-2012	Real data
Stakeholders	7	2010-2011	-----	Real data
Public servants	2	2010	2011	Real data

2.2 MONITORING STRATEGY

Category of participants	Strategy to get the users to supply the data	Staff capacity required	Resources	Cost of the event
Citizens/Stakeholders	7 Public Presentations of the ENGAGE Project	2 people: 1 photographers, 1 coordinator	1 stand, Engage Image (huge Poster) flyers, roll-ups	Internal cost + Support from Partners
Citizens/public Servants/stakeholders	1 Energy day	6 people: 1 photographers, 1 coordinator	1 stand, Engage Image (huge Poster) flyers	Internal cost
Citizens/public Servants/stakeholders	6 Road-Show ENGAGE Events. Promotion the Project to authorities/ population in general	2 people: 1 photographers, 1 coordinator	1 Bus with the ENGAGE Image, Posters and flyers	Internal cost
Citizens/public Servants/stakeholders	3 Promotions of diversified sports activities engaging local authorities/ population	3 people: 1 photographers, 1 coordinator	1 stand, Engage Image (huge Poster) flyers	Internal cost
Citizens/public Servants/stakeholders	2 Presentations of the ENGAGE campaign in scholl community	2 people: 1 photographers, 1 coordinator	Power Point Presentation, flyers	Internal costs
Citizens/public Servants/stakeholders	2 Annual Music Events	3 people: 1 photographers, 1 coordinator	1 Bus with the ENGAGE Image, Engage Posters and flyers	Internal cost
Other Municipalities - Citizens/public Servants/stakeholders	2 Exposures of ENGAGE Posters	2 people	2Roll Up's (Posters), ENGAGE Posters and flyers	Internal costs and Partner Support
Other Municipalities - Citizens/public Servants/stakeholders	1 Study Visit	4 people: 1 photographer, 1 coordinator	1 Bus, Posters and flyers, a room for the workshop	Internal cost
Other Municipalities - Citizens/public Servants/stakeholders	2 National Events	2 people	Power Point Presentation, flyers	Internal costs
Public Servants	1 Promotion of the project/ campaign with the main local municipal authorities (Mayor, Councilmen/ Councilwomen,	2 people: 1 photographers, 1 coordinator	Posters and flyers, a room for the workshop	Internal costs



	Department Heads and Directors)			
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O Projecto "ENGAGE"

O que é?
Uma iniciativa que junta várias cidades Europeias e que convida os seus cidadãos a **dar a cara pelo clima** participando no Pacto de Autarcas.

Como participar?
A sua fotografia, a sua frase, o seu cartaz.
Cada cidadão é convidado a aparecer num cartaz com uma frase onde explica o seu compromisso concreto para reduzir o consumo de energia.

Vai para o trabalho a pé?
Aproveita a iluminação natural?
Trocou o seu velho frigorífico por um de classe A+? Não deixa a TV em stand-by?

Inscreva-se e partilhe o seu exemplo: gc@cm-oeiras.pt

O Pacto de Autarcas

O que é?
Um desafio lançado pela Comissão Europeia às cidades dos Estados-Membros: conseguir, a nível local, atingir a **meta dos "três vintes"** até ao ano 2020.

Porquê em Oeiras?
Porque o município de Oeiras está comprometido em promover o desenvolvimento sustentável do concelho e em estar na linha da frente das cidades que combatem as alterações climáticas.

20 melhorar a eficiência energética em 20%

20 aumentar o uso de energias renováveis em 20%

20 reduzir as emissões de CO₂ em 20%

Vamos alcançar estas metas até ao ano 2020.
<http://oeiras2020.blogspot.com>

Engage Bookmark

3 POSTER RESULTS

Figure	Citizens	Stakeholders	Public Servants	Total (All categories)
Number of posters produced	256	23	35	315
Number of people ENGAGED	482	88	97	667
Project targets: number of people ENGAGED	250	25	20	295
Number of baselines done before the end of October 2011	49	7 organisations* representing 48 ENGAGED stakeholders	2 entities** representing 22 ENGAGED public servants	58/119
Number of complete evaluations carried out	17	2 organisations* representing 3 ENGAGED stakeholders	2 entities** representing 22 ENGAGED public servants	14/37
Project evaluations targets	50	5	10	65

* Organisations: private companies, firms, associations or NGOs

** Entities: the local authority or its individual departments, public institutions (such as libraries, schools, etc.)



Justification if you don't reach the targets of engagements or evaluations:

We had some problems engaging Oeiras stakeholders because in some cases they couldn't give their "National Face" to the Engage Project because they belong to big multinationals like, Microsoft, Colgate, Pfizer....

People in general really appreciated the project and enjoyed seeing their picture in the streets, although they want to participate by giving their faces, they didn't want to give their data, so we have a Municipal Project that is called Oeiras Ecological Family, that we are managing, and we started with the data of baselines from ENGAGE Project, doing Display Posters that we are concluding next year (2013)

Same participants made the first monitoring in 2010 but we only received 16 for the second evaluation, others made in the end of 2011 and we are still collecting the data because we receive the energy invoice 2 months later. In the end we have baselines in 2012; that can be evaluated in 2013.

4 EVALUATION RESULTS

Figure	Citizens	Stakeholders	Public servants	Total (All categories)
Amount of CO ₂ saved (in tonnes of CO ₂ equivalents/year)	8,09 tones	20,86 tonnes	29,90 tonnes	58,84 Tonnes
Amount of energy saved (in KWh/year) – primary energy	59 399 kWh	149 143 kWh	214 366 kWh	422 908 kWh

Justification if you are not able to present energy savings and/or renewable energy produced results:

Display does not provide renewable energy figures and only represents the change in percentage on the poster.

