GENDER4POWER

Workshop Title

Name of trainers

Date and location

Welcome!

LIFE project GENDER4POWER is co-funded by the European Union under contract nº 101167565



Workshop Title

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Ist ein kollegiales Du-Wort OK?

LIFE project GENDER4POWER is co-funded by the European Union under contract nº 101167565

Schedule for today

- Introduction
- Presentation: Topic 1
- Group work
- Presentation: Practical examples
- Your experiences & integration in own professional work

Breaks foreseen

& interactive working sessions included

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Questions?

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Break until 11:00 am

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Next Steps



Feedback & Reflection



Group photo?



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The LIFE project in a nutshell



Names

About the project GENDER4POWER

- A four-year project to improve the living conditions of people experiencing energy poverty in Austria, Germany, Greece, Lithuania, Slovenia and Spain
- Implementation of renewable energy solutions
- Holistic, citizen-centered and gender transformative approach
- Collaboration among various stakeholders and interest groups

Communications plays a central role.

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Areas of Focus

- **Participatory financing and engagement strategies:** Models are being developed in collaboration with vulnerable groups that can be scaled up at the national and European levels. These include policy recommendations and best-practice guidelines.
- **Analysis of energy communities:** Existing and potential financing approaches are evaluated in terms of their gender and social equity. Success factors and barriers are identified and documented.
- **Direct involvement of those affected:** Six pilot projects across Europe facilitate direct engagement with people affected by energy poverty. This approach enables the development of tailored, community-based solutions.
- **Capacity building for local stakeholders:** Energy advisers, social workers, public authorities, energy suppliers and civil society organisations are being trained in decentralised renewable energy, small-scale efficiency and behavioural measures, and the planning and implementation of refurbishments.
- **Information and awareness-raising initiatives:** Educational initiatives are designed to be timely and tailored to specific target groups in order to raise awareness of energy poverty, its gender-specific impacts, and options for collective action.

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Implementation in Austria

Demonstrator in Austria:

- **Schweizer Haus Hadersdorf (SHH)** in Vienna
  - Development of a Solidarity-Based Energy Community
  - Gender-sensitive and tailored training for employees
  - Gender-sensitive and tailored training for patients

Cooperation with Wiener Wohnen / wohnpartner wien
Cooperation with Verband der Gemeinnützigen Bauträger

Implementation in Germany

Demonstrator in Germany:

Together with Energiegemeinschaften München, WECF is working on the improvement of living conditions and alleviation of energy poverty in 20 households in Neuperlach

Activities and goals:

- Small renovation implementations such as window insulation and implementation of RE solutions (e.g. PV balcony modules)
- Training of local stakeholders such as social services and institutions,households and municipality and city agencies on energy poverty, energy transition literacy, identification of households in energy poverty and guidance to relevant contact points,
- Energie Cafés: Open space for questions, discussions and trainings on energy-related topics for Neuperlach‘s residents and stakeholders.

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Implementation in Greece

Demonstrator in Athens:

Together with Hyperion Energy Community and the Energy Poverty Alleviation Office of Athens we are empowering 20 women to alleviate energy poverty.

Means of support:

- Access to collective self-consumption (solar PVs)
- Demand-response technologies
- House renovations
- Gender-sensitive, targeted educational & training sessions on energy matters

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Implementation in Lithuania

Demonstrator in Lithuania:

- **Amiestas** – OSS for multifamily building renovation, citizen-centred approach focused on comfort, health and lower energy bills. Currently (2026 Q3) working on 200 projects in Vilnius.

Activities:

- Promoting multi-apartment building renovation in Vilnius
- Resident and community engagement
- Renovation project management
- Loan repayment administration
- Neighbourhood renovation and regeneration projects

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Implementation in Slovenia

Demonstrator:

- **Hrastnik** – Established and operational energy community with at least 10–15 energy-poor households actively involved in decision-making, co-creating technical solutions, and skill development.

Activities:

- Identifying public sites, mapping grid capacity, and empowering energy-vulnerable households through outreach with social work centres and local NGOs
- Gaining insights into collaboration mechanisms to implement activities addressing energy poverty (e.g., energy audits using small devices, education on energy literacy, and practical solutions).
- Economic Sustainability: Exploring national funds and alternative financial mechanisms to secure stable long-term funding for cooperative activities.

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Implementation in Spain

Demonstrator in La Bordeta neighbourhood (Barcelona):

Popular initiative gathering residential and small local entities, with the goal of implementing just and inclusive local energy transition.

Activities and projects:

- Collective self-consumption (solar PVs)
- Solidarity Fund to allow access to vulnerable families
- Soft and deep renovation programmes
- Gender-sensitive, targeted educational & training sessions on energy matters

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Getting to Know & Collect Expectations



Name of faciliator

Introduction round

- What is your name?
- What is your current position, and what are your responsibilities at ###?
- What experience do you have with communication in ### projects and with different target groups?
- What are your expectations for today’s workshop?

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Input:
Gender Dimension & Diversity



Name of presenter

Definitions

- The term **“sex”** refers to the biologically determined characteristics of men and women in terms of reproductive organs and functions, based on their chromosome set and physiology. As such, sex is understood worldwide as the classification of living beings into male or female. Although it is generally considered fixed, sex cannot be fully captured within this binary system.
- The term **“gender”** refers to the social construction of women and men, of femininity and masculinity, which varies depending on time and place as well as across cultures. As a concept, gender is thus more fluid than biological sex, but changes in the definition of gender roles still take time.

There is no adequate translation in German.

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Definitions

- **Chromosomal sex:** Determined by the sex chromosomes, e.g., XX, XY, XXY
- **Gonadal sex:** Determined by the gonads
- **Genital sex:** Determined by the primary sexual organs
- **Legal sex:** Determined shortly after birth by the obstetrician and refers to the sex recognized by the state
- **Social gender:** Determined by social recognition; it is the gender attributed to a person by their social environment
- **Gender identity:** Determined by one's own gender identity; it is the gender with which a person identifies

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- **Gender identity = Geschlechtsidentität** (wie ich über mich selbst denke)
- **Gender expression = Geschlechtsausdruck** (wie ich mein Geschlecht nach außen zeige)
- **Anatomical sex = Anatomisches/biologisches Geschlecht** (messbare Organe, Hormone und Chromosomen)
- **Sexual orientation = Sexuelle Orientierung** (zu wem ich mich sexuell oder romantisch hingezogen fühle)

Gender diversity

- **Gender diversity:** The fact that there are more than two genders and that gender identities, gender expressions, and bodies are diverse
- **Non-binary:** A self-identification used by people who do not identify within the binary gender system (neither (only) female nor (only) male)
- For example, you can be both, several, or something in between, or you can identify as a different gender that changes

Following a lawsuit filed by an inter* person, the Austrian Constitutional Court ruled in June 2018 that, in addition to "female" and "male," the civil registry must allow for a third gender designation.

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Londa Schiebinger

- Fixing the numbers: Increasing the proportion of women in science and research as well as in the engineering, technology and energy sector
- Fixing the institutions: Changes to structures and cultures within institutions
- Fixing the knowledge: Incorporating gender perspectives into research and teaching

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Presentation:
Inequalities in the energy sector

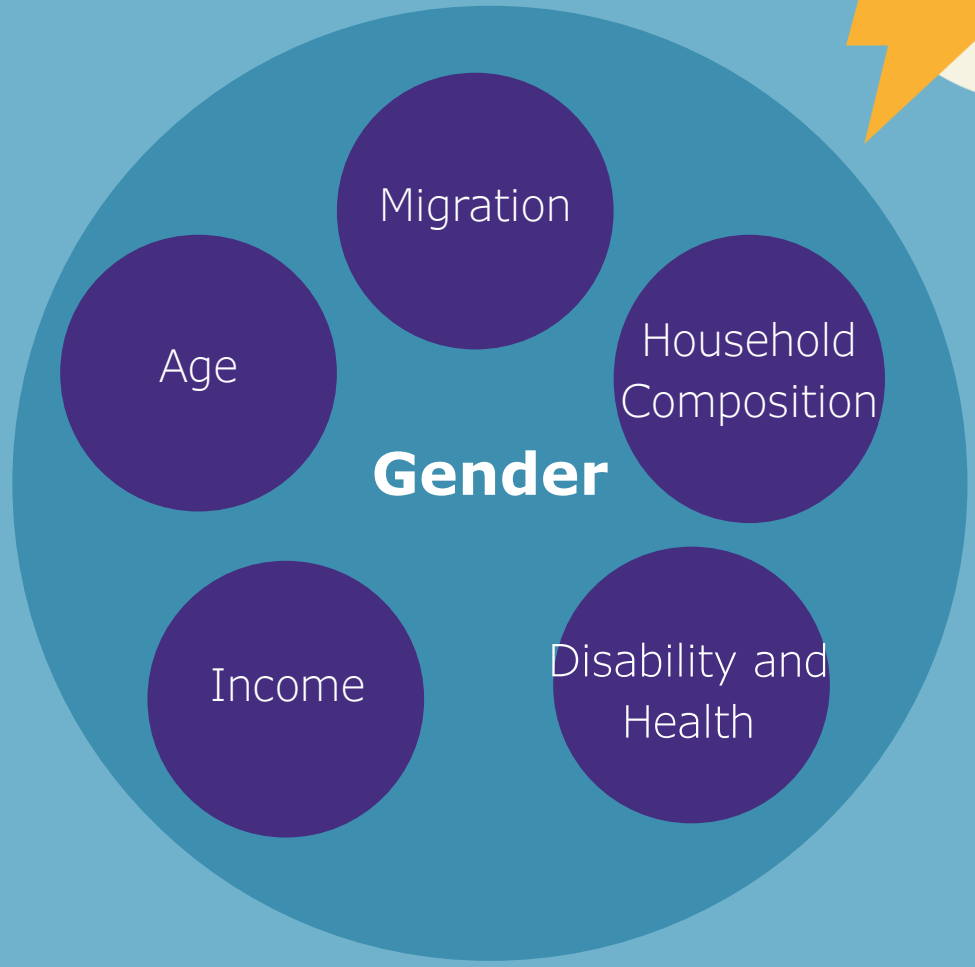


https://www.youtube.com/watch?reload=9&v=dVshBvbkI9c

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Factors contributing to the relationship between gender and energy poverty

Structural inequalities in income distribution, access to resources and representation mean that structurally marginalised groups are at greater risk of experiencing energy poverty (EESC, 2024).



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Energy poverty – what does it mean?

