



# POWERPOOR

Empowering Energy Poor Citizens through Energy Cooperative Initiatives

## D6.3 - Promotional and informational material

Working on the ground with energy-poor households and policymakers on lowering energy poverty levels.

February 2021

[www.powerpoor.eu](http://www.powerpoor.eu)



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## Work Package 6:

Raising awareness, dissemination and communication

### Deliverable 6.3:

Promotional and informational material

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February 2021



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## 1. Visual Identity of the POWERPOOR project

### 1.1 Importance and Structure

POWERPOOR's visual identity is POWERPOOR's visual language, is the perception that is shaped and the impression that is created through the project's visible elements. The main purpose of POWERPOOR's visual identity is:

- ▶ to create a positive impression on viewers and inspire them to pay attention;
- ▶ to inform viewers about the scope of the project and stimulate their interest;
- ▶ to unify the many different aspects of the project through consistent visuals.

The visual identity of the project is consisted with the combination of the colours, the elements and the icons in a contemporary, dynamic, and distinct manner, used in all promotional materials and reports of the project. The creation and the design of a clearly defined, coherent, and distinctive visual identity is of great importance for the project's recognition and its communication and dissemination impact.

The concept of the project is supported and embraced by the visual identity with specific features and elements that are applied accordingly. The main colours that have been used include green - which is directly related to nature and energy and is associated with meanings of growth, safety, and environment, and the light grey colour - which reflects formal and sophisticated feelings, indicating the importance of tackling energy poverty.

Through a consistent visual identity, the targeted audiences are outreached efficiently by the project's promotional materials and by the implementation of all internal and external communication and dissemination activities (presentations, events, Info days, Energy Poverty Offices, social media etc.).

**Table 1 - Visual identity's overview**

POWERPOOR logo	✓	Roll-up	✓
Graphic Guidelines	✓	Project's presentation	✓
Project's icons	✓	Project's deliverable report	✓
Brochure	✓	Project's e-Newsletter	✓
Poster	✓	POWERPOOR Website	✓



## 2. The POWERPOOR Logo

The POWERPOOR's concept symbolises the willingness and the support of the society in empowering energy poor citizens and in alleviating energy poverty. A simple, clear but characteristic and attractive visual identity is essential, so the logo, as part of the project's visual identity, encapsulates the project's dynamic and innovative spirit by embracing all energy poor citizens, leaving behind the cloudy, distressing reality of energy poverty, and leading the way to a sustainable future.



Figure 1 - POWERPOOR Official logo

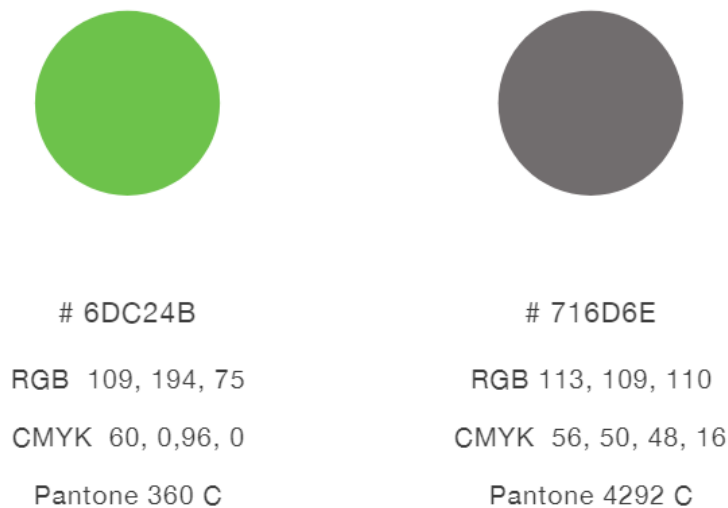


Figure 2 - POWERPOOR Colors

For achieving the best possible result, many alternative logos were prepared and examined among the partners, which are presented in Annex I.



## 2.1 Graphic Guidelines

All project documentation (hard copy or electronic) relating to POWERPOOR includes using the logo in a rather distinct and prime manner and for this reason specific guidelines have been defined. POWERPOOR's logo usage guidelines give direction on logo size and colours, minimum clear space, straplines' alignment, and use in various backgrounds. These directions should be followed in every logo usage as a reference manual for applications in communication, as they assure the logo's proper use and reproduction and a strong and consistent branding with visuals.

According to POWERPOOR's graphic guidelines, a clear space of  $\frac{1}{3}$  of the logo's height is recommended, considering that clear space is defined as the area around the logo that is free of elements (including page or other surface edges).



Figure 3 - Logo clear space



Furthermore, when resizing the POWERPOOR logo, the structure, and the proportions (the relationship between the emblem, the logotype, and the logo title) should always remain intact and should never be altered. The stipulated proportions are intended to preserve legibility as well as proper visibility from a distance.



Figure 4 - Logo minimum size

For applications where more elements and colours may be needed (like the website for example) the following colours match and perform in harmony and coherence with the primary colours of the logo.

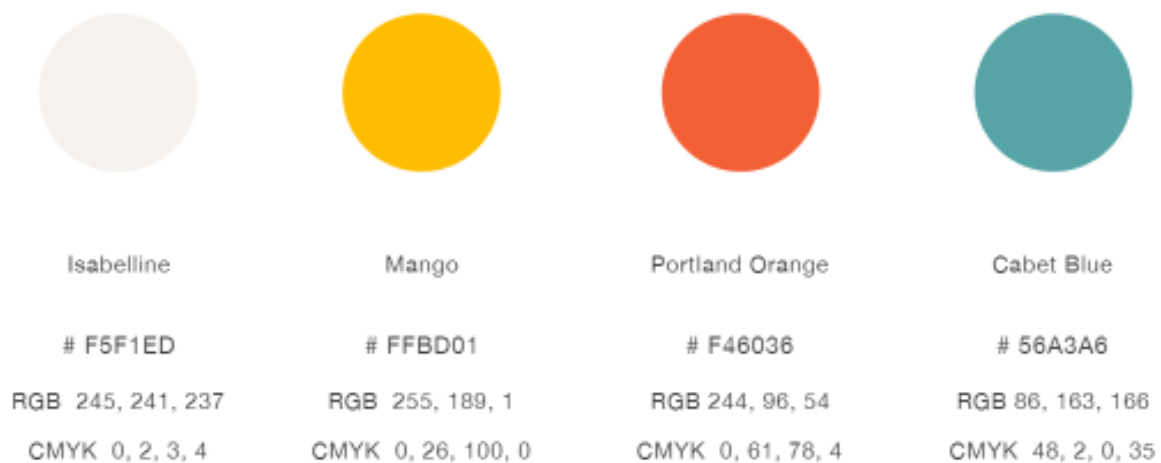


Figure 5 - POWERPOOR supportive colors



Barlow Bold

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

Barlow Medium

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Figure 6 - POWERPOOR typefaces



Figure 7 - Black and white logo





Figure 8 - Logo in monochrome



Figure 9 - Negative



Figure 10 - POWERPOOR green monochrome





Figure 11 - POWERPOOR green negative



### 3. POWERPOOR Icons

Icons are a powerful form of communication, specifically because they do not communicate with words, they communicate on a primal, emotional level and thus are more persuasive. For the project's communication and dissemination purposes, 6 icons were created for the Energy Poverty Mitigation Toolkit, and more specifically for the identification of the four principal modules of the project's framework (POWER-TARGET, POWER-ACT, POWER-FUND, Energy Poverty Guidebook) and for raising the awareness and recognition of the Stakeholder Liaison Group and Energy Poverty Office.



Figure 12 - POWERPOOR icons



#### 4. POWERPOOR Project Presentation

The main presentation tool for dissemination purposes for all partners will be the Project presentation that has been developed, containing all the important information of the project. More specifically, the presentation includes the consortium, the objectives, the target groups, the innovative framework, the expected results, as well as the social media channels and the contact information. It will be used by the partners as the main presentation tool, for dissemination purposes at relevant events.

The presentation will be regularly updated, and it can be modified by the partners according to their specific needs (although the main project elements and EU funding will be displayed on any occasion).

The digital version of the POWERPOOR Presentation will be available for download on the website as well. The presentation's cover page is shown in the following figure with the full content can be found in Annex II in more detail.



Figure 13 - POWERPOOR presentation



## 5. POWERPOOR Brochure

A brochure has been prepared for the project's dissemination to all target audiences and interested parties. The promotional brochure will be distributed among general public, energy poor citizens, key stakeholders, policy and decision makers, academic researchers during training activities, energy support programmes, Info Days, conferences, meetings, workshops, or other events within the energy, scientific, industry and policymaking communities.

The brochure briefly outlines the aim, the leading objectives, the expected results, the Energy Poverty Mitigation Toolkit, the Consortium synthesis of the project, the social media channels and contact information. The idea behind the brochure's design is to create a square twofold brochure in A4 size which consists of five distinctive sections. It is simple, easy to hold and read, and it is not a common design (like the 3-fold).

According to project's requirements, the brochure has initially been produced in English, and will be available both electronically and in hard copy. Moreover, it has being translated in the 8 pilot countries' languages and in French, to have the best possible communication and dissemination results by increasing the outreach. The digital version of the POWERPOOR brochure will be available for download in the [powerpoor.eu](http://powerpoor.eu) website.

The POWERPOOR brochure is presented in the following Figure 13 and can also be found in Annex III in more detail along with its translated editions.



### Who we are



### Let's stay connected

 @POWERPOOR\_EU  
 POWERPOOR\_EU  
 Powerpoor  
 [www.powerpoor.eu](http://www.powerpoor.eu)

### Contact us

**Project Coordinator**  
 EPU - NTUA  
 National Technical University of Athens

### Email us

[info@powerpoor.eu](mailto:info@powerpoor.eu)





Working on the field with energy poor citizens and policy makers to lower energy poverty levels across Europe.


This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 886437

### POWERPOOR leads the way in

**Supporting**  
energy poor citizens to implement energy efficiency interventions and participate in joint energy initiatives, through the development of POWERPOOR support programmes and tools, to alleviate energy poverty.

**Facilitating**  
citizens' behaviour change towards energy use and uptake of energy efficiency measures through experience and knowledge sharing, as well as through joint energy initiatives and citizen engagement campaigns targeting groups of consumers in energy poor communities.

**Promoting**  
energy community projects / alternative financing schemes and assisting citizens to pursue funding opportunities (e.g. energy communities, energy cooperatives & crowdfunding).



**Energy poor support programmes** will be designed, developed and implemented in **8 pilot countries** across Europe, led by a network of certified **Energy Supporters and Energy Communities Mentors**. Energy poor citizens will be engaged through a framework consisted of **Info Days, Local Energy Poverty Offices** and **ICT-driven tools** - which will be integrated in the **Energy Poverty Mitigation Toolkit**.

**Through Energy poor support programmes** citizens are positioned at the heart of the solution through a gradual transition from an energy poor citizen towards an informed consumer and later an active prosumer.

### Expected Impact

- 8 pilot countries  
Bulgaria, Croatia, Estonia, Greece, Hungary, Latvia, Portugal, Spain
- 60 cities  
5 regions  
2 energy cooperatives  
support pilot projects for alleviating energy poverty
- 8 energy poor support programmes  
tailored for energy poor households under 3 engagement cycles
- Network of up to 1.100  
Energy Poverty Supporters & Energy Communities Mentors
- 7M citizens  
2,9M households  
30% under energy poverty represented
- Up to 22.000 energy poverty households  
involved on pilot support programmes
- 8 National Roadmaps  
to alleviate energy poverty
- 1 EU Policy Recommendation  
for multi-level governance cooperation
- 3 EU Networks  
will support replicability
- 188kt CO<sub>2</sub> eq/year  
reduction of emissions
- 172 GWh/year  
energy savings  
244 GWh/year  
renewable energy production
- Triggering 226 M €  
cumulative investments  
in sustainable energy

### Energy Poverty Mitigation Toolkit

- POWER-TARGET**  
Identify and target energy poor citizens through a data-driven approach.
- POWER-ACT**  
Empower energy poor citizens to understand their energy use and the benefits from implementing energy efficiency interventions and from installing renewable energy sources.
- POWER-FUND**  
Communicate innovative financing opportunities to address energy poverty and engage citizens (energy cooperatives, crowdfunding campaigns).
- Energy Poverty Guidebook**  
For energy planning & urban development planning processes.
- Local Energy Poverty Offices**  
Provide information to citizens, support them to actively participate in planned activities or joint initiatives and operate as focal points on energy poverty.
- Stakeholder Liaison Groups**  
Facilitate the engagement and the support to energy poor households, reinforce the network of Energy Supporters / Mentors and pursue the sustainability of the toolkit.