Some of the families that were monitored increased their energy consumption. Almost all of them increased the size of the family living in the house or apartment. In some their sons went to live with them because of the economic crises, others had children, others said that they started to live more inside their homes because they were unemployed or they stopped going out on weekends. Despite these changes in families the overall trend was a decrease on CO₂ and energy consumption.



4.1 MONITORING

Figure	Citizens	Stakeholders	Public servants	Total (All categories)
Number of people who did a baseline	54	7 organisations	2 entities	63
Number of people, organisations and entities who did the second evaluation	17	2 organisations	2 entities	21
Percentage of people, organisations and entities who completed the evaluation process (= who did the 2 evaluations)	4%	29%	100%	33%

Comments

Regarding citizens and stakeholders we had problems in data collection and we cannot achieve with success the second evaluation, as we can see we only reach 24% and 29% respectively. However we intend to do it as part of another project that we run and what is called Family Ecological Oeiras.

Regarding stakeholders the two organisations evaluated do represent 32 stakeholders while still lacked in 3 to make the first monitoring at the end only 29% achieved the same, which has proved below what was needed.

Finally, the last category – public servants – it was the only that we were able to meet the project objectives, although the group of public servants work in 2 buildings, so we can only count 2 registers, from the buildings.

4.2 EXTRAPOLATION FOR THE WHOLE POPULATION

Due to the low return of monitoring it was decided that an extrapolation would not be statistically viable.



4.3 INTERESTING STATISTICS

Figure	Citizens	Stakeholders	Public servants
% of the monitored population that reduced their CO ₂ emissions	75%	100%	100%
% of monitored population that increased their CO ₂ emissions	25%	0%	0%
% of monitored population that reduced their energy consumption	75%	100%	100%
% of monitored population that increased their energy consumption	25%	0%	0%
Average individual % of CO₂ emissions avoided	9%	N/A	N/A
Average individual % of primary energy saved	10%	N/A	N/A
Figure of the most important CO ₂ /energy saving measure	4,7 tonnes 34 112 KWh	16,6 tonnes 119 008 KWh	19,1 tonnes/ 137 301 KWh

Comments on these statistics

Most monitored people reduced their energy consumption. We can link this with the other activities carried out by the Environment department aiming at helping people reduce their consumption; inform people about energy and the necessity to reach the 3x20 objectives

The monitored people consume renewable energy; we don't have the data for produced renewable energy at local level.

Concerning stakeholders, we had problems in obtain data from them.

On the other hand, in the categories analyzed, no category increased Co2 emissions or energy consumption, excepted citizens, although in general only 17% increase. So we can consider that the actions implemented and the engagements assumed achieve the objectives of the Project.

5 RECOMMENDATIONS AND LESSONS LEARNT

Overall the problems were the lack of media coverage, low involvement rate among local actors and lack of a common monitoring tool to measure properly energy consumption of all participants to be monitored.

During the Project meetings we saw the different monitoring tools and the most complete and created for the Project was the Heidelberg tool. Although the adaptation of it to the Portuguese reality had costs that were not anticipated in advance, so that investment couldn't be achieved by Oeiras. Given the above, and given the success of the DISPLAY Campaign in Oeiras and the fact that we know well how to work with the tool we chose to use it knowing in advance that certain issues must be addressed in other systems inside we know that it wasn't an ideal tool.

In terms of communication it was important to involve ENGAGE with existing projects, because ENGAGE was implemented and the existing ones were improved in terms of communication and that is essential to "spread the word". We were able to include ENGAGE with initiatives that took Place in our municipality and that have national impact, like Musical Events (Oeiras ALIVE), or Sport Events



/Corrida do Tejo), that attract to the present of media, and we were well succeeded in acting this way, bringing the media coverage to ENGAGE Project.

3 lessons learnt

1- Great interest of citizens. The citizens are very motivated with the project, and much pride to give their faces for the campaign, although we had lots of problems for them to give us the data in order to be monitored. So we done the baseline monitoring, but we couldn't reach the second step, during the time of the Project. In order to reach the monitoring objectives of Engage Project we connect it to a municipal Project called Oeiras Ecological Family. With this project we have to monitor family's consumptions. They give their faces and their commitment in the ENGAGE Project and then we do Display Poster in order to give them an image of their consumption, and we do the monitoring.

2- In spite of the interest demonstrated by citizens, and stakeholders, when we started to send e-mails to get data from consumptions, they simply didn't answer, so in the future we have to implement new strategies to do the monitoring, because we have lots of people that did the baseline, but after we couldn't achieve the Project goals because we couldn't get data in time, so we want to finish this issue with the Project Oeiras Ecological Family. In other way the campaign developed very well in terms of public involvement in the initiatives that we produced and in the first contact with citizens they all collaborate sending us the data that we need.

In our experience it was important to involve ENGAGE Project with other projects and initiatives that were taking place in Oeiras in a first stage, because now people associate ENGAGE with all matters due to energy or environmental themes. We also promote ENGAGE in schools since we have an Environmental Education Program, developed in or Environmental Department, since years 90Th, so children take to their homes their knowledge and spread the importance of Covenant of Mayors due to ENGAGE communication that we made.

3-If there was an ENGAGE II Project we think that a common tool would be a good solution, because in Portugal for instance we don't have a tool that summarize all the parameters that are need to be monitored. In other way a common tool will put all the partners in the same stage and in terms of evaluation between them it will be more transparent.

In final, to have a working group interested and motivated – Our working group was very dynamic and hard-working, like we say in Portuguese « For the love of our T-shirt » is essential to make a good Project. We love the Project and to be involved on it.





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