There is no universally accepted definition. In general terms: When basic energy needs cannot be met

- "[…] who is fuel poor depends on the definition; but the definition depends on who you want to focus on and this involves political judgement." (Boardman, 2010)

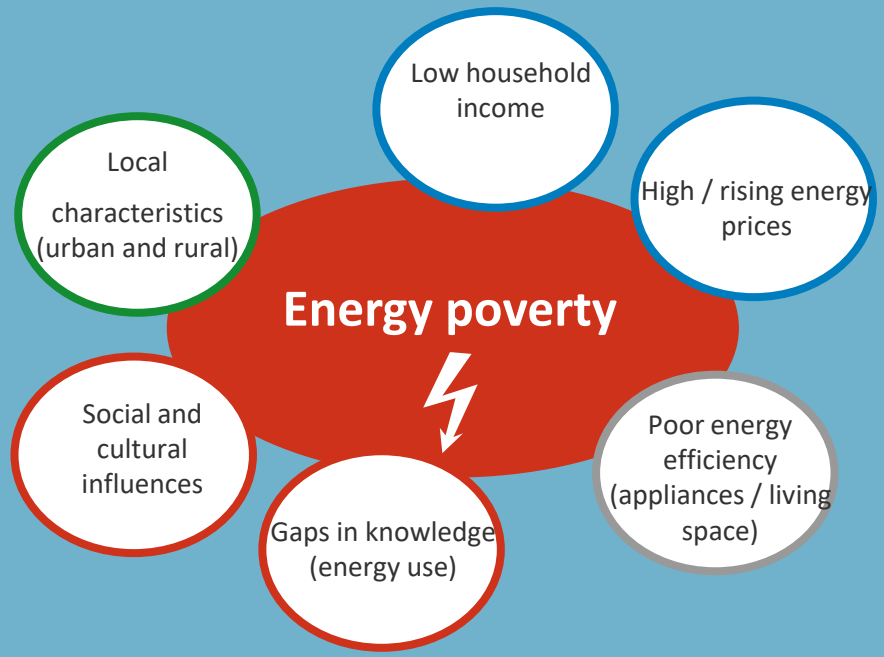
Social norms play a major role. Who should be considered energy-poor, and why? → Individual responsibility vs. the need for societal action

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Dimensions of energy poverty

Geographical indicators

Social indicators



Financial indicators

Technical indicators

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Risk factors (EPAH)

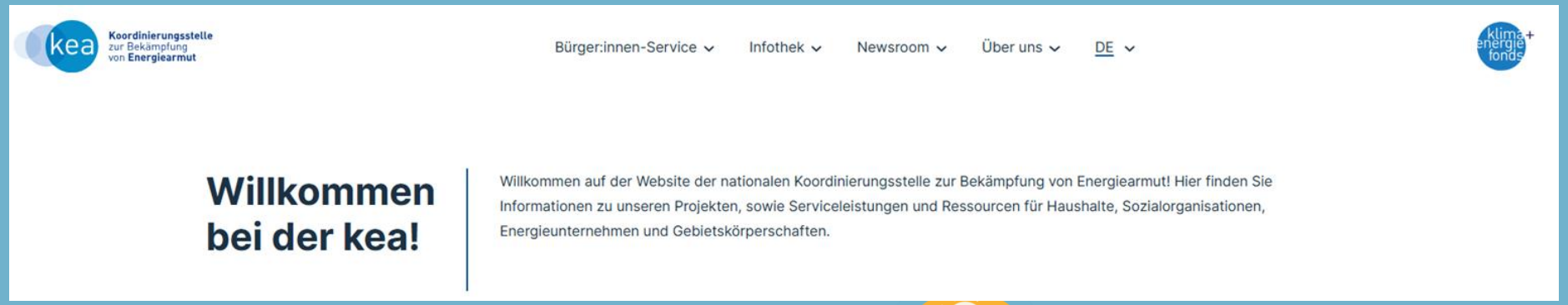
The Energy Poverty Advisory Hub (EPAH) defines five key risk factors:

- Sociodemographic characteristics
- Household composition
- Health
- Energy literacy
- Cultural factors

Risk factors according to the Austrian Coordination Centre for combating Energy Poverty (KEA)

The Austrian Coordination Centre for combating Energy Poverty (KEA) defines five key risk factors:

- Rising energy costs
- Low income
- Long-term illness or unemployment
- Poor building insulation



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Gender and the risk of energy poverty

The relationship between age, gender and income disparities

The combination of lower incomes (and limited access to social security), higher life expectancy and a greater likelihood of living alone or running a single-person household means that older women are more likely to be affected by energy poverty.

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Gender and the risk of energy poverty

Household structure: Single-parent households

The proportion of single-person households with children at risk of poverty and social exclusion is high and is set to reach 43.5% in the EU by 2022 (Eurostat, 2023).Women account for almost 85% of all single parents (EIGE, 2016) and face particular challenges in balancing paid work and unpaid care work.

Quality of housing and socio-demographic factors

Buildings with low energy efficiency are often located in poorer neighbourhoods and are predominantly occupied by groups facing intersecting forms of structural exclusion, particularly women (EESC, 2024).

The unequal relationships between tenants and landlords also pose specific risks of energy poverty, particularly when the intersections between migration and ethnicity are taken into account (EESC, 2024).

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The gender-specific impacts of energy poverty

The varying health effects of energy poverty

Women affected by energy poverty are more likely to suffer from respiratory and cardiovascular diseases. Men affected by energy poverty are more likely to suffer household accidents and experience mental health problems (Oliveras et al., 2020).

Domestic violence

Complex power dynamics within households have been observed, leading to forms of domestic violence in which the denial of access to energy services such as heating or cooling becomes an effective means of control (EESC, 2024).

Gender norms and roles shape experiences of energy poverty

The dynamics of the division of household tasks influence experiences of energy poverty and coping mechanisms (EESC, 2024).

The interplay between paid and unpaid care work and paid employment

Women generally take on the main role in caregiving and therefore tend to spend more time at home, where they face energy shortages (EESC, 2024).

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Why use an intersectional approach?

The example of energy poverty:

Women, particularly older women, are at greater risk of falling into energy poverty due to the gender pay gap and the gender pension gap. This burden can be even greater for women from migrant backgrounds – research also shows that people from migrant backgrounds face discrimination in the German housing market and have fewer opportunities to find affordable housing. All of this, in turn, means they have fewer opportunities to save money on renewable energy sources.

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Vulnerable groups & how to include them

Name of presenter



Energy communities should be inclusive

- Vulnerable households often have the greatest potential to benefit from lower energy costs.
- Participation reduces energy poverty and improves quality of life.
- Inclusive communities create stronger local support and greater social impact.
- Everyone should have the opportunity to participate in the energy transition.

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Understand the barriers

Why people may not participate

- Lack of information or awareness.
- Distrust of new initiatives.
- Limited financial resources.
- Fear of complicated procedures.
- Digital exclusion.
- Language or literacy barriers.
- Previous negative experiences with institutions.

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Vulnerability criteria (1/2)

Category	Specific sub-category
Economic indicators	-A high percentage (over 10%) of income is spent on covering energy needs -Receiving the Minimum Guaranteed Income (KEA - Greece specific) - Beneficiaries of the Social Household Tariff A-B-C (SHT), or the Vulnerable Customer Register (Greece specific) - Unstable Access to Energy - Frequency of Electricity Cut-offs due to Debt - Overdue Debts on Electricity Bills - Unemployment - Housing Subsidy - Beneficiaries of Social Grocery or the Fund for European Aid to the Most Deprived (FEAD) -Heating subsidy
Building condition	- Age of Dwelling - Inability to keep the Dwelling sufficiently warm during the winter - Inability to keep the Dwelling sufficiently cool during the summer - Location of Dwelling / Climate Zone - Energy Performance Certificate (EPC) - Type of Dwelling - Dwelling with leakage, moisture and mould issues - Fuel and Energy Sources for Heating the Dwelling

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Vulnerability criteria (2/2)

Category	Specific sub-category
Social indicators	- Household Composition / Family Status (priority to single family households or seniors) - At Risk of Poverty or Social Exclusion - Vulnerable & Marginalised Social Groups (priority to disabled, refugee/migrants, elderly, victims of abuse) - Presence of family members with Health Issues

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Get to know them / Engagement

For you it’s a project, for them it’s their lives

- Devote time to get to know the beneficiaries.
- Practice active listening & adapt your strategies/ideas to their needs wherever possible.
- Value interpersonal exchange.
- Respect their timeline.



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Safe spaces / Engagement

Rethink how you engage people

It doesn’t always have to be a workshop/presentation. A safe space is about feeling relaxed, heard and relieved from everyday burdens.

For example, Hyperion Energy Community in Athens sometimes hosts picnics to discuss strategies and concerns!



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Practical tools

A full list of assessment criteria and indicators is provided, and you can use the following checklist to ensure inclusivity in your operations.

Checklist for inclusive engagement

- □ Have we identified vulnerable groups?
- □ Are our communication materials easy to understand?
- □ Are meetings accessible?
- □ Have we partnered with local organisations?
- □ Have we reduced financial barriers?
- □ Have we asked participants for feedback?
- □ Can everyone participate equally?

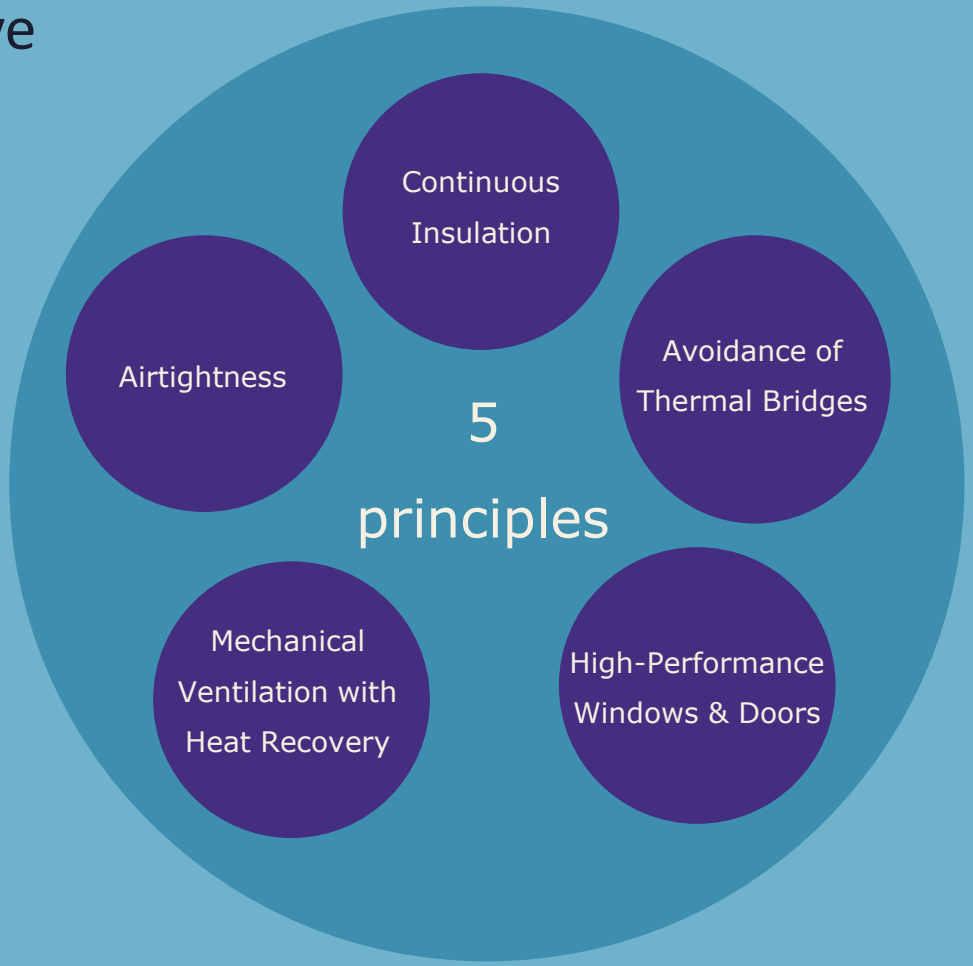
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Low-cost & small-scale renovation solutions



Passive house concept

Optimal but expensive



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So what can I do today to mimic these principles?