Figure 14 - POWERPOOR brochure



## 6. POWERPOOR Poster

A project's poster has been created to be used at training activities, Info Days, Energy Poverty Offices, and events organised by the partners or hosted by other relevant organisations. The Poster has been produced in A5 size and is available in English and in the 8 pilot countries' languages and in French, in order to have the best possible communication and dissemination results.

The poster presents in a comprehensive manner:

- ▶ The POWERPOOR concept
- ▶ The project's objectives, expected impact, Energy Poverty Mitigation Toolkit
- ▶ Partners' Logos
- ▶ Social media channels and Contact Information

The digital version of the Poster will be available to download in POWERPOOR's website. The following Figure 15 shows the Poster in English and in Annex IV the translated editions are displayed.





# POWERPOOR

Empowering Energy Poor Citizens through Energy Cooperative Initiatives

## Working on the field with energy poor citizens and policy makers to lower energy poverty levels across Europe

### POWERPOOR leads the way in

**Supporting** energy poor citizens to implement energy efficiency interventions and participate in joint energy initiatives, through the development of POWERPOOR support programmes and tools, to alleviate energy poverty.

**Facilitating** citizens' behaviour change towards energy use and uptake of energy efficiency measures through experience and knowledge sharing, as well as through joint energy initiatives and citizen engagement campaigns targeting groups of consumers in energy poor communities.

**Promoting** energy community projects / alternative financing schemes and assisting citizens to pursue funding opportunities (e.g. energy communities, energy cooperatives & crowd-funding).

**Energy poor support programmes** that will be designed, developed and implemented in 8 pilot countries across Europe, led by a network of certified **Energy Supporters and Energy Communities Members**. Energy poor citizens will be engaged through a framework consisting of **Info Days, Local Energy Poverty Offices and ICT-driven tools** - which will be integrated in the **Energy Poverty Mitigation Toolkit**.

**Energy poverty alleviation** by positioning citizens at the heart of the solution, through a gradual transition from an energy poor citizen towards an informed consumer and later an active producer.

### Expected Impact

<b>8 pilot countries</b> Belgium, Cyprus, Estonia, Greece, Hungary, Latvia, Lithuania, Spain	<b>80 citizens</b> in 8 regions of energy communities	<b>5 energy poor citizens</b> in 5 regions	<b>Network of 10 to 15 LTOs</b>	<b>100 citizens</b> in 100 households	<b>Up to 22,000 energy poverty households</b>	<b>8 National Networks</b>	<b>1 EU Policy Recommendation</b>	<b>2 NG Networks</b>	<b>2000 CO<sub>2</sub>e/y</b>	<b>110 GWh/year</b> energy savings	<b>100 GWh/year</b> avoided energy production	<b>100 GWh/year</b> avoided energy production
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### Energy Poverty Mitigation Toolkit



**POWER-TARGET**  
Identify and target energy poor citizens through a data-driven approach.



**POWER-ACT**  
Empower energy poor citizens to understand their energy use and the benefits from implementing energy efficiency interventions and from installing renewable energy sources.



**POWER-FUND**  
Coordinate innovative financing opportunities to address energy poverty and engage citizens, energy cooperatives, crowdfunding campaigns.



**Energy Poverty Guidebook**  
For energy planning & urban development planning purposes.



**Local Energy Poverty Offices**  
Provide information to citizens, support them to actively participate in planned activities or joint initiatives and operate as focal points on energy poverty.



**Stakeholder Liaison Groups**  
Facilitate the engagement and the support to energy poor households, reinforce the network of Energy Supporters / Members and pursue the sustainability of the toolkit.

#### Let's stay connected

 @POWERPOOR\_EU  
 POWERPOOR\_EU  
 Powerpoor  
 [www.powerpoor.eu](http://www.powerpoor.eu)

#### Contact us

**Project Coordinator:** EPU – NTUA  
**National Technical University of Athens**  
**Email:** [info@powerpoor.eu](mailto:info@powerpoor.eu)

#### Who we are



 This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement 101019437



## 7. POWERPOOR Roll Up

The POWERPOOR Roll-up has been also designed for future events organised by the project partners or hosted by other relevant organisations and will be available only in English.

The Roll-up Size will be 80 cm X 200 cm, and due to its own retracting mechanism built from aluminum, it is easily portable and setup.

The logo and the concept of the project are displayed on the top while the image, the graphic and textual elements are clear, easy to read and in coherence with the project's visual identity. It also includes the expected impact, the Energy Poverty Mitigation Toolkit, the social media channels, contact Information and the Partners' Logos.

The POWERPOOR Roll-up's digital version will be available to download on the website and is presented in the following Figure 16.





# POWERPOOR

Empowering Energy Poor Citizens through Energy Cooperative Initiatives

Working on the field with energy poor citizens and policy makers to lower energy poverty levels across Europe

**POWERPOOR leads the way in**

- Supporting** energy poor citizens to implement energy efficiency interventions and participate in joint energy initiatives, through the development of POWERPOOR support programmes and tools, to alleviate energy poverty.
- Facilitating** citizens' behaviour change towards energy use and uptake of energy efficiency measures through experience and knowledge sharing, as well as through joint energy initiatives and citizen engagement campaigns targeting groups of citizens in energy poor communities.
- Promoting** energy community projects / alternative financing schemes and existing citizens to pursue funding opportunities (eg. energy communities, energy cooperatives & crowdfunding).

**Energy poor support programmes**  
 D4E will be designed, developed and implemented in 8 pilot countries across Europe, led by a network of certified Energy Supporters and Energy Cooperative Masters. Energy poor citizens will be engaged through a framework consisting of Info Days, Local Energy Poverty Offices and ICT-driven tools - which will be integrated in the Energy Poverty Mitigation Toolkit.

**Energy poverty alleviation**  
 By positioning citizens at the heart of the solution, through a gradual transition from an energy poor citizen towards an informed consumer and later an active prosumer.

**Expected impact**

8 pilot countries Belgium, France, Greece, Ireland, Italy, Portugal, Spain, UK	40 cities & regions 2 energy cooperatives	8 energy poor support programmes	Release of up to 1.000 Energy Poverty Support ICT Tools	1st release of 200 households with reduced energy poverty	Up to 25.000 energy poor citizens
8 National Roadmaps to promote energy efficiency	100 Policy Recommendations	300 National Reports	1000 CO <sub>2</sub> reduction	170 CO <sub>2</sub> /year energy savings 100 CO <sub>2</sub> /year household energy expenditure	Triggering 220 M€ investments in energy efficiency

**Energy Poverty Mitigation Toolkit**



**POWER TARGET**  
Identify and target energy poor citizens through a data-driven approach.



**Energy Poverty Guidelines**  
The energy efficiency & citizen development planning handbook.



**POWERACT**  
Empower energy poor citizens to implement their strategies and be best-practice implementing energy efficiency interventions and best-practice energy cooperative projects.



**POWER-FUND**  
Coordinate the financial support opportunities to address energy poverty and develop citizens' savings opportunities in community financing.



**Local Energy Poverty Offices**  
Provide information to citizens, support them to actively participate in energy efficiency and energy cooperative projects as first point of contact.



**Stakeholder Linked Group**  
To share the responsibility and support to energy poor households, ensure the speed of the go-forward, feedback and achieve the sustainability of the toolkit.

**Let's stay connected**

[@POWERPOOR\\_EU](https://twitter.com/POWERPOOR_EU)
[Powerpoor](https://www.facebook.com/Powerpoor)
[www.powerpoor.eu](https://www.powerpoor.eu)

**Contact us**  
 Project Coordinator: 011 - 01104  
 Technical University of Athens  
 Email: [info@powerpoor.eu](mailto:info@powerpoor.eu)

**Who we are**










Figure 16 -POWERPOOR Roll-up



## 8. POWERPOOR e-Newsletter

For the efficient dissemination of project's progress, four e-newsletters will be developed in English and translated in all project languages and distributed (almost every 8 months) by e-mail to all subscribed stakeholders and interested parties. The first e-Newsletter will be released in April 2021 (M8).

This communication channel can contribute greatly to the project's dissemination, in building an online community, in incentivising the subscribers' presence with a strong call-to-action, as well as in guiding them to the website and the social media channels. By delivering valuable content to the project's subscribers inbox, they stay connected and engaged while activity is generated and the traffic on the website and the social media is increased.

The POWERPOOR e-Newsletters will be also available to download on the website and a template is demonstrated in Figure 17.





# POWERPOOR

Empowering Energy Poor Citizens through Energy Cooperative Initiatives

Working on the ground with energy-poor households and policymakers on lowering energypoverty levels.

The POWERPOOR newsletter is also available in Bulgarian, Croatian, Estonian, German, Greek, Hungarian, Latvian, Portuguese, Spanish.

## OUR NEWS



### News Title 1

This is a text block. You can use it to add text to your template.

Figure 17 - POWERPOOR e-Newsletter template



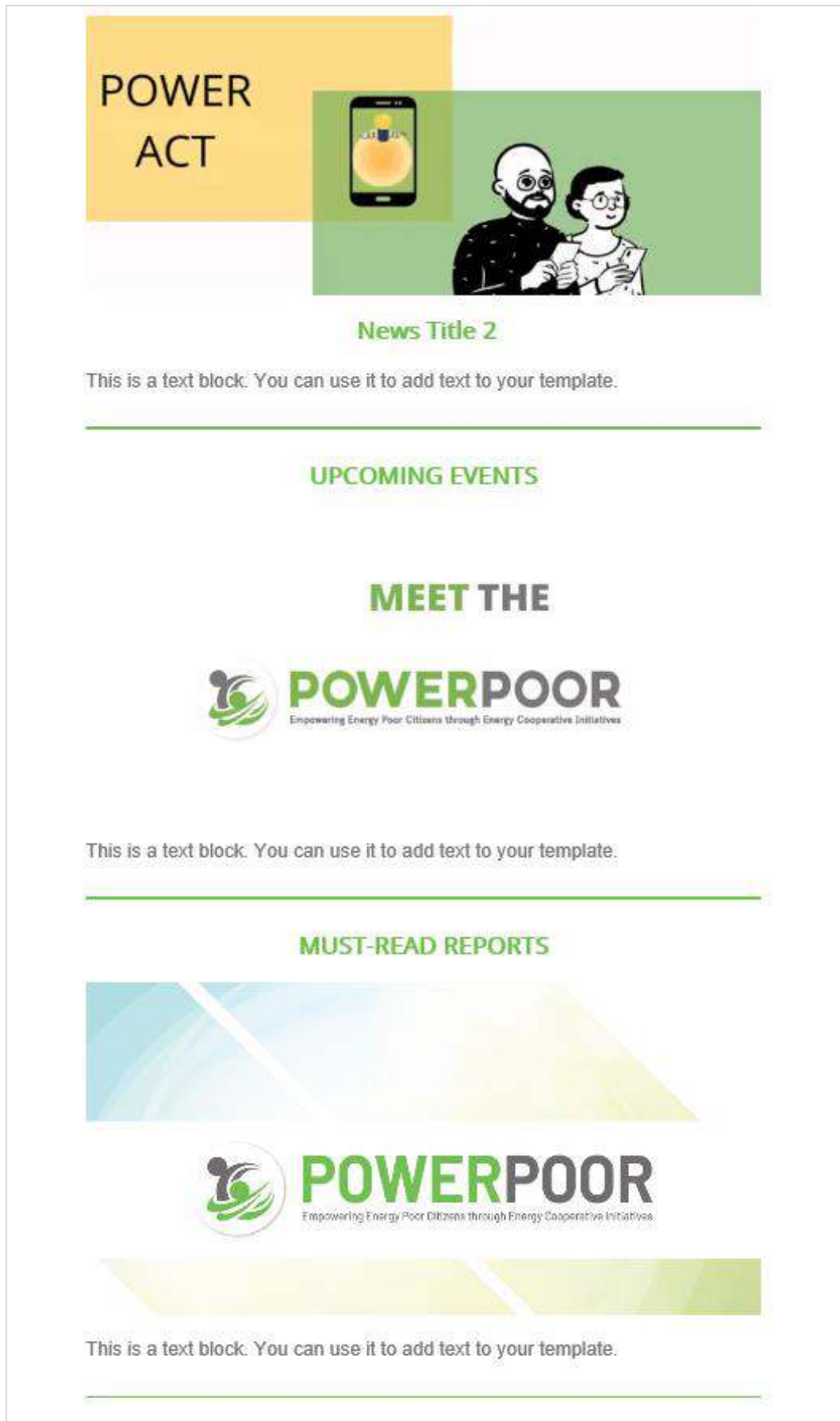


Figure 18 - POWERPOOR e-Newsletter template



## 9. POWERPOOR website

The POWERPOOR website is developed and was launched in December 2020 (M4). All website functionalities have been presented at the Deliverable 6.2 which also includes information on the design process.

