Smart-e Buildings - Take your energy back!

Eleanor Smith, Communication & Policy Officer (EREC)
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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 BROKEN.

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 decrease a building’s energy consumption 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

<table>
<thead>
<tr>
<th></th>
<th>Public</th>
<th>Companies</th>
<th>Individuals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small residential</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Large residential</td>
<td>X</td>
<td>X</td>
<td></td>
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<tr>
<td>Office &amp; admin.</td>
<td></td>
<td>X</td>
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</tbody>
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+ Citizens at large & tenants
How are we reaching our goals?

- 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
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