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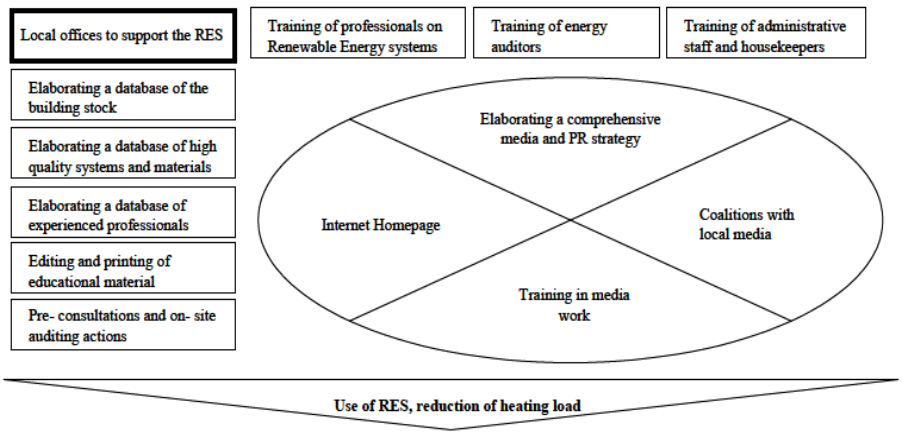
Targeted approach in Greece could provide important field for energy efficiency

Operating energy efficient buildings is a general target for the public and private sector in order to achieve the overall EC targets in the sector of energy. Moreover, the general economic recession has added a new pressing dimension, the one of expenses which must be reduced for the individual and national economy. Care homes in Greece provide an important working base towards energy saving, since an important number was built before 1980 (when the Greek insulation regulation was introduced) and there is no important awareness level regarding energy efficiency. Nevertheless important barriers are faced within the SAVE AGE project, since not such work was done before in local level, there are no Greek members in the E.D.E. association and there is no compulsory national association and, as such, care homes are usually acting independently.

The building and the transport sectors are the most important energy consumers in Greece. Buildings in Greece are responsible for the 36% of the total national energy consumption, whereas during period 2000-2005, they increased their consumption by 24% leading to 8,54 Mtoe, which is one of the higher energy consumption in buildings increase in Europe (University of Athens-Physics Department for the Greek Ministry of Development).

One of the basic reasons that Greek buildings are characterized by high energy consumption is their pure insulated building skin, the inefficient systems and the fact that no modern technology was incorporated to their operation, mainly due to lack of relevant regulatory framework the last 30 years. This situation was also faced during the analysis conducted within the SAVE AGE project; care homes were focusing on caring subjects (which of course is very rational) leaving energy consumption as a factor that was not faced.

An overall study for Pieria prefecture in Greece proved a potential energy saving of 61,6% in apartments of the domestic sector, constructed before 1980 (which is the category where local RCHEPs were included). In more detail, this study (Pieriki Anaptixiaki, 2010) provided that there is a potential of 134,40 KWh/m2 energy saving per year for this sector.



Nevertheless, previous experience in similar approaching situations, pointed that a good marketing strategy is a key factor for success. This strategy includes very important, but often underestimated elements, as the clear definition of the target group (door-to-door approach) and a good corporate image (energy saving based).

Source: Structure for a local PR strategy: RURASU project (IEE)- Publishable oriented report (2007)

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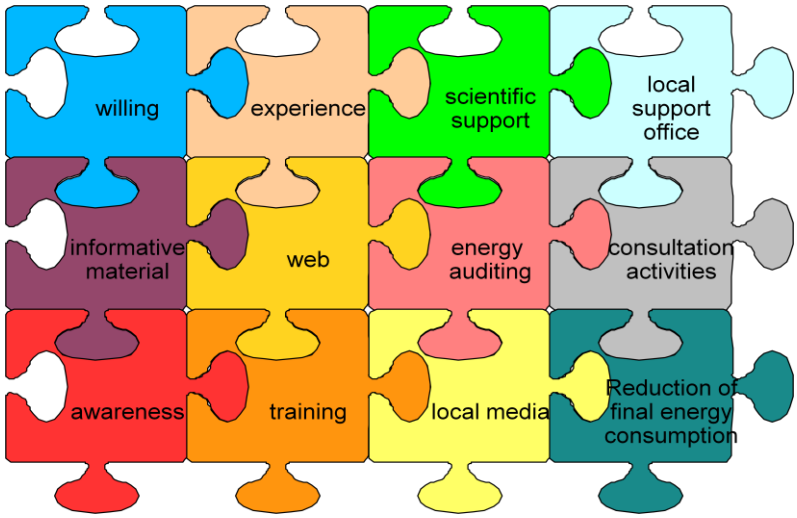
As a result SAVE AGE could offer important alternatives towards energy efficiency, ensuring that possible investments could reach the high energy saving potential pre-described. This should be done gradually and through targeted planning, in order to achieve the higher possible public awareness and knowledge transfer in the most efficient way.

The puzzle of achieving energy efficiency at local level has several pieces. Sometimes all of them are not required to achieve specific targets; nevertheless a complete puzzle could maximize the positive effects. Important factor is to adapt, as a basic principle, an environmental and energy friendly policy, which rules horizontally all the projects and actions under materialization. This is the case for Pieriki.



An example of such a horizontal special application of sustainable energy management was implemented for the Community Initiative LEADER+ investments in Pieria Prefecture. For each investment an Energy Building I.D. (as annex to the contract) was drafted, according to which the energy and environment factors were followed.

P/V installation in tourist settlements in traditional village,

not connected to electrical power network, funded by C.I. Leader+.