The POWERPOOR project will be supported strongly through the website which will be the main and central communication node of the project, as it is designed to be the right channel to reach all stakeholders and contribute to their active involvement and effective engagement.

The current website homepage and a landing page are displayed in the Figure 18 below.

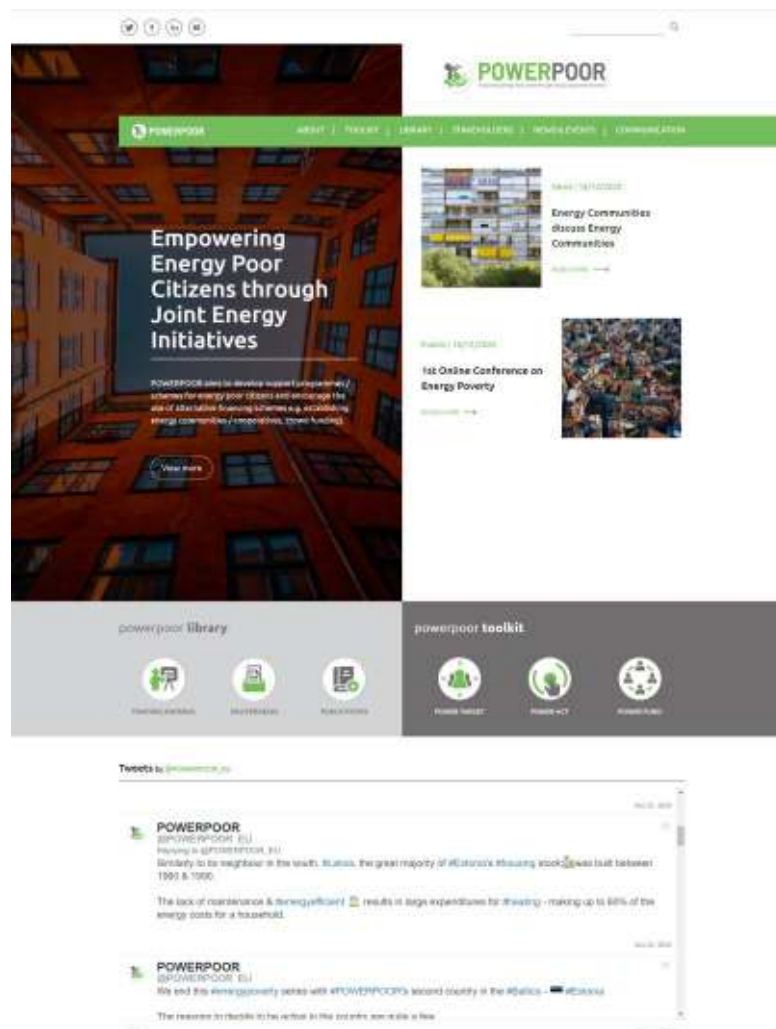


Figure 19 - POWERPOOR website



## 10. Foreseen activities

All things considered, POWERPOOR's Visual Identity is a substantial element of the project as it is a corporate identity system that supports the relationship between the project and its target groups and delivers a consistent and coherent message. It has been designed since the beginning of the project, and it is applied in all communication and dissemination tools that are planned to be created within the project duration, so that all communication materials have a unified, dynamic, and distinct style and aesthetics easily identified.

Furthermore, the development of the online materials namely the 5 videos - presenting the activities of the project in English (with subtitled versions for all project languages) and the 10 infographics - demonstrating various outcomes of the project, will be delivered throughout the project duration. The produced infographics and videos, except of the social media channels, will be available and at the project website which is regularly updated with news and material (<https://www.powerpoor.eu/>) since December 2020.



## Annexes

### Annex I - Alternative logos

The final alternative logos that were discussed with the partners are following:



POWERPOOR Kick-Off Meeting | Friday 25 September 2020



Figure 20 - Alternative logos



## Annex II - POWERPOOR presentation



 **POWERPOOR**  
Empowering Energy Poor Citizens through Energy Cooperative Initiatives

**Write your title here - Date**

Working on the field with energy poor citizens and policy makers to lower energy poverty levels across Europe

 This project has received funding from the European Union's HORIZON 2020 research and innovation programme under grant agreement No 890437

---

 **POWERPOOR**

**The Project at a glance**

<p>Started: 01/09/2020</p> <p>Duration: 36 Months</p>	<p>Empowering Energy Poor Citizens through Joint Energy Initiatives</p>	<p>Coordinator: National Technical University of Athens (NTUA)</p> <p>Participants: 14</p>
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European Union's **Horizon 2020** Research and Innovation Programme

<p>Budget: 1,999,812.50 €</p>	<p>Grant Agreement number: 890437 — POWERPOOR — H2020-LC-SC3-2018-2019-2020/ H2020-LC-SC3-EE-2019</p>
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[www.powerpoor.eu](http://www.powerpoor.eu)



## Consortium - 14 participant countries - 8 pilot countries

### Who we are



[www.powerpoor.eu](http://www.powerpoor.eu)

## POWERPOOR leads the way in

**Supporting** - energy poor citizens to implement energy efficiency interventions and participate in joint energy initiatives, through the development of POWERPOOR support programmes and tools, to alleviate energy poverty.

**Facilitating** - citizens' behaviour change towards energy use and uptake of energy efficiency measures through experience and knowledge sharing, as well as through joint energy initiatives and citizen engagement campaigns targeting groups of consumers in energy poor communities.

**Promoting** - energy community projects / alternative financing schemes and assisting citizens to pursue funding opportunities (e.g., energy communities, energy cooperatives & crowdfunding).

**Energy poor support programmes** will be designed, developed and implemented in 8 pilot countries across Europe, led by a network of certified Energy Supporters and Energy Communities Mentors.

**Through energy poor support programmes** citizens are positioned at the heart of the solution through a gradual transition from an energy poor citizen towards an informed consumer and later an active prosumer.

[www.powerpoor.eu](http://www.powerpoor.eu)



## Objectives

- Engage with **energy poor citizens** and groups.
- Design and implement **energy poor support programmes** to alleviate energy poverty.
- Build **a network of Energy Supporters and Energy Communities Mentors** that will provide technical support to energy poor citizens.
- Increase the overall uptake of **energy efficiency measures and joint energy initiatives** to reduce energy poverty, through the use of ICT and other tools.
- Develop **policy recommendations** for mitigating energy poverty.
- **Replicate** the energy poor support programmes.

[www.powerpoor.eu](http://www.powerpoor.eu)



## Target Groups



[www.powerpoor.eu](http://www.powerpoor.eu)





## Engagement with energy poor citizens

Energy poor citizens will be informed and actively engaged through:

- Numerous planned activities (e.g., selected **home visits** by Energy Supporters / Mentors, exchanging information with the **Stakeholders Liaison Groups, Info Days** in selected cities / regions, etc.).
- Focal points that will be created in selected public authorities, social services and other organisations (e.g., **Local Energy Poverty Offices** will be established for providing and disseminating information, leaflets, brochures, etc.).
- ICT-driven tools (i.e., the **Energy Poverty Mitigation Toolkit**, which includes an on-line help desk).

The benefits arising from behaviour changes and energy efficiency interventions will be communicated, along with the benefits of participating in joint energy initiatives (energy communities / cooperatives, etc.).

*Energy poor citizens are considered to be people who cannot keep their homes adequately warm during winter and/or comfortable enough during summer, may live in poor quality dwellings (e.g. rotten window frames, damp walls/foundations, leaking roofs) and may delay paying their energy bills.*

[www.powerpoor.eu](http://www.powerpoor.eu)



## Energy Poverty Mitigation Toolkit

An Energy Poverty Mitigation Toolkit will be developed for energy poor citizens, public authorities, energy communities / cooperatives and other stakeholders, consisting of the following online tools:



Identify and target energy poor citizens using a data-driven approach that facilitates the identification of energy poor citizens, communities, neighborhoods or districts

The quantitative and qualitative analysis undertaken will facilitate the creation of the POWER-TARGET tool



Empower energy poor citizens to understand their energy use, the benefits associated from implementing energy efficiency interventions and from installing renewable energy

- Evaluate user's thermal comfort
- Build energy poverty profiles
- Evaluate costs and benefits of energy efficiency actions (e.g., payback period)
- Facilitate behavior change (e.g., smart tips)



Communicate innovative financing opportunities to address energy poverty and engage citizens

- Collate information on innovative financing opportunities and guide users on how to pursue these
- Provide an online marketplace for energy cooperatives in energy poor communities
- Engage users and citizens through the launch of crowdfunding campaigns



An Energy Poverty Guidebook for Energy Planning for incorporating energy poverty mitigation actions in Sustainable Energy and Climate Action Plans (SECAPS)

Emphasis will be given in identifying measures to alleviate energy poverty, tailoring these to specific needs and local circumstances and ensuring synergies with other actions defined in SECAPS

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## Energy poor support programmes

Each local project partner from the 8 pilot countries is expected to implement at least **one pilot energy poor support programme** (8 in total) during the project's pilot implementation phase (M9-M32), in close collaboration with Energy Supporters and Mentors.

Based on the **POWER-TARGET** results and local partners' know-how, a set of actions (pilot projects) will be designed and will be tailored for energy poor households. The pilots will focus on providing:

- (a) Information and advice for facilitating behaviour change and the implementation of low-cost energy efficiency measures by using **POWER-ACT**, and,
- (b) Information on innovative financial schemes that can finance renewable energy and energy efficiency investments to effectively tackle energy poverty, for example joint energy initiatives, including energy communities / cooperatives and crowdfunding campaigns by using **POWER-FUND**.

The pilot programmes will be implemented in three engagement cycles ('Testing', 'Scale up' and 'Replication' cycles), aiming in supporting energy poor citizens (at least 22,000 energy poor households) to implement energy efficiency interventions and participate in joint energy initiatives.

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## Engagement framework

- **Group training seminars** and **a series of webinars** will be organised in the 8 pilot countries (Bulgaria, Croatia, Estonia, Greece, Hungary, Latvia, Portugal and Spain) so that interested individuals can become **Energy Supporters and/or Energy Communities Mentors**.
- Interested individuals may include public authorities (employees of local and regional authorities), members of existing communities / cooperatives, social workers, local consultants, professionals and entrepreneurs in the field of sustainable energy, health practitioners, university graduates and young scientists.
- Through **face-to-face (F2F) tailor-made training seminars**, the local project partners will also train representatives from cities and regions, members of energy communities/cooperatives and other organisations of social services, facilitating them to establish Local Energy Poverty Offices that can operate as focal points on energy poverty.

***Energy Supporters** according to GA, will engage energy poor citizens and advise them on behaviour changes and will also assist them to plan, secure funding and implement energy efficiency interventions.*

***Energy Communities Mentors** according to GA, will provide support and expertise in all the key areas associated to the operation and/or creation of an energy community / cooperative, comprised of energy poor citizens.*

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## Engagement Framework



**Stakeholders Liaison Groups** will be established in each pilot country, with at least 10 members from different organisations, so as to facilitate the engagement and support of the energy poor households, promote the concept of Energy Supporters/Mentors and energy poor support programmes and pursue the sustainability of the **Energy Poverty Mitigation toolkit**.



**Local Energy Poverty Offices** will provide information to citizens and will support them to actively participate in planned activities or joint initiatives.

A total of **1,100 Supporters/Mentors** will be trained and **15 Local Energy Poverty Offices** will be established during the project implementation phase.

Furthermore, an online registry of certified Energy Supporters and Energy Communities Mentors will be created in each country that will support energy poor citizens.