Save energy without spending money

- Keep interior doors closed to heat only the rooms you use.
- Wear warm clothing indoors before increasing the thermostat.
- Air the house for **5–10 minutes** instead of leaving windows slightly open all day.
- Turn off standby devices when not in use.
- Use natural daylight whenever possible.

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Small investments / Big impact

Intervention	Typical Cost	Benefit
Door draft stopper	5-15€	Reduces heat loss
Window sealing strips	10-30€	Improves comfort & prevents heat loss
LED light bulbs	2-8€ each	Up to 80% less electricity
Reflective foil behind radiators	10-20€	More heat stays indoors
Programmable timer plugs	10-20€	Avoid unnecessary consumption
Window or balcony tent	60-180€/m^2	Protects from excess heat from the sun (summer)
Floor rugs or carpets	10-50€/m^2	Traps the heat from escaping through floors

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Healthy home = efficient home

Energy efficiency is also about health

- Reduce mould and humidity.
- Improve indoor air quality.
- Keep indoor temperature between 18–21°C during winter.
- Ventilate daily, even in winter.
- Lower humidity means lower heating costs.

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Lower scale interventions - Summer

During the summer it is important to have adequate shade to prevent our house from overheating. How can we achieve that?

- Install a tent
- Close the shades at peak temps
- Avoid old steel doors or other materials that trap heat

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Lower scale interventions - Winter

But what about the winter? We need to make sure there are no thermal losses, and that we insulate the house somehow

- Fix cracks around windows (e.g with low-expansion spray foam)
- Solar air heater
- Use rugs. The floor is a huge cold area otherwise
- Follow the sun! Open shades/curtains when the sun hits your windows

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Prioritise interventions

Even if the end-goal is a full scale renovation, it’s not necessary to complete every step at once

- Start from the most problematic room/area
- Change windows/doors if necessary
- Install a solar air/water heater
- Insulate the roof
- Finish with insulating the external walls

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Appliances matter

You can actually save money and energy within your own home!

Update your appliances into A+ class

Buy a dehumidifier

Get a fan for cooling

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Before spending money...

Ask yourself these questions

✓ Is this room where I spend most of my time?
✓ Am I losing heat through windows or doors?
✓ Can I fix the problem with a simple solution first?
✓ Will this intervention reduce my energy bills?

Remember

✓ Every small improvement helps.
✓ Comfort does not always require expensive renovations.
✓ Start with the cheapest interventions first.
✓ Prioritize the rooms you use the most.
✓ Small actions today can prepare your home for larger future renovations.

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Demand-response & behavioural changes



Name of presenter

What is demand-response?

Demand Response (DR) means adjusting our electricity use to times when energy is more available, affordable, and sustainable.

HIGH DEMAND	SHIFT USE	LOW DEMAND
High price	Save energy	Lower price
Morning	Afternoon	Evening

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Why does it matter?

- Supports a cleaner energy system by using more renewable energy.
- Helps lower electricity bills by avoiding peak prices.
- Reduces stress on the electricity grid and helps prevent outages.
- Empowers communities to take control of their energy.

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Examples of DR actions

- Run your washing machine or dishwasher during off-peak hours.
- Heat water when electricity prices are low.
- Adjust heating or cooling by 1–2°C.
- Charge your electric vehicle when electricity is cheaper.
- Use battery storage to shift electricity use.

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With **renewables** we have a predictable curve on lower energy prices, during peak generation hours (like sunny middays or windy periods) when solar and wind flood the power grid!

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The power of behavioural change

- Awareness leads to understanding.
- Understanding leads to action.
- Small actions become habits.
- Habits create BIG impact.

Did you know?
Up to **10–15%** of household electricity use can be saved through behavioural change and smarter energy use.

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Behavioural change starts with understanding

Better decisions come from better information

- Know when electricity is cheapest.
- Understand which appliances are flexible.
- Use smart meters or energy apps to monitor consumption.
- Shift demand without reducing comfort.
- Every household contributes to a more resilient electricity grid.

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Practical tools we suggest to use (provided)

- A full guide for educational DR modules
- Reading material for engagement in energy efficiency and smart technologies
- Reading material for energy consumers empowerment

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Balcony solar



Name of presenter

Practical tools we suggest to use (provided)

- Presentation on the legislation and technical specifications on balcony solar (in Greek)

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Input: Communication in the Energy Transition



Name of presenter

Communication: A reflection of power dynamics

- Language and communication are never neutral.
- Language reflects social structures – and at the same time, it reproduces them.
- In professional contexts, particularly in technical or male-dominated fields such as construction, engineering, or planning, gender roles shaped over centuries are reflected in conversation styles, word choice, tone of voice, and interaction dynamics.
- Women often experience subtle or overt forms of devaluation of their competence, interruption, and or invisibility.

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Historic Development

- For a long time, linguistic research was considered gender-neutral—until feminist linguists in the 1970s demonstrated that language reinforces gender roles
- Characteristics of so-called "women's language": hesitant phrasing, "softer" language or softening expressions ("maybe," "or?"), rising intonation at the end of a sentence expression of a socially learned reserve
- Starting in the 1980s, studies on gender-specific differences in communication styles as socially learned communication patterns
- Report Talk (common among men): information-oriented, status-oriented, competitive
- Rapport Talk (common among women): relationship-oriented, cooperative, connecting
- Research questions to this day: Who has the right to speak? Whose contributions are heard, and whose are ignored? To whom is competence attributed? How is evaluation conducted? Intersectionality
- Guidelines on gender-inclusive language in words and images; communication guides ….

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Language as a Tool for Change

- Language shapes our consciousness – if you simply say “CEO” or “engineer”, you are assuming a male gender.
- Gender-inclusive language is more than just symbolic politics: it makes women, non-binary, and diverse people visible.
- Linguistic visibility is the first step toward changing social reality.
- Accessibility and inclusion are also legally relevant issues.

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Would you have solved the riddle?

https://www.youtube.com/watch?v=4kFC7669quE





Typical patterns and situations in everyday working life

- Unequal communication patterns
- Mansplaining: condescendingly explaining something already known
- Hepeating: woman expresses an idea → ignored → man repeats it → receives credit
- Questioning competence, interrupting
- Tone Policing: criticising the ‘tone’ rather than the content; microaggressions: ‘You’re pretty tough for a woman!’, gendered labelling
- Self-deprecation, apologising
- …

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- …

What patterns have you already experienced yourself?

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- Gender-inclusive language is more than just symbolic politics: it makes women, non-binary and diverse people visible.
- Linguistic visibility is the first step towards changing social reality.

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Fundamentals of Target Audience-Specific Communication

- People are diverse: they have different life experiences, values, interests, attitudes etc.
- The concept originates in the social and communication sciences as well as in opinion and market research
- Various examples from academia and practice, including in other contexts
  - Societal typologies: e.g., Sinus-Milieus, the "6 Types of German Society" by More in Common
  - Environment-related typologies: e.g., the study "Global Warming's Five Germanys" (Klinger et al., 2022)
- Classification of consumers into groups with similar values, attitudes, and behaviors (= target group segmentation)

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The 6 Types of German Society According to More in Common

- International NGO More in Common
- The profiles are based on quantitative and qualitative surveys of over 4.000 people
- Six types of society based on subjective positioning within society, perspectives on Germany, and core beliefs

https://quiz.moreincommon.de/die-6-gesellschaftlichen-typen/

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„Global Warming‘s Five Germanys“

- Study ‘Global Warming’s Five Germanys’ by Klinger et al. (2022)
- Based on an online survey of 999 respondents
- Five segments of German society in terms of their attitudes towards climate change

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Communication tailored to specific target groups in the energy transition

- Energy behaviour is also shaped by values, social influences and structural barriers

→ This must be taken into account in order to reach the target audience effectivel

- Accessible communication using plain language and familiar channels
- Energy advice should reflect the needs of the target group and offer practical support

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Implementation steps

1. Building self-confidence: recognising and identifying patterns
2. Practising solidarity: giving female colleagues visibility (“That was Maria’s idea.”)
3. Acting strategically: responding clearly, calmly and competently
4. Changing structures: promoting a culture of dialogue based on equality

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EnBE2.0 Toolbox

The EnBe2.0 Toolbox (developed by B-NK) helps consultants reduce energy consumption in end-users' households by

1. Enabling the selection of tailored, technically sound energy-saving measures and
2. Promoting communication tailored to specific target groups using appropriate arguments, phrasing, and key terms

Drawing on B-NK's gender and diversity expertise, the EnBe2.0 Toolbox enables energy advice tailored to the different needs, preferences and everyday realities of women and men.

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Scientific Background

- Literature review and expert interviews
- Quantitative online survey of private households (n = 541)
- Statistical methods such as principal component analysis, factor analysis, and linear regression
- Qualitative narrative interviews (n = 15) with private energy consumers
- Qualitative content analysis
- Participatory methods to incorporate feedback from stakeholders and energy advisors

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EnBe2.0 Toolbox

Data Collection
Household data, financial scope for action, interests, living circumstances, etc.

Selection of Measures
Based on structural/technical and social input data as well as the advisers' experience.

Presentation / Rationale
Tailored to the clients' specific interests, living circumstances, values, etc.

Process Flow
Information Flow



Quantitative Erhebung: Bereiche

- **Einstellungen** zu Energie
  - Interessen und Verbrauchsvergleiche
  - Bevorzugung erneuerbarer Energie etc.
- **Wissen** über Energie
  - Eigener Verbrauch bekannt?
  - Kosten kWh Strom etc.
- **Haushalt**
  - Sauberkeit, Komfort, Gestaltung
  - vorrangige Nutzung etc.
- **Konsum**verhalten und Präferenzen
  - Mediennutzungsverhalten,
  - Bedeutung des Designs von Produkten
- **Werte**
  - Umwelt oder Gesundheitsbewusstsein,
  - Risikobereitschaft, Spontanität etc.
- **Interessensbereiche**
  - Spaß, Familie, Wohlstand, Technik etc.

Ziel: Statistische Zusammenhänge finden

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Quantitative survey: Areas

- **Attitudes towards energy**
  - Interests and comparisons of consumption
  - Preference for renewable energy, etc.
- **Knowledge about energy**
  - Do you know your own consumption?
  - Cost per kWh of electricity, etc.
- **Household**
  - Cleanliness, comfort, design
  - Primary use, etc.
- **Consumer behaviour and preferences**
  - Media usage
  - patterns, the importance of product design
- **Values**
  - Environmental or health awareness
  - willingness to take risks, spontaneity, etc.
- **Areas of interest**
  - Fun, family, prosperity, technology, etc.

