

Smart-e Buildings - Take your energy back!

Eleanor Smith, Communication & Policy Officer (EREC)
European Parliament, Brussels, 7th December 2011

What's it about?

- ❑ Industry-led EU-wide mobilisation campaign inspired by **Obama** election campaign
May 2011 - April 2013

What for?

- ❑ Give access to information on EE & RES perspectives in buildings + encourage investments

To whom ?

- ❑ Building owners, national, regional and local authorities, citizens, national/European parliamentarians & media

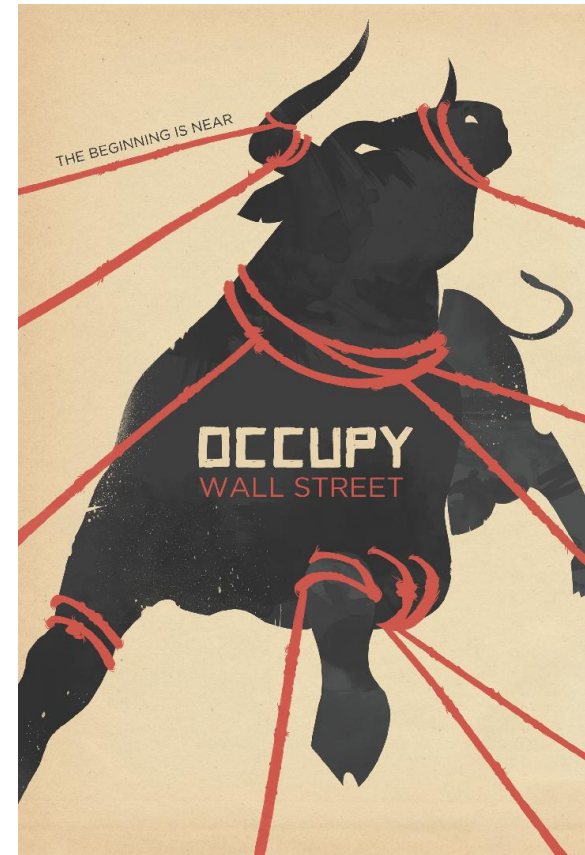
Why?

- ❑ engage 2 million Europeans
- ❑ enable 20,000 building owners & public administrations to invest



**AMERICA
IS BROKE
N.**

OCCUPY!



Building sector is key to reaching the 3x20 targets

- ❑ Buildings account for 40% of EU's energy use
- ❑ Buildings represent over 1/3 of total carbon emissions in the EU.
- ❑ 75% of European stock are residential buildings
- ❑ EE can ↘ a building's energy C° by 50%-70%
- ❑ RES technologies must be used to reduce emissions further
- ❑ A large-scale mobilisation of actors is needed
- ❑ A combined approach on both the demand & supply side

The Smart-e Team

- ❑ EREC + EuroACE + CEETB = RES + EE + building industry
- ❑ Energy experts with widespread network at national, regional and local level:
 - FEDARENE
 - Energy Cities
 - Climate Alliance
 - ADEME
 - Eclareon
- ❑ A communication agency: Ketchum Pleon

How are we reaching our goals?

- ❑ Common messages for the different target groups
- ❑ Set up of an interactive 2.0 web-portal
- ❑ “Action-enabling toolkits” addressed to the different target groups identified
- ❑ Interactive e-marketing campaign & assessment of e-marketing campaign in 5 test markets
- ❑ Creation of a network of (national and European) parliamentarians who support the campaign
- ❑ Enrolment of “Smart-e Buildings Ambassadors” celebrities

Target groups: owners

	Public	Companies	Individuals
Small residential			X
Large residential	X	X	
Office & admin.		X	

+ Citizens at large & tenants

How are we reaching our goals?



Smart-e Buildings: Home

Smart-e Buildings take your energy back

[About us](#)
[Smart-e knowledge](#)
[Smart-e competition](#)
[Smart-e blog](#)
[Smart-e news](#)
[Media](#)
[Support us!](#)

Home

Take your energy back!
Buildings in the EU account for 40% of the final energy consumption. Stop this huge waste of energy by constructing or renovating your building with efficient and renewable technologies. Get updated here, share your story and support the Smart-energy buildings campaign!

[I work for a public body](#)
[I am a building / house owner](#)
[I am a tenant](#)

Campaign highlights

Smart-e toolbox

- Do you want to install a PV-system? And you're looking for guidance on how to?
- Are you looking for tips to save energy in your home?
- Would you like to renovate your building? But you don't know where to start?

Get your answers in the **Smart-e toolbox!**

Display campaign (with subtitles)

Support Box

View the **declaration of support.**

I'm taking my energy back.
What about you?

Support the campaign!

Supporters: 132

How Smart-e is your building?

Smart-e story of the month

In Biskopshagen, a garden district in Växjö, we have built 88 dwellings in 18 buildings and one pre-school with the purpose of having a low energy use. The energy statistics available in autumn 2010 showed that the use of district heating in the apartments was 71 kWh/m² and the use of electricity was 10 kWh/m².

Carina Herbetsson, Municipal housing company Växjöhem AB, Växjö (Sweden)

- Smart-e Social networks
- Smart-e news
- Smart-e toolkits
- Smart-e good practices
- Smart-e Competition
- Support us!



Smart-e blog, Facebook and Twitter

The collage displays three digital marketing assets for Smart-e Buildings:

- Top Screenshot:** The Smart-e Buildings blog homepage. It features the logo, navigation menu (About us, Smart-e knowledge, Smart-e competition, Smart-e blog, Smart-e news, Media, Support us), and a featured article titled "Renovating the existing building stock - Some points to take away" dated 14/10/2011.
- Bottom Left Screenshot:** The Twitter profile for Smart-e Buildings (@smartbuildings). The bio states: "Smart-e Buildings campaign helps you make buildings sustainable. 'Take your energy back' by constructing/renovating with efficient and renewable technology." It shows several tweets and a "Follow" button.
- Bottom Right Screenshot:** The Facebook page for TakeYourEnergyBack. The page includes a cover photo, a "Wall" section with posts, and a "Like" count of 108. The bio reads: "Take your energy back and create a smart energy building at lower costs and..."

**Buildings in the EU account for 40%
of final energy consumption.**

**Stop the leakage & save your energy
Take your energy back!**

And support the campaign!

www.takeyourenergyback.eu

www.twitter.com/smartebuildings

www.facebook.com/TakeYourEnergyBack