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## Engagement Activities in 3 engagement cycles

**Internal Workshops**

3 internal capacity building workshops for 40 project partners

March 2021 , November 2021, June 2022

**F2F tailor-made training seminars**

1-3 F2F tailor-made training seminars between local partners and interested organisations in each pilot country, will be trained and become Energy Supporters/Mentors

**A' Engagement Cycle (Testing):**  
May 2021 - December 2021

**B' Cycle (Scale-up):**  
January 2022 - August 2022

**Training seminars**

1-5 training seminars will be organized in each of the 8 pilot countries, with 30-40 individuals being trained each time to become Energy Supporters/Mentors

**A' Cycle (Testing):**  
May 2021 - December 2021

**B' Cycle (Scale-up):**  
January 2022 - August 2022

**National webinars**

1-3 virtual workshops (webinars) in each of the eight pilot countries will be organised, with approximately 20 individuals being trained each time to become Energy Supporters/Mentors

**A' Cycle (Testing):**  
May 2021 - December 2021

**B' Cycle (Scale-up):**  
January 2022 - August 2022

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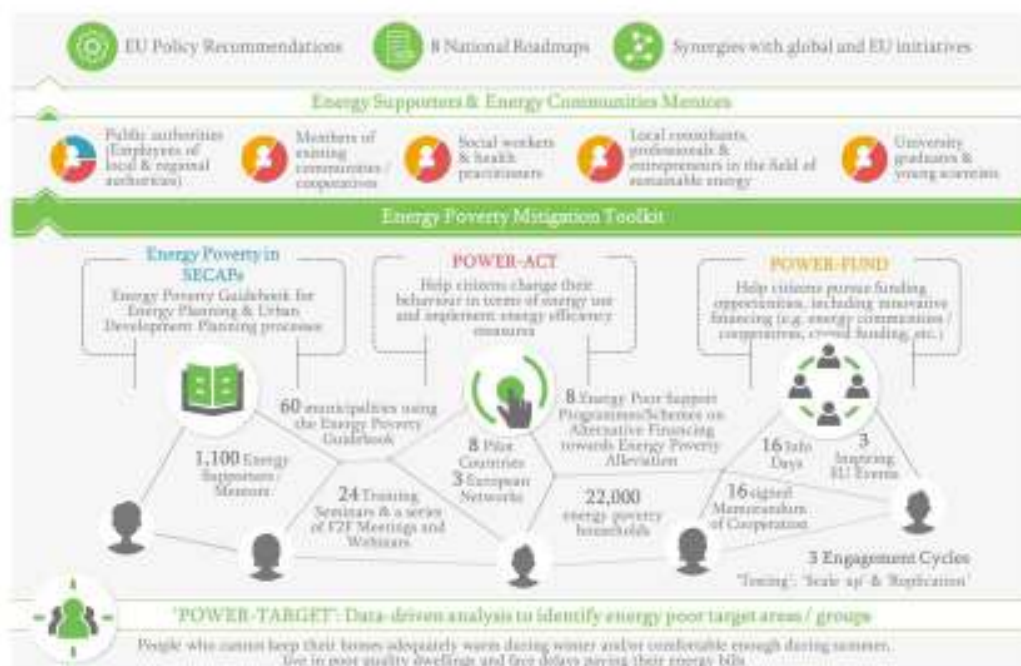
## Engagement Activities in 3 engagement cycles

EU Webinars	5 EU virtual workshops will be organized during the third engagement campaign, with approximately 20 individuals across Europe being trained each time to become Energy Supporters/Mentors	C' Engagement Cycle (Scale up / Replication): Sep. 2022 - April 2023
EU inspiring events	3 Inspiring EU events will be organised by ICLEI EURO, HOUSING EUROPE and ECN, with at least 100 participants in each event	C' Cycle (Scale up / Replication): Sep. 2022 - April 2023
Stakeholders' Liaison Groups	At least 10 individuals from different organisations established in each pilot country	February 2021
Local Energy Poverty Offices	At least 2 Info Days will be organized in each of the 8 pilot countries, with 50-100 individuals attending each event. Interested participants will have the opportunity to participate in the energy poor citizens' support programmes	A' Cycle (Testing): May 2021 - December 2021  B' Cycle (Scale-up): January 2022 - August 2022

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## The POWERPOOR Vision



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## Expected Impact



### 8 pilot countries

Bulgaria,  
Croatia, Estonia,  
Greece,  
Hungary, Latvia,  
Portugal, Spain

8 energy poor  
support  
programmes  
under  
3 engagement  
cycles

60 cities  
5 regions  
2 energy  
cooperatives  
support pilot  
projects

7M Citizens  
2.9M  
households  
30% under  
energy poverty

### Up to 22.000

energy poverty  
households  
involved

Network of  
up to 1.100  
Energy Poverty  
Supporters &  
Energy  
Communities  
Mentors

### 8 National Roadmaps

to alleviate  
energy poverty

### 1 EU Policy Recommend ation

for multi-level  
governance  
cooperation

### Triggering 226M €

cumulative  
investments in  
sustainable  
energy

### 188 kt CO<sub>2</sub> eq/year

reduction of  
emissions

172  
GWh/year  
energy savings  
244  
GWh/YEAR  
renewable  
energy  
production

### 3 EU Networks

will support  
replicability

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Thank you!



This project has received funding from the European Union's HORIZON 2020 research and innovation programme under grant agreement No 990437





### Annex III - POWERPOOR brochure

The idea behind the brochure's design is to create a square brochure with an A4 paper. To complete the brochure, one needs to hold the paper in a landscape position and one third needs to be folded on the left. It is simple, easy to hold and read.

So, in the following figure (Figure 21) "Brochure closed" one can see the brochure and how it looks like when it is held it, before it is open. And in Figure 22 "Brochure fold" one can see also marked with dots where the brochure is folded. The print edition is presented in Figure 23 and in the following figures the translated editions are displayed.



Figure 21 - POWERPOOR brochure closed



### Who we are



### Let's stay connected

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 POWERPOOR\_EU  
 Powerpoor  
 [www.powerpoor.eu](http://www.powerpoor.eu)

### Contact us

Project Coordinator  
EPT - NTUA  
National Technical University of Athens

### Email us

[info@powerpoor.eu](mailto:info@powerpoor.eu)



 **POWERPOOR**  
Empowering energy poor citizens through Energy Support and Networks

Working on the field with energy poor citizens and policy makers to lower energy poverty levels across Europe.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement 101019117

### POWERPOOR leads the way in

#### Supporting

energy poor citizens to implement energy efficiency interventions and participate in joint energy initiatives, through the development of POWERPOOR support programmes and tools, to alleviate energy poverty.

#### Facilitating

citizens' behaviour change towards energy use and uptake of energy efficiency measures through experience and knowledge sharing, as well as through joint energy initiatives and citizens engagement campaigns targeting groups of citizens in energy poor communities.

#### Promoting

energy community projects / alternative financing schemes and assisting citizens to pursue financing opportunities (e.g. energy co-ops, energy cooperatives & crowdfunding).



Energy poor support programmes will be designed, developed and implemented in 6 pilot countries across Europe, led by a network of certified Energy Supporters and Energy Communities Members. Energy poor citizens will be engaged through a framework consisting of Info Days, Local Energy Poverty Offices and ICT-driven tools - which will be integrated in the Energy Poverty Mitigation Toolkit.

Through Energy poor support programmes citizens are positioned at the heart of the solution through a global framework Tool at energy poor citizens towards empowered citizens and later on active participants.

### Expected Impact

- 6 pilot countries: Bulgaria, Greece, Hungary, Latvia, Lithuania, Spain
- 90 cities, 5 regions, 2 energy cooperatives, 1 energy pilot project for alleviating energy poverty
- 8 energy poor support programmes: tailored for energy poor households under 4 engagement topics
- Network of up to 1,100 Energy Poverty Supporters & local Govt & local citizens
- 7M citizens, 2.5M households, 30% under energy poverty represented
- Up to 22,000 energy poverty households reached on annual basis (pilot periods)
- 8 National Roadmaps to reduce energy poverty
- 1 EU Policy Recommendation for multi-level governance cooperation
- 3 EU Networks with support replicability
- 18M+ CO<sub>2</sub>e/year reduction of emissions
- 172 GWh/year energy savings, 144 GWh/year household energy production
- Triggering 225 M € cumulative investments in sustainable energy

### Energy Poverty Mitigation Toolkit

- POWER-TARGET**  
Identify and target energy poor citizens through a data-driven approach.
- POWER-ACT**  
Empower energy poor citizens to understand their energy use and the benefits from implementing energy efficiency measures and from installing renewable energy sources.
- POWER-FUND**  
Communicate innovative financing opportunities to address energy poverty and engage citizens (energy cooperatives, crowdfunding, etc.).
- Energy Poverty Guidebook**  
For energy planning & urban development planning processes.
- Local Energy Poverty Offices**  
Provide information to citizens, support them to actively participate in planned activities or joint initiatives and operate as focal points on energy poverty.
- Stakeholder Liaison Groups**  
Facilitate the engagement and the support of energy poor households, refer to the network of Energy Supporters / members and ensure the sustainability of the toolkit.

Figure 22 - POWERPOOR brochure fold



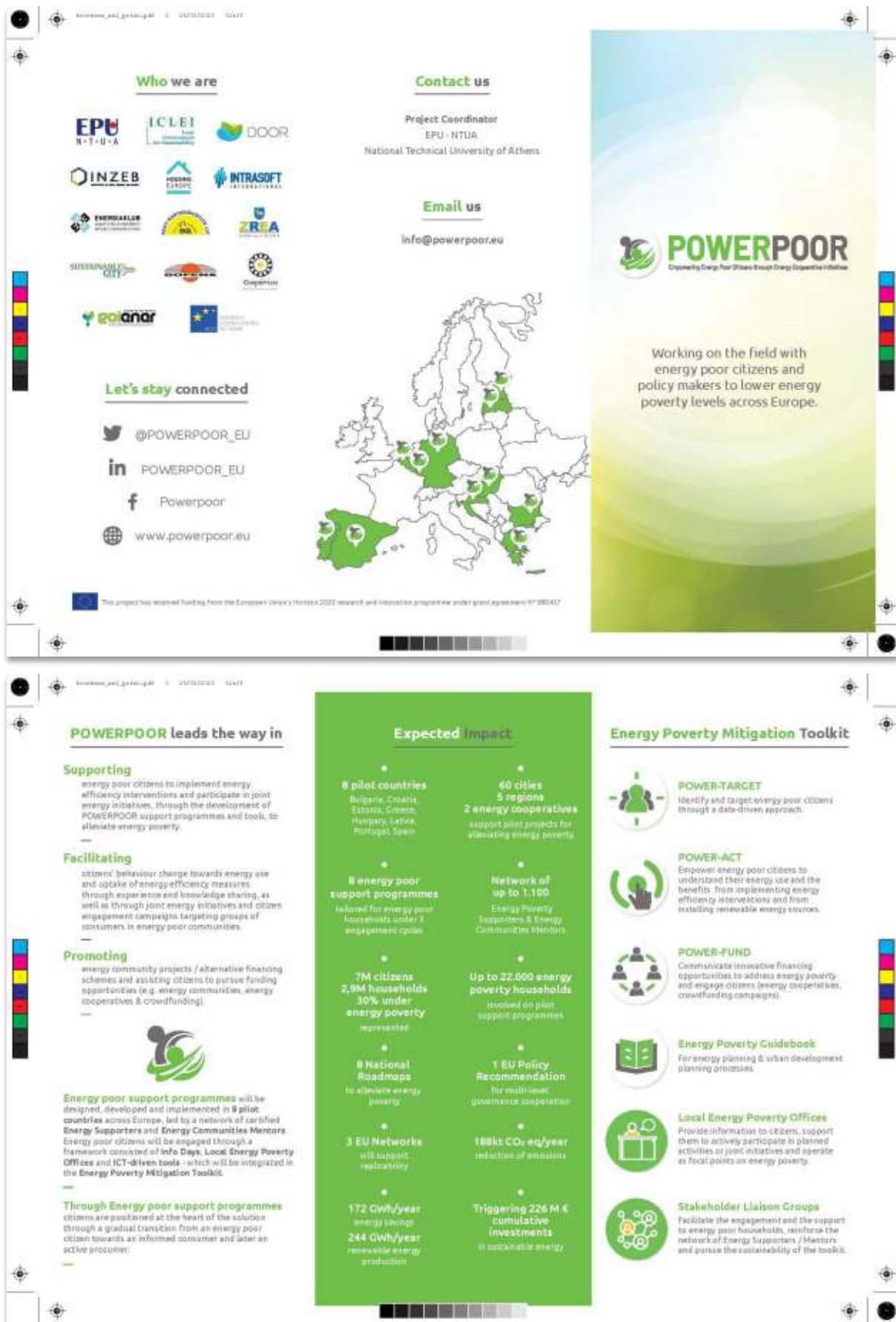


Figure 23 - POWERPOOR brochure print



### Кои сме ние

### Нека да поддържаме контакт

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### Свържете се с нас

Координатор на проекта  
EPU - NTUA  
National Technical University of Athens

Email  
[info@powerpoor.eu](mailto:info@powerpoor.eu)

Работа с енергийно бедни граждани и политици за намаляване на нивата на енергийна бедност в цяла Европа

Този проект е финансиран от Програмата за научни изследвания и иновации на Европейския съюз „Хоризонт 2020“ съгласно Споразумението за безвъзмездна помощ № 69504137

## POWERPOOR има водеща роля в

### Подкрепата

на енергийно бедни граждани да прилагат мерки за енергийна ефективност и да участват в съвместни енергийни инициативи, чрез разработване на програми и инструменти за подкрепа на POWERPOOR за намаляване на енергийната бедност.