Objective: To identify statistical correlations

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Interessens- bereiche	Natur, Umwelt, Gerechtigkeit, Freundschaft	Wohlstand, Reichtum, Spaß, Komfort, Freizeit, Wohnbereich	Ausbildung, Wissen, Selbstständigkeit, Erwerbsarbeit	Familie, Partnerschaft, Gefühle	Technologie, Technik
	R^2 0,46	*R^2 0,36*	*R^2 0,315*	*R^2 0,22*	*R^2 0,67*
Werte	umwelt- und gesundheitsbew., rücksichtsvoll, großzügig; Gleichberechtigung; Lösungen selbst suchen	Eigene Bedürfnisse bei Lebensgestaltung im Vordergrund; genießen Leben, spontan, neues probieren, meiden schwierige Situationen	Arbeit wichtig, rücksichtsvoll, Gleichberechtigung; umwelt- und gesundheitsbew., Lösungen selbst suchen, Technik & neue Medien	Eigene Bedürfnisse NICHT im Vordergrund, Rücksichtsvoll, großzügig; wissen was sie erreichen wollen	Technik & neue Medien, neues probieren wenn im Zshg mit Technik, Lösungen selbst suchen; nicht spontan
Haushalt	Privater Rückzugsbereich	Praktisch, übersichtlich; Rückzugsbereich; ausgefallener Ort, herzeigen	Praktisch, übersichtlich; Aufenthaltsbereich; Gäste empfangen	einladend, hell; Aufenthaltsbereich für Menschen; Rückzugsbereich	keine Technik-UN-abhäng. Ansprüche; braucht nicht einladend / hell sein
Konsum		Techn. Neuestes Gerät, für Unterhaltungselektronik Geld ausgeben	Achten auf EnergieEff.-Klasse & Umweltsiegel		techn. neuestes Gerät, Geld für Unterhaltungselektr. kein Preisvergleich
Wissen					Kennen eigenen Verbrauch; wissen wo Infos holen;
Einstellungen zu Energie	Klimawandel als Grund für Maßnahmen		Maßnahmen setzen mühsam, scheitert nicht am vergessen		Achten auf Energiesparen aber nicht wegen Klimawandel

Areas of interest	Nature, environment, justice, friendship	Prosperity, wealth, fun, comfort, leisure, living environment	Education, knowledge, independence, paid employment	Family, partnership, emotions	Technology, engineering
	R^2 0,46	*R^2 0,36*	*R^2 0,315*	*R^2 0,22*	*R^2 0,67*
Values	environmentally and health-conscious, considerate, generous; equality; seeking solutions independently	Prioritising one's own needs when shaping one's life; enjoying life, being spontaneous, trying new things, avoiding difficult situations	Work is important, being considerate, equality; environmental and health awareness, finding solutions independently, technology and new media	Do NOT put their own needs first; considerate, generous; know what they want to achieve	Technology & new media, trying new things when they relate to technology, finding solutions for oneself; not spontaneously
Housholds	Private retreat	Practical, well-organised; a quiet spot; a unique place, well worth a visit	Practical, well-organised; lounge area; welcoming guests	welcoming, bright; a space for people to spend time in; a quiet retreat	No technical requirements; does not need to be inviting or brigh
Consumption		Technical The latest device; spending money on consumer electronics	Check the energy efficiency class and environmental labels		State-of-the-art equipment, money for consumer electronics – no price compariso
Knowledge					Know your own consumption; know where to find information;
Settings for Energy	Climate change as a reason for taking action		Putting measures into practice is a laborious process; it is not because they are forgotten that they fail		Being mindful of energy saving, but not because of climate change

Five Ideal Types

- The holistically minded, environmentally conscious
- The open-minded, well-being-oriented individuals who live in the here and now
- The knowledge-oriented pragmatists
- The considerate, community-oriented individuals
- The matter-of-fact, technology-oriented individuals

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Rang 1 1,00 *Pkt*

Family, partnership, emotions

We: Myself and others (household, family), emotional level, responsibility for family/others, conscience
Future on a personal scale: future generations within the family
Home is very important: inviting, cosy, shared living space, private retreat, communal use, comfort, small electrical appliances
Connection to energy is unclear; awareness-raising and long-term measures are important

Rang 2 1,00 *Pkt*

Prosperity, wealth, comfort, leisure, fun, living environment

Lifestyle, design, aesthetics, image, self-presentation, consumption, convenience, entertainment, interest in the latest technology, attractive, modern, comfortable, enjoying life, fun
Focus on oneself and external representation, personal needs
Home is very important: private retreat, something to show, practical, not economical, belief in progress, concerns about the future
Limited connection to energy: proceed step by step, provide close guidance, use comparisons and examples, and ask: “Is this measure suitable for me?

Rang 3 0,25 *Pkt*

Education, knowledge, independence, paid employment
Work, achievement, technology and new media, environment, health, consideration, objectivity, knowing what they want
Implementing measures is perceived as burdensome: preference for one-off measures or measures that can be easily integrated into everyday life; implementation should be simple and require little effort
Facts relating to the environment, technology and figures; cognitive knowledge, reason, evidence, impacts and interrelationships
Individuality, environmental labels, appliance energy-efficiency classes
Home: practical requirements and living space

Rang 4 -0,50 *Pkt*

Technology, engineering
New media, consumer electronics, finding solutions, willingness to spend money and try new devices or processes
Figures, data, kWh, scientific explanations, studies, rational arguments, calculations, measurements, comparisons, evidence, explanations and analyses
Operating principles, control systems and processes, such as heating and renewable-energy systems
Efficiency, performance and technical terminology
The home is not particularly important, except for its technical equipment

-> trends. In reality: hybrid forms

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Einteilungsfragen

1. Wenn Sie an Ihren **Haushalt** denken, was verbinden Sie vorrangig damit? *[privater Rückzugsbereich – Ort der Begegnung]*
2. Bitte schätzen Sie auf einer Skala von 1 bis 4, wie stark Sie ihr **Leben nach** ihren **eigenen persönlichen Bedürfnissen** und Wünschen gestalten. *[1…vorrangig nach Bedürfnissen Mitmenschen, 4…vorrangig eigene, persönliche Bedürfnisse und Wünsche]*
3. Wie viel **Geld** sind Sie bereit **für Unterhaltungselektronik** auszugeben? *[1…viel, 4…wenig]*
4. Wie hoch ist Ihr **Interesse an Technik**, neuen Medien und technologischen Entwicklungen generell? *[1…sehr hoch, 4…sehr niedrig]*
5. Wie wichtig ist Ihnen **Umweltschutz**? *[1…sehr wichtig, 4…nicht wichtig]*

Schätzen Sie als EnergieberaterIn die **aktuellen Kenntnisse** der Kundin/des Kunden zu **Energie im Haushalt**. *[4 Stufen: keine Kenntnisse bis Fachwissen]*

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Einteilungsfragen

1. When you think about your **household**, what do you primarily associate it with? *[private retreat – place for social interaction]*
2. Please indicate on a scale from 1 to 4 how strongly you shape your **life according to your own personal needs** and wishes.
   [1 = primarily according to the needs of others; 4 = primarily according to your own personal needs and wishes]
3. How much **money** are you willing to spend on **consumer electronics**?
   [1 = a lot; 4 = very little]
4. How **interested are you generally in technology**, new media and technological developments?
   [1 = very interested; 4 = not at all interested]
5. How important is **environmental protection** to you?
   [1 = very important; 4 = not important]

As an energy adviser, please assess the customer's current level of knowledge about household energy use.
[4 levels: no knowledge to expert knowledge]

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Targeted group-oriented communication in the energy transition

- Energy behavior is also shaped by values, social influences, and structural barriers

→ Has to be considered to effectively reach the target audience

- Easily accessible communication through simple language and trusted channels
- Energy consulting should align with the target group’s needs and deliver practical support

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Energy communities formation

Name of presenter



Material provided

- Full step by step guide on the creation and registration of energy communities (in Greek)
- Full guide for municipal community energy projects (initiation, decision, financial opportunities, procurement etc)

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Targeted communication

Name of presenter



Personas

- Personas are fictional users from the target group and, just like real users, they have needs, abilities and goals. They do not represent the average user – they are specific individuals who highlight patterns in user behaviour.
- Personas represent the goals and needs of the target audience and enable well-informed decisions to be made right from the start when developing user-friendly products and services.

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Basic principles

Focus on the target group's daily life:

What is specifically relevant to people? (Costs, convenience, safety, the environment, the neighborhood)

- What language, values, and examples align with their living environment?

Empathetic attitude:

- Listen instead of lecturing. Show understanding for concerns and uncertainties
- Express appreciation—even in the face of skepticism or resistance

Enabling participation:

- Involve people instead of just informing them
- Allow questions and solicit feedback

Simple structure and clear messages:

- One idea per sentence
- No technical terms without explanation
- Convey complex content in small doses

Use visual and emotional elements:

- Images, symbols, colors, and stories help make content more accessible
- Emotions create a connection—for example, through humor, everyday situations, or examples

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Easy Language

Plain language is a specially structured form of language that simplifies complex information to make it accessible to people with low literacy skills, learning difficulties or a first language other than German.

Key features:

- Short, clear sentences (max. 1 idea per sentence)
- Avoid technical terms or explain them immediately
- Use the active rather than the passive voice
- Avoid foreign words, abbreviations and complicated figures
- Plenty of paragraphs, lists and subheadings
- Use illustrations to support the text

The use of heat pumps can significantly reduce CO_2 emissions in existing buildings.

Heat pumps help reduce energy consumption. That's good for the environment.

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Simple tips: Heating

Heating

- Lowering the room temperature by 2°C can reduce heating costs by up to 12%
- Make use of residual heat by turning down the heating 30–60 minutes before leaving the room
- Ventilate properly: open windows fully for a short time instead of leaving them tilted
- Seal windows to prevent heat loss and reduce energy waste
- Keep doors to colder rooms closed to retain heat.[2,3,4]

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Simple tips for improved energy efficiency

Electricity and appliances

- Switch appliances off completely to avoid standby power consumption
- Use power strips with switches to turn off several appliances easily
- Choose energy-efficient appliances and check the A–G energy label
- Only run the dishwasher and washing machine when fully loaded, and use the ECO programme
- Use small appliances efficiently—for example, a kettle or microwave for small portions.[2,3,4]

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Energy poverty and gender dimensions

Women*, particularly older women*, are at greater risk of falling into energy poverty due to the gender pay gap and the gender pension gap. This burden can be even greater for women* from migrant backgrounds – studies also show that people from migrant backgrounds face discrimination in the housing market and have less access to affordable housing. All of this, in turn, means they have fewer opportunities to save money for renewable energy sources.

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Who is considered (energy) poor in Austria?

- **Poverty risk threshold = 60% of the median net equivalized income of the population (in private households)**
- **In Austria, this stands at €1,661 net per month for single-person households in 2024 (approx. €19,926 per year)**
- i.e. 14.3% of the Austrian population are at risk of poverty = income below the poverty line
- Significantly materially deprived = essential goods/aspects of daily life are unaffordable (e.g. a washing machine, a mobile phone, eating a main course [meat or fish] every other day) (3.7%)
  - Over 16.9% of the Austrian population (around 1,500,000 people) are therefore at risk of poverty or social exclusion
  - **Poverty risk gap = the extent to which income falls short of the poverty threshold**
  - In 2024, a single-person household at risk of poverty was on average €362.1 short per month of rising above the poverty line
  - https://www.armutskonferenz.at/armut-in-oesterreich/aktuelle-armuts-und-verteilungszahlen.html

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Energy poverty in Austria – Who is affected?

- *Statistik Austria: In 2022/2023 around 7,9 % of households were energy-poor (325.400 households)*
  - *Two approaches to measurement: low income and high energy costs vs. inability to afford energy*
  - *Those particularly affected: school leavers, people living alone or bringing up children on their own, (private) tenants*
  - *The ELWG-draft also includes a national law defining energy poverty*

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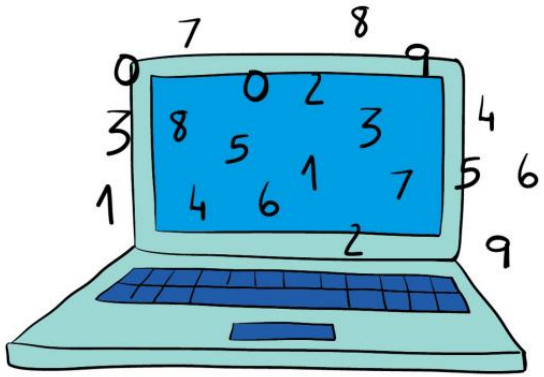
Indikatoren für Energiearmut von kea

Koordinierungsstelle zur Bekämpfung von Energiearmut

AUSTRIAN ENERGY AGENCY

Monitoringkonzept zur Messung von Energiearmut in Österreich

Detaillierte Darstellung der ausgewählten Indikatoren



Wien, Februar 2025

Indikator 1:

HOHE ENERGIEKOSTEN & NIEDRIGES EINKOMMEN

Definition: Haushalte mit Einkommen unter der Armutsgefährdungsschwelle und gleichzeitig überdurchschnittlich hohen Energiekosten (definiert als 140 % der medianen äquivalisierten Energiekosten), objektiver Indikator.

Derzeit angewandt: Dimensionen der Energiearmut (STAT), EU-SILC, Entwurf EnDG

Publikationstermine
- 2-jährig (Mikrozensus Energieeinsatz)
- Jährlich (EU-SILC)

Datenerfordernisse
- Energieausgaben
- Haushaltseinkommen

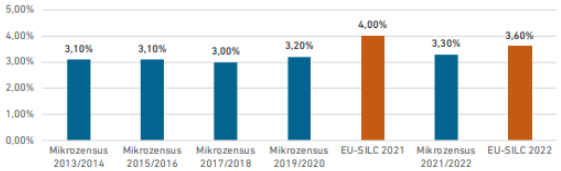
Datenquellen
- Energiekosten:
  - Mikrozensus Energie
  - EU-SILC (Energie und Einkommen)
- Haushaltseinkommen:
  - im Zuge des Mikrozensus nicht direkt erfragt, Datenmodellierung
  - EU-SILC
- Mikrozensus bildet durch Erhebungsfokus auf Energiemengen gesamten Energieeinsatz gut ab.

Diskussion
- Abweichende Ergebnisse EU-SILC und Mikrozensus aufgrund unterschiedlicher Erhebungsmodi, die zu variierenden Einkommensdaten führen.
  - Armutsgefährdungsschwelle: 60 % des äquivalisierten Medianeinkommens
  - Basierend auf EU-SILC Daten sind beispielsweise im Jahr 2021 16 % der Haushalte armutsgefährdet, laut Mikrozensus-Daten 12,7 %
- Erfasst Haushalte mit hohen Energiekosten, nicht jedoch Haushalte, die aufgrund von finanziellen Engpässen einen sehr geringen Energieverbrauch haben.
- Einfluss der Änderung der Armutsgefährdungsschwelle siehe Tabelle.

Armutsgefährdungsschwelle	Armutsgefährdete	Energiearmut mit hohen Kosten 2021/22	
	in %	in %	Haushalte
50 %	7,5	1,9	75.700
60 %	13,7	3,3	134.100
70 %	20,6	5,0	203.230

Quelle: Mikrozensus Energie 2021/2022 - Energiearmut

Anteil der Haushalte mit Einkommen unter der Armutsgefährdungsschwelle und gleichzeitig überdurchschnittlich hohen Energiekosten



Weiterführende Informationen: Studie „Dimensionen der Energiearmut", Statistik Austria 2024

Empfehlung für kea-Monitoring: Als Schlüsselindikator nutzen

Indikator 4:

WOHNUNG WARM HALTEN

Definition: Haushalte, die ihre Wohnräume nicht angemessen warmhalten können.

Derzeit angewandt: Dimensionen der Energiearmut (STAT), Entwurf EnDG, EU-SILC, EED

Publikationstermine
- Ab 2010 jährlich

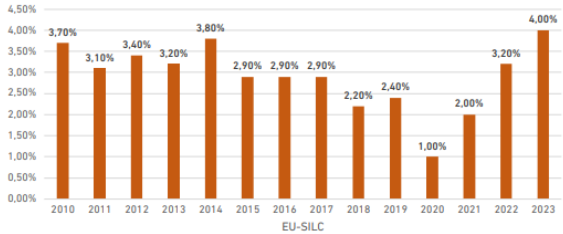
Datenquellen
- EU-SILC, subjektive Einschätzung

Fragestellung
- Können Sie sich leisten, die gesamte Wohnung angemessen warm zu halten?
  - Antwort: Nein

Diskussion
- Handelt sich um subjektive Einschätzung.
- Keine Armutsgefährdungsschwelle, jedoch weisen Haushalte, die sich zu dieser Kategorie zählen, tendenziell niedrige Einkommen auf.
- Erfasst auch Haushalte mit sehr geringen Energieausgaben, somit notwendige Ergänzung des ausgabenseitigen Indikator 1, um auch die Nicht-Leistbarkeit von Energiearmut darzustellen.
- Empfehlung: EU-SILC als Hauptquelle, ergänzend dazu quartalsweise Erhebungen aus Soziale Krisenfolgen – „So gehts uns heute" nutzen.

Anmerkungen:
Abweichende Ergebnisse zur quartalsweisen Erhebung aus Soziale Krisenfolgen – „So gehts uns heute", Diskussion siehe Indikator 14.

Anteil der Haushalte, die ihre Wohnräume nicht angemessen warmhalten können



Empfehlung für kea-Monitoring: Als Schlüsselindikator nutzen

https://kea.gv.at/wp-content/uploads/sites/24/2025/03/KEA_Monitoring_2024_v3b.pdf

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Weitere Informationen



https://kea.gv.at/wp-content/uploads/sites/24/2025/03/kea-Faktencheck-Energiearmut.pdf



https://www.bmk.gov.at/dam/jcr:c0e4b799-faa5-4956-b07b-af1223e87a29/BMK_Publikation_Volkshilfe_UA.pdf



https://www.statistik.at/fileadmin/user_upload/Energiearmut-2021_22_barr_Web.pdf

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Who is considered (energy) poor in Germany?

- Germany currently lacks an official national definition of energy poverty and rather consider it as part of economic poverty. While EU-level indicators (10% income rule, low income + poor building efficiency, etc.) are used, no standardised national definition or monitoring framework exists. This absence complicates the identification and support of affected household and makes it difficult to collect gender disaggregated data on energy poverty.
- While there is no explicit data on energy poverty available in Neuperlach. A correlation has been suggested between economic factors such as the proportion of unemployed people among working-age residents, the proportion of residents who depend on unemployment or income support, the number of older people who receive basic security in old age, the availability of social housing, and the proportion of households who receive housing allowance. The presence of old buildings, limited household incomes and high dependency on social support make it more likely that residents will struggle to cover rising energy costs or invest in energy-efficient upgrades. In this context, energy poverty can be understood as an additional layer of vulnerability that overlaps with the broader social and economic challenges identified in Neuperlach.

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Who is considered (energy) poor in Greece?

Poverty risk threshold (commonly used but not officially established):

- spending **more than 10%** of disposable income on meeting energy needs,
- **2M indicator**: households whose energy expenditure share is **more than twice the national median**.
- **LIHC (Low Income High Cost)**: households with **above-median energy costs and residual income below the poverty line**.
- Self-reported indicators such as **inability to keep the home adequately warm** and **arrears on utility bills**.

https://energypoverty.gr/img/B7260.31.12.2025.pdf

In Greece, a household is considered **energy poor** when it cannot afford the energy services needed for a decent standard of living, such as adequate heating, cooling, hot water, lighting, and the use of essential household appliances. Energy poverty is driven by the combined effects of **low household income, high energy costs, and poor energy efficiency of the dwelling**, forcing households to reduce energy consumption below healthy and acceptable levels. As a result, energy-poor households often live in inadequately heated or cooled homes, which negatively affects their health, well-being, and overall quality of life.

https://energypoverty.gr/orismos.html

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Who is considered (energy) poor in Lithuania?