### Дейността

по промяна в поведение на гражданите относно използването на енергия и прилагането на мерки за енергийна ефективност чрез създаване на опит и знания, както и чрез съвместни енергийни инициативи и кампании за ангажиране на гражданите, насочени към групи потребители в енергийно бедни общности.

### Подкрепата

на проекти за енергийни общности / алтернативни Селски за финансиране и подпомагане на гражданите да търсят възможности за финансиране (като енергийни общности, енергийни кооперативи и групово финансиране - краудфинанс).

### Програмите за подпомагане на енергийно бедни

ще бъдат подготвени, разработени и приложени в 8 пилотни държави в цяла Европа, водени от мрежа от сертифицирани енергийни поддръжници и ментори на енергийните общности. Енергийно бедните граждани ще бъдат ангажирани чрез дейности, включващи информационни дни, местни офиси за енергийно бедни и средства, управлявани от ИКТ, които ще бъдат интегрирани в институционалните за намаляване на енергийната бедност.

### Чрез програмите за подпомагане на енергийно бедните

гражданино са поставени в основата на решението посредством постепенен преход от енергийно бедни граждани към информиран потребител и по-високо активен потребител.

## Очаквано въздействие

8 пилотни страни  
България, Хърватия, Естония, Гърция, Испания, Латвия, Португалия, Италия

60 града, 5 региона, 2 енергийни кооператива  
в подкрепа на пилотни проекти за облекчаване на енергийната бедност

6 програми в подкрепа на енергийно бедните  
съобразени със специфични бедни домкинства в 3 нива на включване

Мрежа от до 1100  
поддръжници за енергийна бедност и ментори на енергийни общности

7 милиона граждани, 2,9 милиона домакинства, 30% енергийно бедни  
поддържани от

до 22 000 енергийно бедни домакинства, включени в пилотни програми за подкрепа

8 национални пътни карти  
за намаляване на енергийната бедност

Една препоръка за политиката на ЕС  
за управленско сътрудничество на различни нива

3 европейски мрежи  
ще подкрепят устойчивостта

189kt екв. CO<sub>2</sub>/на година  
намаляване на изкопните

172 GWh/на година  
изкопни на енергия

244 GWh/на година  
приспособство на възобновяема енергия

Привлечане на 226 млн. евро  
кумулятивни инвестиции в сферата на енергийна бедност  
за устойчива енергия

## Наръчник за намаляване на енергийната бедност

**POWER-TARGET**  
Идентифицирайте и насочете енергийно бедните граждани чрез основан на данни подход.

**POWER-ACT**  
Дайте възможност на енергийно бедните граждани да разберат каква е тежестта консумация на енергия и ползите от прилагането на мерки за енергийна ефективност и от инсталцирането на възобновяеми енергийни източници.

**POWER-FUND**  
Информирайте за иновативни възможности за финансиране за справяне с енергийната бедност и ангажиране на гражданите (енергийни кооперативи, кампания за групово финансиране - краудфинанс).

**Ръководство за енергийна бедност**  
за енергийно планиране и процеси на планиране на градското развитие

**Местни офиси за енергийно бедни**  
Предоставяйте информация на гражданите, подкрепяйте ги да участват активно в планирането на енергийно бедни инициативи и да действат като фокусни точки за енергийната бедност

**Комитет за подкрепа на проекта**  
Подпомагане на ангажираността и поддръжката за енергийно бедни домкинства, укрепване на мрежата от енергийни поддръжници / ментори и за постигане на устойчивост на институционална.

Figure 24 - Brochure in Bulgarian



### Tko smo mi

### Ostanimo povezani

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### Kontaktirajte nas

Koordinator projekta  
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National Technical University of Athens

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Izravna pomoć građanima pogođenim energetske siromaštvom i uključivanje donosioca odluka zaduženih za kreiranje javnih politika s ciljem smanjenja energetske siromaštva diljem Europe.

Ovaj projekt je financiran iz programa Europske unije za istraživanje i inovacije Obzor 2020. Ugovor o dodjeli bespovratnih sredstava broj: 856437

## POWERPOOR otvara put prema

### Potpori

građanima pogođenim energetske siromaštvom u provođenju mjera za povećanje energetske učinkovitosti i sudjelovanju u energetske inicijativama i zajednicama, izradom programa i alata u sklopu projekta POWERPOOR s ciljem ublažavanja energetske siromaštva.

### Posredovanje

promjene načina potrošnje energije građana kroz primjenu mjera energetske učinkovitosti koristeći razmjenu znanja, uključivanje građana u zajedničke energetske inicijative i kampanje s posebnim fokusom na građane pogođene energetske siromaštvom.

### Promociji

projekata na razini zajednice / alternativne theme financiranja i pomoći građanima s različitim mogućnostima financiranja (npr. energetske zajednice, energetske zadruge i crowdfunding).

### Programi potpore za mjere ublažavanja energetske siromaštva

će biti osmišljeni, izrađeni i primjenjeni u 8 pilot zemalja diljem Europe, predvođeni mrežom certificiranih energetske savjetnika i mentora. Građani pogođeni energetske siromaštvom će biti uključeni putem Info dana, Lokalnih centara za energetske siromaštvo i ICT alata - a koji će biti integrirani u alate za ublažavanje energetske siromaštva.

### Kroz Programe potpore građanima pogođenim energetske siromaštvom fokus rješenja će biti stavljen na građane s ciljem postizanja prijelaza od građana pogođenih energetske siromaštvom prema građanima koji su informirani potrošači i kasnije potrošači s vlastitom proizvodnjom (prosumeri).

## Očekivani utjecaj

- 8 pilot zemalja: Bugarska, Hrvatska, Estonija, Grčka, Mađarska, Latvija, Portugal, Španjolska
- 60 gradova, 5 regija, 2 energetske zadruge potpore pilot projektima za ublažavanje energetske siromaštva
- 8 programa potpore namijenjena energetske siromašnim kućanstvima tijekom 3 ciklusa uključivanja korisnika
- Mreža od 1.100 energetske savjetnika i energetske mentora
- 7 milijuna građana, 2,9 milijuna kućanstava, 30% energetske siromašnih nezaposlenih obuhvaćenih projektom
- do 22.000 energetske siromašnih kućanstava uključenih u pilot programe potpore
- 8 nacionalnih smjernica za ublažavanje energetske siromaštva
- 1 preporuka za javne politike na razini EU razvijena s ciljem međuvladine suradnje
- 3 EU mreže koje će podržati daljnju promjenu
- 100kt CO<sub>2</sub>-eq/godišnje smanjenje emisija
- 172 GWh/godišnje uštede energije
- 244 GWh/godišnje proizvedenja iz obnovljivih izvora energije
- Poticanje ukupog ulaganja od 225 milijuna eura u mjere za ublažavanje energetske siromaštva kroz održivu energiju




## Alati za ublažavanje energetske siromaštva




- POWER-TARGET**  
Identifikacija i pristupiti građanima pogođenim energetske siromaštvom na temelju stvarnih podataka.
- POWER-ACT**  
Osnažiti građane pogođene energetske siromaštvom u razumijevanju vlastitog korištenja energije i koristi od primjene mjera za povećanje energetske učinkovitosti te instaliranja obnovljivih izvora energije
- POWER-FUND**  
Informirati o inovativnim mogućnostima financiranja za ublažavanje energetske siromaštva i uključivanje građana (energetske zadruge, crowdfunding kampanje)
- Vodič kroz energetske siromaštvo**  
za procese energetske planiranja i planiranja urbanog razvoja
- Lokalni centri za energetske učinkovitost i ublažavanje energetske siromaštva**  
Informirati građane, podržati ih u aktivnom sudjelovanju u aktivnostima ili zajedničkim inicijativama s ciljem održavanja fokusa na mjerama ublažavanja energetske siromaštva.
- Grupa dionika za suradnju**  
Olakšati uključivanje i potporu energetske siromašnim kućanstvima, opći mrežu energetske savjetnika/mentora i nastojati koristiti alate za ublažavanje energetske siromaštva.




Figure 25 - Brochure in Croatian








### Kes me oleme









### Jälgi meid

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  POWERPOOR\_EU
  Powerpoor
  [www.powerpoor.eu](http://www.powerpoor.eu)

### Võta meiega ühendust

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National Technical University of Athens

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 **POWERPOOR**  
Empowering Energy Poor Citizens through Energy Cooperative Initiatives
 

Kodanike ja poliitikakujundajate koostöö energiasaavutuste vähendamiseks kogu Euroopas

### POWERPOOR on teenäitajaks

**Toetab**  
energiasaavutusse jäänud kodanikke energiatõhusate lahenduste kasutuselevõtmisel ja ühisel energiasaavutuste osalemisel, rakendades selleks POWERPOOR tugiprogramme ja toetusvahendeid.

**Soodustab**  
kogemuste ja teadmiste jagamist, et muuta kodanike tarbimiskäitumist energia kasutamisel, aidata neil rakendada energiatõhusaid meetmeid ning osaleda energiasaavutusse jäänud kogukondades elavatele tarbijatele suunatud ühisel energiasaavutustel ja kodanike kaasamise kampaaniates.

**Edendab**  
energiasaavutuskonna projekte / alternatiivseid rahastamiskavade ja abistab kodanikke toetusvõimaluste leidmisel (nt energiasaavutuskonnad, energiasaavutused ja ühisraha).



**Kaheksas pilootriiklis üle Euroopa** töötatakse välja, arendatakse ja rakendatakse tugiprogrammid energiasaavutuste vähendamiseks. Programmid viib ellu sertifitseeritud energianõustajate ja energiasaavutuskonnade mentorite võrgustik. Energiasaavutusse jäänud kodanike kaasamiseks loovad energiasaavutuste vähendamise töõriist, mille osadeks on infopäevad, kohalikud nõustamispunktid ja IKT-lahendused.

**Energiasaavutuste vähendamise tugiprogrammid** toovad lahenduse keskmise kodaniku, toetades nende muutumist energiasaavutuste tarbijast tootlikuks tarbijaks ja hiljem aktiivseks tootlikuks tarbijaks.

### Oodatav mõju

- 8 pilootriiki  
Bulgaaria, Eesti, Hispaania, Horvaatia, Kreeka, Läti, Portugal, Ungari
- 60 linna  
5 piirkonda  
2 energiasaavutusse jäänud kogukonda
- 8 tugiprogrammi energiasaavutuste vähendamiseks
- Võrgustik, mis koosneb kuni 1100-st energiasaavutusse jäänud kodanikust ja energiasaavutuskonnade mentorist
- 7 miljonit kodanikku  
2,9 miljonit majapidamist, kellest 30% energiasaavutusse jäänud
- Kuni 22 000 energiasaavutusse jäänud majapidamist kasutab piloot tugiprogramme
- 8 riiklikku tegevuskava energiasaavutuste vähendamiseks
- 1 ELi poliitikasoovitust valitsuse ja meeleandjate koostöös
- 3 ELi võrgustikku ühenduste ja võrgustike toetamiseks
- 188kt CO<sub>2</sub> ekvivalenti vähem heidet aastas
- 172 gigavatt-tundi energiasaavutuste aastas
- 244 gigavatt-tundi kasutatavate energiateg aastas
- Loob elidused 326 mln euro väärtuses investeeringutele jätkusuutlikult energiasaavutuste jaoks

### Tööriist energiasaavutuste vähendamiseks

- POWER-TARGET**  
Võimaldab andmeühise liikumise kaudu toetada energiasaavutusse jäänud kodanikke.
- POWER-ACT**  
Õpetab energiasaavutusse jäänud inimesi hoidma oma energiasaavutust ning mõistma energiasaavutuste lahenduste ja tegevuste kasu tootvaid mõjusid.
- POWER-FUND**  
Tutvustab uudest rahastamisviisist energiasaavutuste vähendamiseks ja kodanike kaasamiseks (energiasaavutused ja ühisraha).
- Energiasaavutuste vähendamise käsiraamat**  
On abiks energia- ja linnaplaneerijate koostöös.
- Kohalikud nõustamispunktid energiasaavutuste tegelemiseks**  
Jagavad kodanikele teavet, aitavad neil aktiivselt osaleda kavandatud tegevustes ja ühisraha kasutamisel ning toetavad energiasaavutuste vähendamise kontaktipunktidena.
- Sidusrühmade koostöökogud**  
Toetavad energiasaavutusse jäänud majapidamiste kaasamist ja abistamist, toetavad energiasaavutuste ja ühisraha võrgustikku ning tagavad lahenduste jätkusuutlikkuse.