A household may be considered energy poor when:

- Energy costs place a disproportionate burden on household income
- The household cannot afford adequate heating during winter or cooling during summer
- The dwelling is located in an old, energy-inefficient building
- Poor building condition results in high heating costs, moisture or thermal discomfort
- Residents are forced to reduce energy consumption below comfortable or healthy levels

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Who is considered (energy) poor in Slovenia? (I)

- **1) Energy poverty is a situation in which a household, whose income is below the at-risk-of-poverty threshold, is unable to meet its basic energy needs due to inadequate housing conditions, an inability to meet these needs at affordable prices, or the low energy efficiency of the dwelling. Basic energy needs are considered to include, in particular, the costs of heating, domestic hot water, cooling, cooking and lighting.**
- **(2) Energy poverty is also a situation in which a household's energy costs account for a significant proportion of its expenditure relative to its disposable income.**
- https://pisrs.si/pregledPredpisa?id=URED8648

GENDER4POWER

Who is considered (energy) poor in Slovenia? (II)

The criteria for determining an energy-poor household are:

- **material deprivation: income below the at-risk-of-poverty threshold,**
- **low energy efficiency of the household's premises: the heat required to heat the premises exceeds 150 kWh/m² per year,**
- **inadequate housing conditions: a leaking roof, damp walls, floors or foundations, rotten window frames or floors, and the like,**
- **a high proportion of energy expenditure relative to disposable income or exceeding the average proportion of energy expenditure: the proportion of energy expenditure exceeds at least 50 per cent of the household's disposable income.**

The evidence used to demonstrate the criteria set out in the previous paragraph is as follows:

- **material deprivation, as evidenced by a decision on cash social assistance, a decision on a care allowance or other evidence demonstrating that income is below the at-risk-of-poverty threshold,**
- **low energy efficiency of the household's living spaces, evidenced by an energy performance certificate or other expert document independently verifying the energy efficiency of the living spaces, or by a statement from an energy adviser confirming that the dwelling is of low energy efficiency,**
- **unsuitable living conditions, supported by a photograph and a statement from the household,**
- **a high proportion of expenditure on energy relative to the household's disposable income, supported by documents showing the household's monthly financial situation.**

https://pisrs.si/pregledPredpisa?id=URED8648

GENDER4POWER

Who is considered (energy) poor in Spain? (I)

- **The Spanish national legislation defines Energy Poverty as:**

"Any situation in which a household cannot access essential energy services when such services provide basic levels and levels of life and health, such as heating, warm water, adequate cooling and lighting, and the energy to make the devices work, given the relevant national context, the existing national social policy and other relevant national policies, as a consequence of several factors, including, at least, the following: ***unaffordability, insufficient available income, high energy expenditure and poor energy efficiency of households****."*

https://www.miteco.gob.es/content/dam/miteco/es/energia/files-1/bono-social/enpe-2026-2030/ENPE%202026-2030.pdf

GENDER4POWER

Who is considered (energy) poor in Spain? (II)

- **Public support – Social Bonus ("Bono Social"):**

Vulnerable consumers can have a discount in their energy bills (electric and thermal) if they fulfill specific criteria:

- *Contract a dedicated tariff (PVPC), in the regulated energy market;*
- *Family income. The maximum amount also depends on the presence of vulnerable family members (disabilities, dependencies, inability to work, minors depending on parents, etc)*
- *Being beneficiary of the Minimum Vital Income*
- *Other special condisions, such as permanent incapacity or retirement*
- *Numerous family (at least 3 kids) -> debates on this element*

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Who is considered (energy) poor in Spain? (III)

- **Public support – Social Bonus ("Bono Social"): energy bill discounts**

According to these criteria, a household can be recognized as "vulnerable" or "seriously vulnerable".

This involves discounts on the energy bills up to, respectively, ***42,5% and 57,5%****(only the direct energy cost, not of the whole bill).*

This percentage is periodically reviewed, and, in the last few years, it has been significantly decreasing (from 2027, the percentages will be 35% and 50%).

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Presentation:
Good practice from Austria



Complied by Altan Sahin, Kerstin Schilcher (AEA) and Bente Knoll (B-NK)

Visual communication for vulnerable households:

Energy consumers who are difficult to reach

#solutions

Solutions and measures to reduce energy consumption must be simple, easy to implement and cost-effective in order to meet the needs of vulnerable households.

Restricted access

- People who struggle to pay their energy bills are often not digital natives
- Due to a lack of time and resources

A willingness to accept offers of help requires trust

- Home visits by energy advisors specialising in vulnerable households
- Energy poverty is a multifaceted problem. The overlap between energy consumption and social factors

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Visual communication for vulnerable households:
Energy consumers who are difficult to reach

#hard-to-reach

Go beyond raising awareness of energy issues ⟷ **Helping people to take action themselves**

Existing information and support resources are often not presented in a suitable format, as this target group (or groups) frequently lacks the time, resources and educational background to engage with sophisticated tools and detailed materials.

participatory process

- DIE UMWELTBERATUNG: offer personalised advice
- Österreichische Energieagentur: provides expertise on energy and behavioural change

Updating existing information resources

- Updating the content
- Promoting accessibility through visualisation

pilot phase

- Testing the new factsheets through face-to-face advisory services
- Completion of the visualised factsheets

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Conveying information using visual elements

Improving accessibility

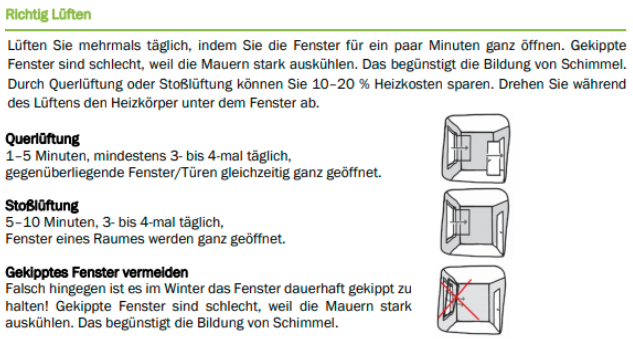
#illustration — **A picture is worth a thousand words.**

Available information sheets

- Saving electricity at home
- Heating & Cooling – creating a healthy living environment
- Saving water at home

Illustrated information sheets

- Breakdown of information sheets into easy-to-follow energy-saving tips
- A graphic designer ‘translates’ the tips into illustrations
- Tested during the pilot phase



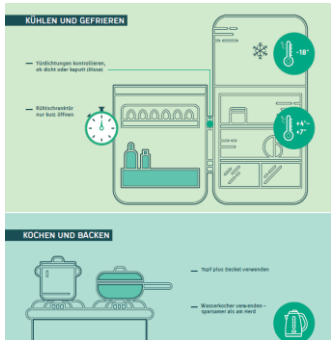
Richtig Lüften

Lüften Sie mehrmals täglich, indem Sie die Fenster für ein paar Minuten ganz öffnen. Gekippte Fenster sind schlecht, weil die Mauern stark auskühlen. Das begünstigt die Bildung von Schimmel. Durch Querlüftung oder Stoßlüftung können Sie 10–20 % Heizkosten sparen. Drehen Sie während des Lüftens den Heizkörper unter dem Fenster ab.

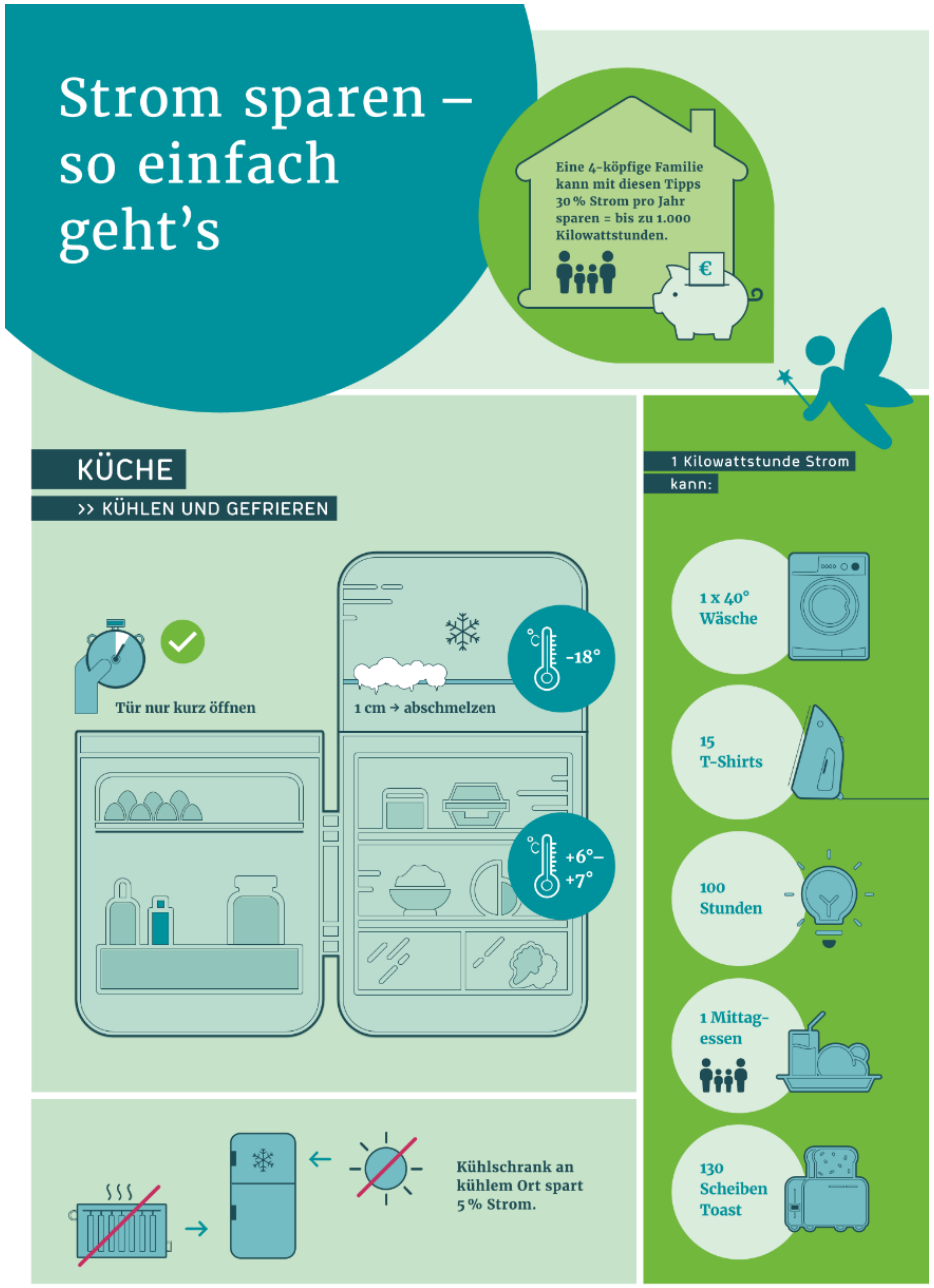
Querlüftung
1–5 Minuten, mindestens 3- bis 4-mal täglich,
gegenüberliegende Fenster/Türen gleichzeitig ganz geöffnet.

Stoßlüftung
5–10 Minuten, 3- bis 4-mal täglich,
Fenster eines Raumes werden ganz geöffnet.

Gekipptes Fenster vermeiden
Falsch hingegen ist es im Winter das Fenster dauerhaft gekippt zu halten! Gekippte Fenster sind schlecht, weil die Mauern stark auskühlen. Das begünstigt die Bildung von Schimmel.

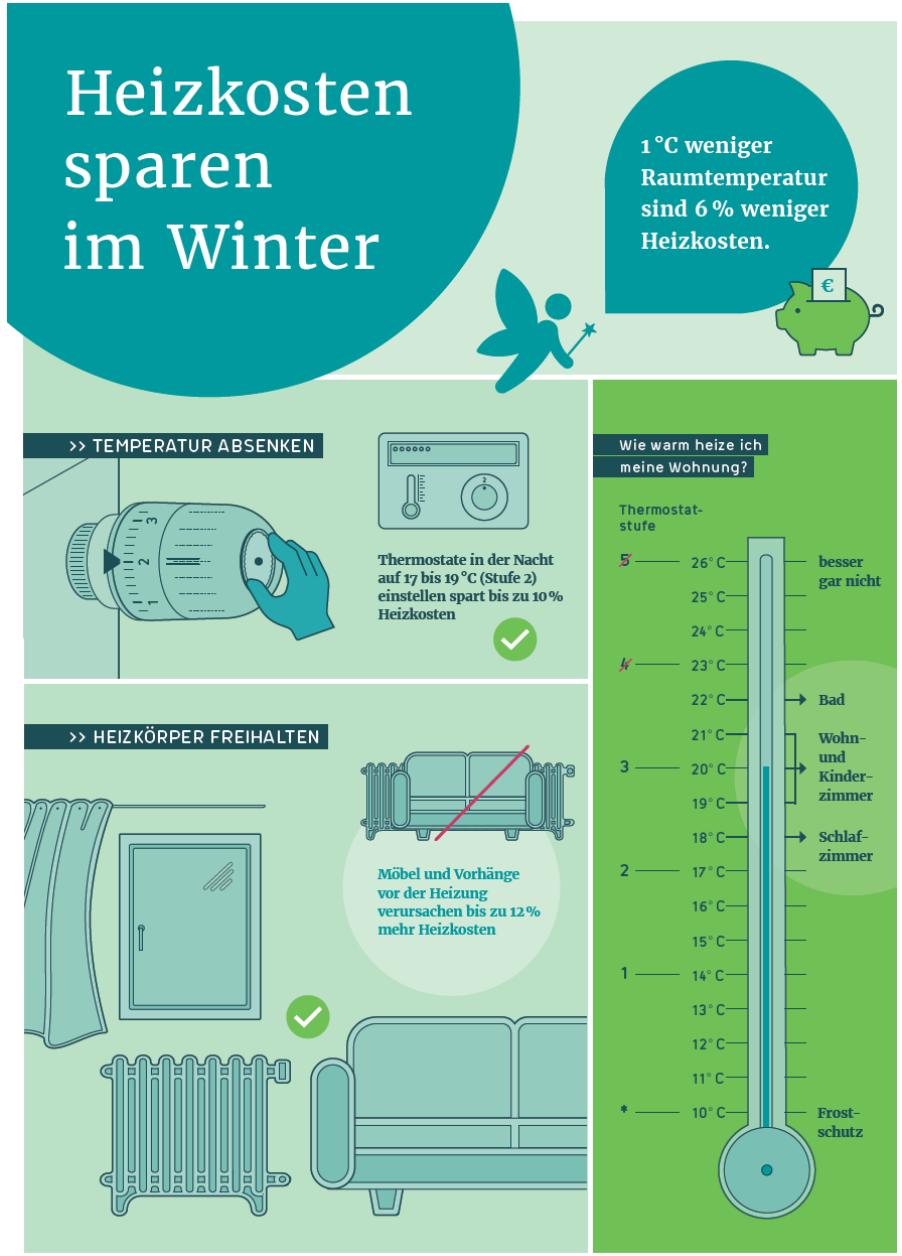


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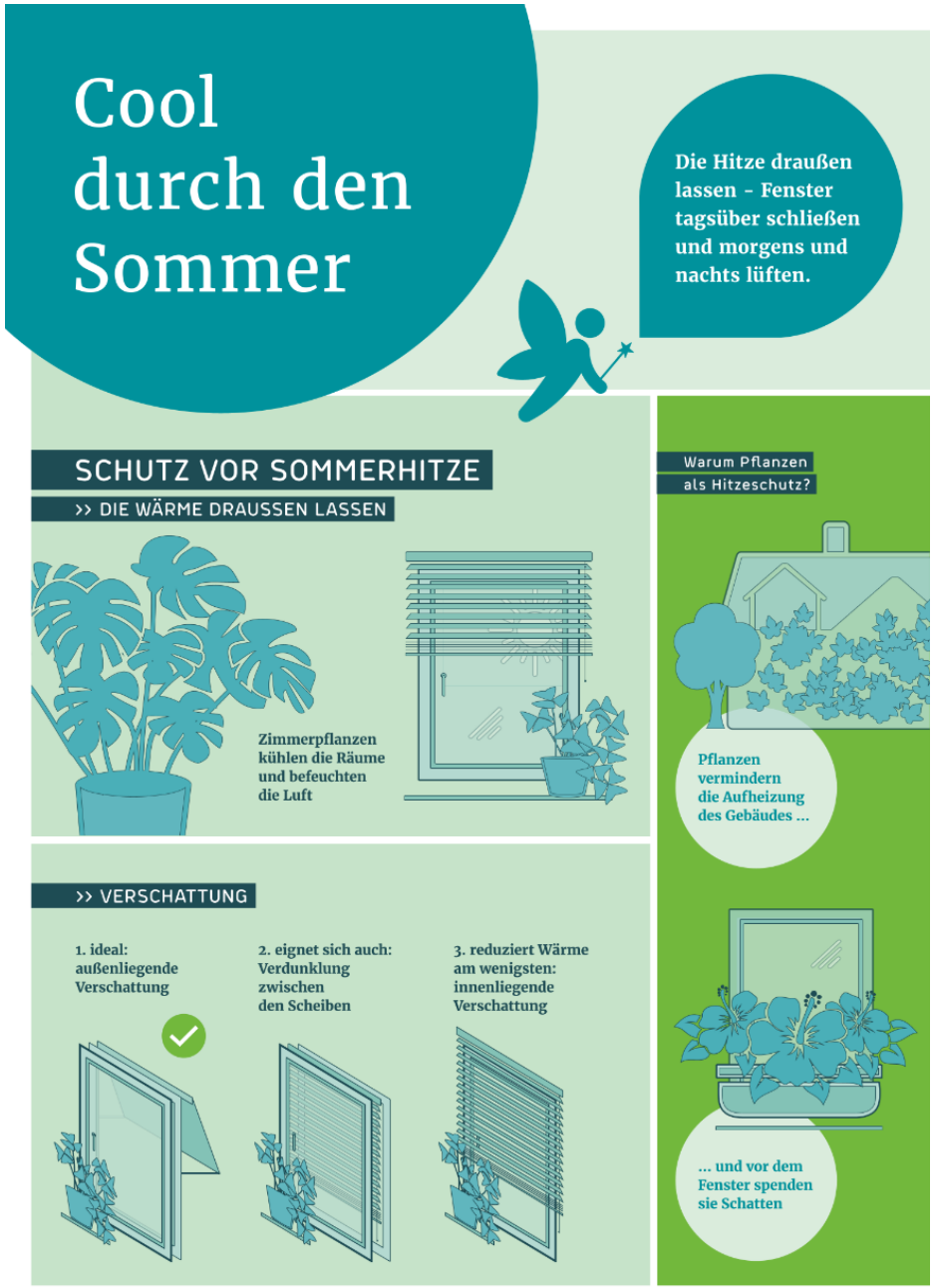
Electricity

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Heating

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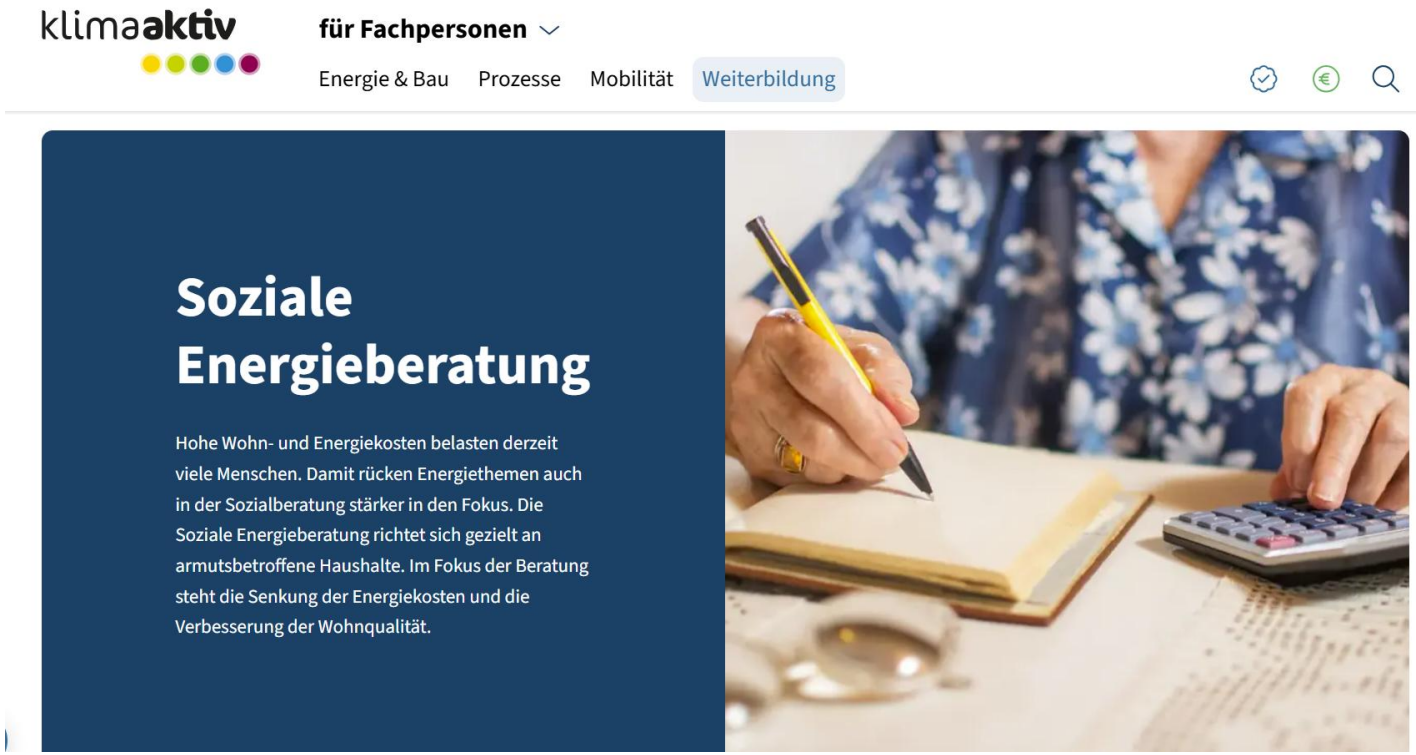


Cooling

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Social Energy Advice

https://www.klimaaktiv.at/fachpersonen/weiterbildung/gebaeude-und-energie/soziale-energieberatung





Social Energy Advice

Quality Standard

Training Series



A well-established energy consultancy for households in Austria

- On-site consultations are generally only initiated by households planning a renovation or heating system replacement
- Focus on recommendations for building renovation and heating system replacement, as well as advice on grants and investment
- One-off consultation, written report with technical recommendations
- Training for energy consultants focuses on technical knowledge

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Advice for households at risk of poverty

- Often, difficult living conditions overall
- Energy bills are just one issue among many
- Options for action are limited
- Problems with language barriers
- But: Understanding energy bills, heating and electricity needs is crucial → **Energy literacy**
- **Changing demands on consultants!**