Figure 26 - Brochure in Estonian



### Qui sommes-nous ?

### Gardons le contact

@POWERPOOR\_EU

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Powerpoor

[www.powerpoor.eu](http://www.powerpoor.eu)

### Contactez-nous

Project Coordinator  
EPU - NTUA  
National Technical University of Athens

Email  
[info@powerpoor.eu](mailto:info@powerpoor.eu)

Travailler sur le terrain avec les citoyen.ne.s en situation de pauvreté énergétique et les responsables politiques pour réduire les niveaux de pauvreté énergétique en Europe

Ce projet a reçu un financement du programme de recherche et d'innovation Horizon 2020 de l'Union européenne dans le cadre de la convention de subvention N° 836427.

### POWERPOOR, l'exemple à suivre

#### Accompagner

les citoyen.ne.s en situation de pauvreté énergétique desvues de mettre en œuvre des mesures d'efficacité énergétique et de participer à des initiatives énergétiques communes, par le développement de programmes et d'outils de soutien POWERPOOR, afin de réduire la pauvreté énergétique.

#### Faciliter

le changement de comportement des citoyen.ne.s envers l'utilisation de l'énergie et l'adoption de mesures d'efficacité énergétique, par le partage d'expériences et de connaissances, ainsi que par des initiatives énergétiques communes et des campagnes d'engagement des citoyen.ne.s ciblant des groupes de consommateurs pilotes dans les communautés en situation de pauvreté énergétique.

#### Promouvoir

les projets de communautés énergétiques / les systèmes de financement alternatifs et aider les citoyen.ne.s à saisir les opportunités de financement (par exemple, les communautés énergétiques, les coopératives énergétiques et le financement participatif).

#### Des programmes de soutien aux personnes en situation de pauvreté énergétique seront conçus, développés et mis en œuvre dans 8 pays pilotes à travers l'Europe, sous la direction d'un réseau de défenseurs/mentors certifiés en matière d'énergie. Des citoyen.ne.s en situation de pauvreté énergétique y seront associés via un système d'Info Days, de Bureaux locaux de lutte contre la pauvreté énergétique et d'outils basés sur les TIC – qui seront intégrés dans la « Boîte à outils sur la réduction de la pauvreté énergétique ».

#### Par le biais de programmes de soutien aux personnes en situation de pauvreté énergétique, les citoyen.ne.s se retrouveront au cœur de la solution, par une transition progressive d'un.e citoyen.ne en situation de pauvreté énergétique vers un.e consommateur.trice informé.e et, plus tard, un.e consommateur.trice actif.ve.

### Effets escomptés

- 8 pays pilotes: Bulgarie, Croatie, Espagne, Grèce, Hongrie, Lettonie, Portugal, Espagne
- 60 villes, 5 régions, 2 coopératives énergétiques
- Projets pilotes de soutien visant à réduire la pauvreté énergétique
- 8 programmes de soutien aux personnes en situation de pauvreté énergétique adaptés aux ménages en situation de pauvreté énergétique avec 3 cycles d'engagement
- Réseau de 1.100 Défenseurs d'investissements dans la lutte contre la pauvreté énergétique et de mentors de communautés énergétiques
- Jusqu'à 22.000 ménages en situation de pauvreté énergétique associés aux programmes pilotes de soutien
- 7M de citoyens, 2,9M de ménages 30% sous le seuil de pauvreté énergétique représentés
- 8 feuilles de route nationales pour réduire la pauvreté énergétique
- 1 recommandation politique à l'adresse de l'UE pour une coopération en matière de gouvernance à plusieurs niveaux
- 3 réseaux européens faciliteront la reproductibilité
- 188kt CO<sub>2</sub> eq/an en réduction des émissions
- 172 GWh/an en économies d'énergie
- 244 GWh/an en production d'énergie renouvelable
- Déclenchement de 226 millions d'euros d'investissements cumulés dans l'énergie durable

### Boîte à outils sur la réduction de la pauvreté énergétique

- POWER-TARGET**  
Identifier et cibler les citoyen.ne.s en situation de pauvreté énergétique par le biais d'une approche fondée sur les données.
- POWER-ACT**  
Permettre aux citoyen.ne.s en situation de pauvreté énergétique de comprendre leur consommation d'énergie et les avantages de la mise en œuvre d'interventions d'efficacité énergétique et de l'installation de sources d'énergie renouvelables.
- POWER-FUND**  
Faire connaître les possibilités de financement innovantes pour lutter contre la pauvreté énergétique et associer les citoyen.ne.s (coopératives énergétiques, campagnes de financement participatif)
- Guide sur la pauvreté énergétique**  
Pour la planification énergétique et les processus de planification du développement urbain.
- Bureaux locaux de lutte contre la pauvreté énergétique**  
Informar les citoyen.ne.s, les aider à participer activement aux activités prévues ou aux initiatives conjointes et faire office de points de contact sur la pauvreté énergétique.
- Groupes de liaison des parties prenantes**  
Faciliter l'implication et l'accompagnement des ménages en situation de pauvreté énergétique, renforcer le réseau de défenseurs/mentors de l'énergie et pérenniser la boîte à outils.

Figure 27 - Brochure in French



### Το POWERPOOR χαράσσει τον δρόμο

**Υποστηρίζοντας**

τακτικές ενεργειακές φτωχές πόλεις για εφαρμογές παροχής ενεργειακής απόδοσης και να αντιμετωπίσουν τις συντηρητικές ενεργειακές προκλήσεις, μέσω της ανάπτυξης προγράμματος στήριξης και εργαλείων, για την ανακούφιση της ενεργειακής φτώχειας.

**Διευκολύνοντας**

την αλληλεπίδραση μεταξύ των πολιτών και της αγοράς ενέργειας και τη λήψη μέτρων ενεργειακής απόδοσης μέσω της ανταλλαγής εμπειριών και γνώσεων, καθώς και μέσω συνεργειών ενεργειακών πρωτοβουλιών και ενεργειών συμμετοχικής πολιτών που απευθύνονται σε ομάδες καταναλωτών σε ενεργειακά φτωχές κοινότητες.

**Προωθώντας**

έργα ενεργειακών κοινοτήτων ή και αναλαμβάνει προγράμματα χρηματοδότησης για παροχή βοήθειας στους πολίτες που αναζητούν οικονομική χρηματοδότηση ή, με ενεργειακές κοινότητες, ενεργειακές συνεργασίες και συμμετοχικές χρηματοδότησης).

### Αναμενόμενα αποτελέσματα

- **8 πολιτικές χώρες**  
Βουλγαρία, Γαλλία, Ελλάδα, Σλοβενία, Ουγγαρία, Ιταλία, Πορτογαλία, Ισπανία
- **8 προγράμματα στήριξης ενεργειακά φτωχών πολιτών**  
προσφέροντας για τις ενεργειακά φτωχές κοινότητες μέσω 3 κύκλων συμμετοχής
- **Έως 22.000 ενεργειακά φτωχά νοικοκυριά**  
θα συμμετέχουν σε κοινότητες προμηθευμάτων-στήριξης
- **1 πρόταση πολιτικής σε επίπεδο ΕΕ**  
για αντιμετώπιση πολυπληθών κοινότητες 3-αριθμούστας
- **Μείωση 100 kwh**  
κατανάλωσης CO<sub>2</sub> ετησίως
- **Ενεργειακή αποδοτικότητα**  
επενδύσεων 226 εκατ. € στην ακαθάριστη ενέργεια για την αντιμετώπιση της ενεργειακής φτώχειας

### Εργαλειοθήκη Αντιμετώπισης Ενεργειακής Φτώχειας

**POWER-TARGET**

Προσδιορισμός και πρόληψη στις ενεργειακά φτωχές πόλεις μέσω μιας προέλασης στερεοποίησης σε μια βάση δεδομένων.

**POWER-ACT**

Ενδυνάμωση ενεργειακών πολιτών για να κατανοήσουν τη χρήση ενέργειας και το σφέλι από την εφαρμογή παρεμβάσεων ενεργειακής απόδοσης καθώς και από την εγκατάσταση αναγκαίων πηγών ενέργειας.

**POWER-FUND**

Εμπέδωση για κοινότητες ενεργειακής χρηματοδότησης σχετικά με την αντιμετώπιση της ενεργειακής φτώχειας και την αντιμετώπιση των πολυπληθών ενεργειακών κοινοτήτων, ενεργειακές συμμετοχικές χρηματοδότησης.

**Εγχειρίδιο Ενεργειακής Φτώχειας**

Για τον ανιχνισμό πολιτικών ενέργειας & πολεοδομικής ανάπτυξης.

**Τοπικά Γραφεία Ενεργειακής Φτώχειας**

Παροχή πληροφοριών στους πολίτες, υποστήριξη για την ενεργειακή συμπεριφορά τους σε προγραμματισμένες δραστηριότητες ή συνεργασίες πρωτοβουλιών, δράση ως κορβίδα σημείο για την αντιμετώπιση της ενεργειακής φτώχειας.

**Ομάδες Διανομή Ενέργειας Ενδοκοινωνικών Μερών**

Ενδυνάμωση και στήριξη της συμμετοχής των ενεργειακών πολιτών να συμμετάσχουν στα προγράμματα του έργου, ενίσχυση της δυναμικότητας των Συνοικιαρχικών Ομάδων Ενέργειας και επιβολή της βιωσιμότητας της Εργαλειοθήκης του έργου.

44



### A konzorcium

### Kapcsolat

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National Technical University of Athens

### Email

info@powerpoor.eu

### Maradjunk kapcsolatban

@POWERPOOR\_EU  
 POWERPOOR\_EU  
 Powerpoor  
 www.powerpoor.eu

Energiaszegény polgárok és döntéshozók együttműködése az európai energiaszegénység csökkentése érdekében

A projekt az Európai Unió Horizont 2020 kutatás-fejlesztési és innovációs programja keretében, a 894433 számú támogatási megállapodás alapján.

### A POWERPOOR utat mutat

#### A támogatásban.

A POWERPOOR, támogatási programok és eszközök fejlesztésével segíti az energiaszegény háztartások energiateljesítményi fejlesztését, valamint támogatja a közösségi energia kezdeményezésekben való részvételüket.

#### A lebonyolításban.

A program közös energetikai kezdeményezések, figyelem felhívó kampányok, energiateljesítmény javításban szerzett tapasztalatok illetve szakmai energetikai ismeretek csere révén segíti az energiaszegény közösségek fogyasztói abban, hogy energiateljesítményük javuljon és sikeresen vegyék fel az energiateljesítmény javítását célzó intézkedéseket.

#### A népszerűsítésben.

A program vezető szerepet tölt be az energiateljesítmény projektek és alternatív finanszírozási rendszerek népszerűsítésében, és utat mutat a finanszírozási lehetőségek teljes körű kihasználásához (pl.: az energiateljesítmény, energiateljesítmény és közösségi finanszírozás területén).

#### Az energiaszegénység mérséklését

az új programok tervezése, fejlesztése és végrehajtása Európa 8 kísérleti országában zajlik támogatott Energetikai Támogatási és Energetikai Munkacsoportok vezetésével. Az energiaszegény polgárokat információs napok, Helyi Energetikai Munkacsoportok és Helyi Energetikai Munkacsoportok segíti, melyek mind szerves részeit képezik az Energetikai Munkacsoportok Csökkentő Eszköztárához.