Training modules

Basic Module
Modul 1
Online, 8 hours

Energy Bill
Modul 2
Online, 6 hours

Heating
Modul 3
In person, 6 hours

Electricity
Modul 4
In person, 4 hours

Online networking, self-study, and ongoing advisory support

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Success factors

- Predictable, adequate funding for outreach advice and simple energy-saving measures → primarily through the Energy-Saving Advice and Appliance Replacement Programme
- Regular contact with advisors, social services and energy advice centres → value networking and specialist ‘second-level support’
- Provision of materials and measuring equipment for the consultants
- Establishment of a network of advisors to facilitate the exchange of experiences

Beispiel-rechnung

Strom

	Tage	Zählerstand alt	Ablesung	Zählerstand neu	Ablesung	Verbrauch
	365	5.600	NB	9.100	S	3.500 kWh

...sung durch Netzbetreiber | S ... Selbstablesung | F ... Fernablesung Smart Meter

...tname]

	Zeitraum	Verrechnungsbasis		Verrechnungspreis		Nettobetrag in €
E...	1.05.2022 – 30.11.2022	214	Tage	30,00	€/Jahr	17,59
	1.12.2022 – 30.04.2023	151	Tage	30,00	€/Jahr	12,41
Energ...preis	1.05.2022 – 30.11.2022	2.450	kWh	33,00	Cent/kWh	808,50
	1.12.2022 – 28.02.2023	650	kWh	44,00	Cent/kWh	286,00
	1.03.2023 – 30.04.2023	400	kWh	50,00	Cent/kWh	200,00
Summe Energiepreis						**1324,50**
Rabatt	1.05.2022 – 30.11.2022	-15%		von	808,50	- 121,28
	1.12.2022 – 28.02.2023	-10%		von	286,00	- 28,60
Summe Rabatt						**-149,88**
Summe Energie						**1.174,62**

Berechnung Netznutzung

Netzbereitstellung: 4 kW; Netzebene 7; nicht gemessene Leistung; Standardlastprofil H0

Netznutzung	Zeitraum	Verrechnungsbasis		Verrechnungspreis		Nettobetrag in €
Netznutzung-Grundpreis	1.05.2022 – 30.04.2023	365	Tage	36	€/Jahr	36,00
Netznutzung-Arbeitspreis	1.05.2022 – 31.12.2023	2.600	kWh	4,28	Cent/kWh	111,28
	1.01.2023 – 30.04.2023	900	kWh	5,00	Cent/kWh	45,00
Netzverlustentgelt	1.05.2022 – 31.12.2022	2.600	kWh	0,464	Cent/kWh	12,06
	1.01.2023 – 28.02.2023	500	kWh	2,914	Cent/kWh	14,57
	1.03.2023 – 30.04.2023	400	kWh	0,593	Cent/kWh	2,37
Entgelt für Messleistungen	1.05.2022 – 30.04.2023	365	Tage	26,16	€/Jahr	26,16
Summe Netz						**247,44**

Berechnung Steuern und Abgaben

Steuern und Abgaben	Zeitraum	Verrechnungsbasis		Verrechnungspreis		Nettobetrag in €
Elektrizitätsabgabe	1.05.2022 – 30.04.2023	3.500	kWh	0,1	Cent/kWh	3,50
Gebrauchsabgabe Energie	1.05.2022 – 27.08.2022					4,30
	28.8.2022 – 30.04.2023					15,93
Gebrauchsabgabe Netz	1.05.2022 – 30.04.2023					9,26

???

Energy Literacy!

Device replacement

https://www.caritas.at/hilfe-angebote/nothilfe/energiesparberatung





Wohnschirm

https://www.wohnschirm.at/



WOHNSCHIRM: Für sichere Wohn-



Sauber Heizen für alle 2026

https://www.umweltfoerderung.at/privatpersonen/sauber-heizen-fuer-alle-2026

KOMMUNAL KREDIT PUBLIC CONSULTING

FÖRDERUNGEN FÜR
PRIVATPERSONEN BETRIEBE GEMEINDEN

Mittelherkunft Aktuelles Publikationen Meine Förderung Karriere 2

Sauber Heizen für Alle 2026

Unterkategorie Heizungstausch für einkommensschwache Haushalte

Bundesministerium
Land- und Forstwirtschaft,
Klima- und Umweltschutz,
Regionen und Wasserwirtschaft

Start > Fördernavigator Privatpersonen > Wärme > Sauber Heizen für Alle 2026

Alles Wichtige im Überblick

→ Infoblatt
→ Online-Registrierung
→ FAQs

AUF MEINEM MERKZETTEL SPEICHERN

MERKZETTEL ANSEHEN →

Haben Sie Fragen zur Förderung?



Sauber Heizen für alle 2026

- Enable low-income households to replace fossil heating systems with climate-friendly alternatives – free of charge
- Target Group:
  - Low-income households
  - Owners or co-owners of buildings with outdated fossil heating systems
- Funded:
  - Full cost coverage for switching from oil, gas, coal or inefficient electric heating
  - Eligible technologies: biomass systems, heat pumps, district heating
  - Application assistance through regional coordination offices
  - Free energy consultation and planning support



Rate Calculator

https://www.e-control.at/unsere-services/tarifkalkulator

Der Tarifkalkulator

Als der objektive Tarifrechner in Österreich berechnet unser Tarifkalkulator das für Sie günstigste Strom- und Gasangebot und zeigt Ihnen die Preisunterschiede zu Ihrem aktuellen Produkt an. Bis zu drei Produkte können Sie auch direkt miteinander vergleichen. Außerdem bietet Ihnen der Tarifkalkulator alle relevanten Detailinformationen zu jedem registrierten Produkt, alle Kontaktinformationen zu den Strom- und Gaslieferanten und – sofern von den Anbietern bereitgestellt – auch sofort alle notwendigen Unterlagen und Informationen für einen Wechsel des Strom- oder Gasanbieters oder für eine Neuanmeldung.

E-Control



Finden Sie das passende Strom- und Gasangebot

- ☑ Aktuell und unabhängig
- ☑ Alle Anbieter, alle Produkte
- ☑ Alle wichtigen Zusatzinformationen
- ☑ Alle notwendigen Infos zum Wechseln oder Neuanmelden



Innovative projects on solidarity-based energy communities and energy in Austria

- **Energy WITH Spirit** – Pioneering implementation of a solidarity-based energy community within Austria's Protestant and diaconal sector
- **EWV4Energiewende** – Concrete contributions to the urban energy transition, using the properties of the Protestant Orphan Support Association of Vienna as an example
- **SOL:E** – Development and implementation of a solidarity-based energy community
- **Sozial EG** – Operating models for socially just energy communities
- Robin Powerhood
- Energy Community Austria
- OurPower
- eFriends

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Presentation:
Good practice from

Complied by



Insights from demo implementation - Germany

Energie Cafés Neuperlach:

- Low-threshold, community based engagement format combining energy-saving guidance with with social exchange, offering a space for questions
- Adresses key participation barriers: limited digital access, child-care, time restrictions
- Delivered in partnership with local actors (e.g. Caritas, Solar 2030 e.V.), to reach structurally vulnerable households directly in their neighborhood

Local opportunities and support:

- Stromspar-check
- Stadtsanierung, city district management and contact point for residents on sustainable planning management of the neighborhood.

Suitable methods for participation of marginalised groups:

- Low-threshold, relationship-based, in-person formats are more effective in this context than formal consultation structures, which tend to reproduce existing participation gaps by favouring those already equipped with time, confidence and administrative literacy.



Presentation:
Good practice from Greece

Complied by



Insights from demo implementation

- Offering a full portfolio, not a single standard solution
- Adjust to the actual needs of the vulnerable household
- Approach with care & empathy
- No savior syndrome: respect the people
- Engage the benecifiaries in the whole process
- Co-creation helps build trust and adopt the



Presentation:
Good practice from Lithuania

Complied by Amiestas, Vilnius

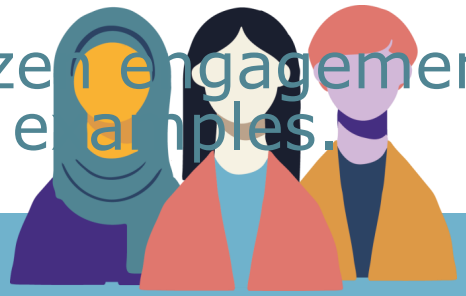


Insights from demo implementation - Lithuania

Amiestas: One-Stop Shop for Apartment Building Renovation

Good practice highlights:

- Provides integrated support throughout the renovation journey;
- Combines technical, financial and communication assistance;
- Helps residents understand renovation benefits and decision-making processes;
- Works closely with Building Administrators and homeowner communities;
- Focuses on comfort, health, lower energy bills and improved living conditions;
- Supports citizen engagement through consultations, workshops and practical examples.



Presentation:
Good practice from

Complied by



Insights from demo implementation

- Alliances with local entities working in the territory is crucial to overcome lack of trust in energy sector
- Adjust to the actual needs of the vulnerable households
- Family time balance: providing hybrid formats, and community shared childcare
- Presence in popular events and fun activities to get involve people
- Specific training sessions on domestic energy use can make the difference



Presentation:
Good practice from Slovenia

Complied by Focus



Eco fund subsidies for vulnerable households

- Slovenia Eco Fund provides 100% subsidies for households, affected by energy poverty
- Subsidies are provided for the following measures for individual households or multi-flat buildings: change of heating system, windows and doors, insulation of façade, roof or basement, airing
- Subsidies are either for one measure or for a combination of measures, for up to 18.000 EUR
- Households are supported in applying for the subsidy, as well as in implementing the renovation

Innovative projects on energy poverty in Europe

- POWERPOOR - Empowering Energy Poor Citizens through Joint Energy Initiatives *(Supporting low-income households through community energy initiatives)*
- SocialWatt - Connecting Obligated Parties to Adopt Innovative Schemes towards Energy Poverty Alleviation *(Connecting obligated stakeholders to implement innovative programmes for alleviating energy poverty)*
- EmpowerMED – Empowering Women to take action against energy poverty in the Mediterranean
- STEP – Solutions to tackle Energy Poverty *(Empowering women in the Mediterranean region to combat energy poverty)*
- PowerUp – Social energy market players to tackle energy poverty *(Engaging social actors in the energy market to combat energy poverty)*
- ComAct – Community Tailored Actions for Energy Poverty Mitigation *(Community-oriented measures to alleviate energy poverty)*

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Plenary session: Situations from everyday working life



Real-life situations from everyday working life

- What specific situations have you encountered so far in your day-to-day work on renovation projects?
- What are the tenants' concerns and fears?
- What communication barriers exist?
- In which areas have things gone well?
- What are the key factors for success in these communication situations?

Group work: Identifying typologies and working with them

Name



Assignment for group work

5 personality types (brief descriptions and communication tips) on a handout. Choose one personality type and discuss in the group what experiences you have had with this type so far.

- How can you recognize this type of person in everyday life (typical statements, behaviour)?
- What communication mistakes are commonly made when dealing with them?
- What might successful communication look like (arguments, attitude, approaches)?

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- When I tell my colleagues about today’s workshop tomorrow, I will say the following …
- When I talk about today’s workshop with my friends and family, I will say the following …
- I would like to add the following …

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Many thanks!



Partners

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