#### Az Energetikai Munkacsoportok Támogatási Programok

révén az állampolgárok a projekt megvalósulásának először tudatos fogyasztókká, majd aktív "termelő-fogyasztókká" válnak.

### Várható hatások

- 8 kísérleti ország  
Bulgária, Horvátország, Észtország, Görögország, Magyarország, Lettország, Portugália, Spanyolország
- 8 energiaszegények támogatási program  
3 kampány ciklus alatt az energiaszegény háztartások igényeire szabva
- 7 millió állampolgár  
2,9 millió háztartás  
30% energiaszegénységben élő lakosságra
- 8 Nemzeti ütemterv  
az energiaszegénység csökkentése érdekében
- 3 EU-szintű hálózat  
segíti az eredmények megismerését
- 172 GWh/év  
energetikai megtakarítás  
244 GWh/év  
megújuló energiatermelés
- 60 város, 3 régió,  
2 energiaszegények  
az energiaszegénységet  
mérésre kísérleti projektek támogatásáért
- Alább 1100 személyből  
áll  
Energetikai Munkacsoportok  
Támogatási és  
Energetikai Munkacsoportok  
Mentor hálóját
- Akár 22 000  
energiaszegény  
háztartás  
bevonása a kísérleti  
jellegű támogatási  
programokba
- 1 EU-szintű  
szakpolitikai ajánlás  
módszertani döntéshozatali  
helyrehozásra
- 188kt CO<sub>2</sub> eq/év  
 kibocsátáscsökkentés
- energiaszegénységgel  
kapcsolatos  
beruházások  
összteljesítése összesen  
226 millió € értékben  
a fenntartható  
energiaszektorban  
tervezésben

### Energiaszegénységet Csökkentő Eszköztár

- POWER-TARGET**  
Energetikai Munkacsoportok bevonása és  
aktív megfigyelése az  
adatszolgáltatás eszközeivel.
- POWER-ACT**  
Az energiaszegény polgárok tudásának és  
önképzésének erősítése, amely segíti a  
tudatosabb energiateljesítményi szokások  
képzését, valamint bemutatja az  
energiaszegények bevonásának és a  
megújuló energiateljesítmény bevezetésének  
előnyeit.
- POWER-FUND**  
Innovatív finanszírozási lehetőségek  
komunikálása az energiaszegénység  
méréséhez és a polgárok bevonásához  
érdekben (energiaszegények, közszolgálati  
finanszírozási kampányok  
formájában).
- Energiaszegénységi Útmutató**  
Az energiateljesítmény és  
városfejlesztéshez.
- Helyi Energetikai Munkacsoportok  
Irodák**  
Az irodák elsősorban energiaszegénységi  
tájékoztató központként funkcionálnak.  
Anélkül, az információ-áradatban túl  
támogatás nyújtanak a projekt során  
lebonyolított tevékenységek és közös  
kezdeményezések sikeres lebonyolításához.
- Az érdekelt feladatok összekötő  
munkacsoportok**  
A szakmai munkacsoportok célja az  
energiaszegény háztartások bevonásának  
elősegítése és támogatása, az "Energetikai  
Támogatási és Mentori" hálózatának  
megteremtése, valamint az Eszköztár  
fenntarthatóságának biztosítása.

Figure 29 - Brochure in Hungarian



### Kas mēs esam
















### Kontaktinformācija

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National Technical University of Athens

Email  
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## POWERPOOR

Empowering Energy Poor Citizens through Energy Cooperative Initiatives

Strādā ar nabadzīgiem iedzīvotājiem un politikas veidotājiem, lai samazinātu enerģētisko nabadzību visā Eiropā

Uz sazināšanos!

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Šis projekts ir saņēmis finansējumu no Eiropas Savienības pārtikas un lauksaimniecības politikas programmas "Apakšprogramma 2020" ietvaros ar Grantu līguma Nr. 090437

### POWERPOOR projekts

#### Izstrādājot

POWERPOOR atbalsta programmas un rīkus - atbalsta enerģētiski nabadzīgos iedzīvotājus, lai īstenotu energoefektivitātes paaugstināšanas pasākumus un iedrošinātu tos piedalīties kopīgās iniciatīvās enerģētiskā jomā, lai samazinātu enerģētisko nabadzību.

#### Veicina

iedzīvotāju uzvedības izmaiņas attiecībā uz enerģijas izmantošanu un energoefektivitātes paaugstināšanas pasākumu ieviešanu, izmantojot pieredzi un zināšanu apmaiņu, kā arī kopīgas iniciatīvas enerģētiskā jomā un iedzīvotāju izaugsmes kampaņas, kas vēršas uz patērētāju grupām enerģētiski nabadzīgu kopienās.

#### Veicina

enerģētiskās kopienas projektus/alternatīvas finansēšanas shēmas un palīdz iedzīvotājiem izmantot finansēšanas iespējas (t.i., enerģētiskās kopienas, enerģētiskās kooperatīvas un citas finansējumi).



#### Enerģētiskās nabadzības mazināšanas atbalsta programmas

Šis projekts ir izstrādājis un īstenojis 8 projekta pilot - valsts visā Eiropā, sertificētas Enerģētiskās nabadzības mazināšanas Atbalsta tīklu un Enerģētiskās kopienas Izaugsmes Mentoru vadībā. Enerģētiski nabadzīgie iedzīvotāji tiks iesaistīti šādās aktivitātēs kā: informatīvie pasākumi, vietējie enerģētiskās nabadzības mazināšanas Biežoti un IKT rīki, kas tiks integrēti Enerģētiskās nabadzības mazināšanas Rīku komplektā.

#### Enerģētiski nabadzīgo iedzīvotāju atbalsta programmas

iedzīvotāji ir raizējuma pamatā, palīdzēs pāriet no enerģētiski nabadzīga iedzīvotāja uz informētu patērētāju un valsts uz aktīvu patērētāju, kas ražo enerģiju.

### Gaidāmā ietekme

- 8 pilot - valstis  
Bulgārija, Horvātijā, Igaunija, Grieķijā, Ungārijā, Latvija, Portugālē, Spānijā
- 6 programmas enerģētiskās nabadzības mazināšanai  
pilnībā izstrādātas enerģētiskās nabadzīgu mājsaimniecību 3 ieviešanas shēmas
- 7 milj. iedzīvotāji  
2,9 milj. mājsaimniecības  
30% enerģētiski nabadzīgie iedzīvotāji kopumā
- 8 Nacionālās vadlīnijas  
lai mazinātu enerģētisko nabadzību
- 3 ES sadarbības tīkli  
atbalstīt pieredzes pārnesi (pilnveidoti)
- 172 GWh/gadā  
enerģijas ietaupījumi
- 244 GWh/gadā  
enerģijas ražošana no atjaunojamiem enerģijas avotiem
- 60 pilsētas, 5 reģioni,  
2 enerģētiskās kooperatīvas  
atbalsta pilot - projektam enerģētiskās nabadzības mazināšanai
- Līdz 1100 personas  
iesaistītas kā Enerģētiskās nabadzības mazināšanas investīciju Atbalsta tīklu un Enerģētiskās kopienas Izaugsmes Mentori
- Līdz pat 22 000 enerģētiski nabadzīgu mājsaimniecību  
iesaistītas pilot - atbalsta programmas
- 1 ES Politiskās rekomendācijas  
daudzpusēju pārskatīšanas sadarbība
- 188 tūkst. CO<sub>2</sub>  
ekv./gadā emisiju samazināšana
- 226 milj. eiro  
kumulatīvās enerģētiskās nabadzības investīcijas  
ilgtspējīgā enerģijā

### Enerģētiskās nabadzības mazināšanas Rīku komplekts

-  **POWER-TARGET**  
Izmantojot datus, identificē enerģētiski nabadzīgos iedzīvotājus.
-  **POWER-ACT**  
Dod iespēju enerģētiski nabadzīgiem iedzīvotājiem ietaupīt savu enerģijas patēriņu un ieguvumus no energoefektivitātes paaugstināšanas pasākumu īstenošanas un atjaunojamo enerģijas avotu tehnoloģiju uzstādīšanas.
-  **POWER-FUND**  
Informē par inovatīvām finansēšanas iespējām, lai novērstu enerģētisko nabadzību un ietaupītu iedzīvotāju enerģētiskās kooperatīvas, kolektīvās finansēšanas kampaņas.
-  **Enerģētiskās nabadzības mazināšanas Rīku komplekts**  
Enerģijas plānošanas un pilsētu attīstības plānošanas procesiem.
-  **Vietējie Enerģētiskās nabadzības mazināšanas Biežoti**  
Saņem informāciju iedzīvotājiem, iedzīvotājiem, vietējiem aktīviem, pilsoniskās sabiedrības pasākumos vai kopīgās iniciatīvās un darbojas kā enerģētiskās nabadzības mazināšanas kontaktpunkti.
-  **Ieinteresēto pušu Sadarbības Grupas**  
Veicina mājas ieviešanu iesaistoties un atbalsta enerģētiski nabadzīgu mājsaimniecību, nodrošinot enerģētiskās nabadzības mazināšanas Atbalsta tīklu un Enerģētiskās kopienas Izaugsmes Mentoru tīklu un veicina izstrādāto Rīku komplekta iļģtēpju.

Figure 30 - Brochure in Latvian



### Quem somos

### Vamos ficar em contacto

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### Contacte-nos

Coordenador do Projeto  
EPU - NTUA  
National Technical University of Athens

### Email

[info@powerpoor.eu](mailto:info@powerpoor.eu)

Trabalhar no terreno com cidadãos em pobreza energética e decisores políticos para reduzir os níveis de pobreza energética em toda a Europa

Este projeto recebeu financiamento do programa Horizonte 2020, da política de Inovação da União Europeia, ao abrigo do acordo de subvenção nº 890437.

### POWERPOOR lidera o caminho em

#### Apoiar

cidadãos em pobreza energética para implementar intervenções de eficiência energética e participar em iniciativas conjuntas sobre energia, através do desenvolvimento de programas e ferramentas de apoio POWERPOOR, para aliviar a pobreza energética.

#### Facilitar

mudança de comportamento dos cidadãos em relação ao uso de energia e adoção de medidas de eficiência energética através da partilha de experiências e conhecimentos, bem como por meio de iniciativas conjuntas sobre energia e campanhas de envolvimento dos cidadãos visando grupos de consumidores de comunidades em pobreza energética.

#### Promover

projectos de comunidades de energia / modelos de financiamento alternativos e ajuda/apoio aos cidadãos na procura de oportunidades de financiamento (por exemplo, comunidades locais de energia, cooperativas de energia e financiamento coletivo).

Os programas de apoio (ao combate) à pobreza energética serão desenvolvidos, desenvolvidos e implementados em 8 países piloto da Europa, liderados por uma rede de Apoiantes Certificados para a Energia e Mentores de Comunidades de Energia. Os cidadãos em pobreza energética serão envolvidos através de uma estrutura composta por **Diálogos Informativos**, **Gabinetes Locais de Apoio** contra a Pobreza Energética e **Ferramentas baseadas em TIC** - que serão integradas no Kit de Ferramentas de Mitigação da Pobreza Energética.

Por meio de programas de apoio aos cidadãos em pobreza energética, estes passam a estar no centro de solução através de uma transição gradual de um cidadão em pobreza energética para um consumidor informado e, posteriormente, um prosumidor ativo.

### Impactos expectáveis

- 8 países piloto (Bulgária, Croácia, Estónia, Grécia, Hungria, Letónia, Portugal e Espanha)
- 60 cidades, 5 regiões, 2 cooperativas de energia apoiar projectos piloto para aliviar a pobreza energética
- 8 programas de apoio contra a pobreza energética dimensionados para famílias em pobreza energética através de três cidades de envolvimento
- Rede até 1100 Apoiantes de Investimentos contra a pobreza energética & Mentores de Comunidades de Energia
- 7M de cidadãos, 2,9M de habitações, 30% em pobreza energética representados
- Até 22 000 habitações em pobreza energética envolvidas em programas piloto de apoio
- 8 Planos Nacionais para aliviar a pobreza energética
- 1 Recomendação de política europeia para cooperação entre os vários níveis de governo
- 3 redes ao nível UE vão apoiar a replicabilidade
- 188kt CO<sub>2</sub> eq/ano de redução de emissões
- 172 GWh/ano de poupança de energia
- Desencadear 226M€ em investimentos cumulativos no combate à Pobreza Energética em energia sustentável
- 244 GWh/ano de produção de energia renovável

### Kit de Ferramentas para Mitigação da Pobreza Energética

- POWER-TARGET**  
Identificar e localizar os cidadãos em pobreza energética por meio de uma abordagem baseada em dados.
- POWER-ACT**  
Capacitar os cidadãos em pobreza energética para a análise dos consumos de energia bem como para os benefícios de implementar medidas de eficiência energética e de instalação de fontes de energia renovável.
- POWER-FUND**  
Compartilhar oportunidades de financiamento alternativo para combate da pobreza energética e envolvimento de cidadãos (cooperativas de energia, campanhas de financiamento coletivo).
- Guia para a Pobreza Energética**  
Para planeamento energético & desenvolvimento de processos de planeamento urbano.
- Gabinetes Locais de Apoio à Pobreza Energética**  
Fornecer informação aos cidadãos, apoiá-los a participar ativamente nas iniciativas planeadas ou para se juntarem a iniciativas conjuntas de energia e funcionar como um ponto de apoio local no combate à pobreza energética.
- Grupo Nacional de Ligação das Partes Interessadas**  
Facilitar o envolvimento e apoio às famílias em pobreza energética, reforçar a rede de Apoiantes e Mentores de Energia e promover a sustentabilidade do kit de ferramentas POWERPOOR.

Figure 31 - Brochure in Portuguese



### ¿Quiénes somos?




















### ¡Estemos conectados!

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### Contáctanos

Coordinación del proyecto  
EPU - NTUA  
National Technical University of Athens

### Email

[info@powerpoor.eu](mailto:info@powerpoor.eu)


 **POWERPOOR**  
Empowering Energy Poor Citizens through Energy Cooperatives Initiative
 

Trabajando mano a mano con personas en situación de pobreza energética y con responsables políticos para reducir la pobreza energética en Europa

### POWERPOOR lidera el camino

#### Apoyando

a personas en situación de pobreza energética para que realicen intervenciones de eficiencia energética y participen en iniciativas colectivas de energía, mediante el desarrollo de programas de apoyo y las herramientas POWERPOOR, para reducir la pobreza energética.

#### Facilitando

el cambio de comportamiento de la ciudadanía respecto al uso de la energía y la adopción de medidas de eficiencia energética mediante el intercambio de experiencias y conocimientos, así como a través de iniciativas colectivas de energía y campañas de participación ciudadana dirigidas a consumidores vulnerables.

#### Promoviendo

proyectos de comunidades energéticas y modos de financiación alternativos, y ayudando a las personas a buscar oportunidades de financiación (comunidades energéticas, cooperativas energéticas, crowdfunding...).



Los programas de apoyo se diseñarán, desarrollarán y aplicarán en 8 países piloto de Europa, liderados por una red de Asistentes de Pobreza Energética y Mentores de Comunidades Energéticas certificados. Las personas en situación de pobreza energética participarán a través de las Jornadas Informativas, las Oficinas Locales de Pobreza Energética y las herramientas TIC, estas últimas integradas en el Kit de Herramientas de Mitigación de la Pobreza Energética.

A través de los programas de apoyo los ciudadanos se posicionan en el centro de la solución: de estar en situación de pobreza energética a ser un consumidor informado, hasta llegar a ser un prosumidor activo.

### Impacto esperado

- 8 países piloto  
Bulgaria, Chequia, Estonia, Grecia, Hungría, Letonia, Portugal, España
- 60 ciudades  
5 regiones  
2 cooperativas energéticas  
apoyando proyectos piloto para reducir la pobreza energética
- 8 programas de apoyo  
adaptados para hogares en situación de pobreza energética, y divididos en 3 fases
- Una red de hasta 1.100  
Asistentes de Pobreza Energética y Mentores de Comunidades Energéticas
- 7 millones de personas  
2,9 millones de hogares  
El 30% en pobreza energética representados
- Hasta 22.000  
hogares vulnerables implicados en programas piloto de apoyo
- 8 hojas de ruta estatales para paliar la pobreza energética
- 1 recomendación política de la UE para la cooperación en varios niveles de gobernanza
- 5 Redes de la UE apoyarán la replicabilidad
- 168 kt de CO<sub>2</sub> eq/año  
reducción de emisiones
- 172 GWh/año ahorro de energía  
244 GWh/año producción de energía renovable
- Activación de 226 millones de € en inversiones acumuladas en materia de energía sostenible

### Kit de Herramientas para la Mitigación de la Pobreza Energética

- POWER-TARGET**  
Identificar a personas en situación de pobreza energética mediante el uso de datos.
- POWER-ACT**  
Empoderar a personas en situación de pobreza energética para que comprendan el uso que hacen de la energía, así como los beneficios asociados a las intervenciones de eficiencia energética y a la instalación de energías renovables.
- POWER-FUND**  
Comunicar las oportunidades de financiación innovadoras para abordar la pobreza energética e involucrar a la ciudadanía (cooperativas de energía, campañas de crowdfunding...).
- Guía de la Pobreza Energética**  
Para la planificación energética y para procesos de planificación del desarrollo urbano.
- Oficinas Locales de Pobreza Energética**  
Proporcionar información a la ciudadanía y apoyar que esta participe activamente en las actividades planificadas y en las iniciativas colectivas, siendo puntos de referencia en materia de pobreza energética.
- Grupos de Colaboración**  
Para facilitar el apoyo a los hogares vulnerables así como su participación, reforzar la red de Asistentes/Mentores Energéticos y asegurar la continuidad en el uso de las herramientas.

Figure 32 - Brochure in Spanish



### Nor gara?

### Konekta gaitezen!

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### Harremanetarako datuak

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Pobrezia energetikoa pairatzen dutenekin eta arduradun politikoekin lanean, Europa mailan pobrezia energetikoa murrizteko.

### POWERPOOR bidean aurrera doa

#### Babesa

emanez, pobrezia energetikoa daudenean eraginikortasun energetikoa hobetu nahiz ekimen kolektiboetan parte hartu dezaten, POWERPOOR tresnen eta laguntza programen bidez, pobrezia energetikoa aurre egiteko.

#### Gidaritza

eskainiz, herriartekari enplegariaren erabilera bidezko portaerak aldatu nahiz eragintza energetikoa hobetzea neurriak hartzearen, esperientziak eta ezagutzak elkarbanatu, edota komunitate zargunarietako kontsumitzaileei zuzendutako ekimen kolektiboan nahiz parte-hartze kanpainen bidez.

#### Sustapena

bulatzatuz komunitate energetikoen proiektuak nahiz finantzazio plan alternatiboak garatzeko, eta herriartekari finantziazio aukerak topatzeko laguntza (energia komunitateak, energia kooperatibak, crowdfunding...).

#### Laguntza programak

Europako 8 herrialde pilotutan diseinatu, garatu eta aplikatu dira, **Energia-Pobrezia Laguntzaile** nahiz **Energia-Komunitate Aholkulari** zuzendutako pertsonak osatuko duten bide-lagun sarearen bidez. Pobrezia energetikoa dauden herriartekari hainbat modu: izango d'ezute parte hartzeko, hala nola: **Jardunaldi Informatiboak**, **Pobrezia Energetikoaren Tokiko Bulegoak** edota **IKT** tresnak, zeinak pobrezia energetikoa murrizteko erreminta kutxaaren parte izango diren.

#### Laguntza programen bidez

herriartekari konpostibidearen eraginean kolektibo d'ira: pobrezia energetikoa egotea kontsumitzaile informatu izatera igar, ondoren kontsumitzaile jekiole eta kontsumitzaile) aktibo izatera iriti ahal izateko.

### Esperotako eragina

- 8 herrialde pilotu: Bulgaria, Kroazia, Estonia, Grezia, Hungaria, Letonia, Portugal, Espainia
- 60 hiri 5 eskualde 2 energia kooperatiba pobrezia energetikoa murrizteko proiektu pilotuak babesten
- 1.100 bide-laguneko sareak osatuko dute Energia-Pobrezia Laguntzailek nahiz Energia-Komunitate Aholkulariak
- 7 milioi pertsona 2,9 milioi etxebizitzak hornieatzeko % 30 pobrezia energetikoa murriztuko
- Pobrezia energetikoa dauden 22.000 etxebizitzak laguntza programa pilotutan inguratuko
- Estatu mailako 8 bide orri pobrezia energetikoa murrizteko
- EB mailako gomendio politiko bat gobernantza maila erdian lankidetzarako
- EB mailako 3 sare erregulaguntza-sustatzeko
- 188kt CO<sub>2</sub> baliokide/urte jurtzeko murrizketa
- 172 GWh/urte energia aurrezpena
- 244 GWh/urte energia berentagintza erakortzea
- 226 milioi € aktibitate inbertsio metatuntan energia inbertsioaren erdian

### Pobrezia Energetikoa Murrizteko erreminta kutxa

- POWER-TARGET**  
Pobrezia energetikoko egoeran dauden pertsonak identifikatzeko tresna, datuetan oinarritutako ikuspegi baten bidez.
- POWER-ACT**  
Pobrezia energetikoko egoeran dauden pertsonak ahalbidetzeko tresna, enplegariaren erabilera uler dezaten, eta baita eraginikortasun energetikoa hobitzea ere, edota energia berriagariak instalatzeari bide jarriko dioten erakunde.
- POWER-FUND**  
Herriartekari parte hartzeko eta pobrezia energetikoa aurre egiteko finantzaketa-akera berriak, ezagutzaile tresna (energia kooperatibak, crowdfunding kanpaina...).
- Pobrezia energetikoa gidatzen**  
energia-plangintza eta hiri-garapen planifikatzeko prozesuetan laguntzaile tresna.
- Pobrezia Energetikoaren Tokiko Bulegoak**  
Herriartekari informazioa emateko erreferentziako puntuak. Planifikatutako jardueretan nahiz ekimen kolektiboetan herriartekari parte hartze aktibo sustatzeko dute.
- Lankidetzaren Taldea**  
Pobrezia energetikoa dauden herriartekari parte-hartze erantzukizunaren taldea, eta bide-lagun sare indartu nahiz pobrezia energetikoa murrizteko tresnen erabilgarritasuna sustatuko dute.

Figure 33 - Brochure in Basque













# POWERPOOR

Empowering Energy Poor Citizens through Energy Cooperative Initiatives

## Kodanike ja poliitikakujundajate koostöö energiaruukuse vähendamiseks kogu Euroopas

### POWERPOOR on teenäitajaks

**Taastab** energiaruukuse jäänud kodanike energiatõhusate lahenduste kasutamisevõimalusi ja ühiseid energiasalvatusi osakemisi, rakendades selles POWERPOOR tugiprogrammi ja teadusahendeid.

**Soodustab** kogemuste ja teadmiste jagamist, et muuta kodanike teaduskäitumist energia kasutamisel, aidata neil rakendada energiatõhusaid meetmeid ning osaleda energiaruukusest jäänud kogukondades elavatele tarbijatele suunatud ühises energiasalvatuses ja kodanike kaasamisel kampaaniates.

**Edendab** energiasalvatusprojekte / alternatiivset rahastamiskempe ja abistab kodanikke teaduskäitumise kaudusel (nt energiasalvatused, energiatõhusad ja õhukindlad).

**Tugiprogrammiid energiaruukuse leevendamiseks** töötatakse välja, arvestatakse ja rakendatakse **kohalikes** pillootrigis üle Euroopa. Programmiid valitakse vertikaalselt **energiatööstajate ja energiasalvatusde mentorite** võrgustik. Energiaruukusest jäänud kodanike kaasamiseks luuakse **energiaruukuse leevendamise töörühad**, mille osadeks on **infopäevad, kohalikud nõustamisepunktid ja IKT-lahendused**.

**Energiaruukuse leevendamine** toob lahenduse keskmise kodaniku, teadab nende vajadusi energiaruukusest jäänud **teadlike tarbijate** ja hõlmab **alternatiivse** **teadlike tarbijate**.

### Oodatav mõju

8 projektid Euroopa Taseme Hinnang Hinnang Hinnang Hinnang	80 kuni 80 kuni 80 kuni 80 kuni	80 kuni 80 kuni 80 kuni 80 kuni	80 kuni 80 kuni 80 kuni 80 kuni	80 kuni 80 kuni 80 kuni 80 kuni	80 kuni 80 kuni 80 kuni 80 kuni	80 kuni 80 kuni 80 kuni 80 kuni	80 kuni 80 kuni 80 kuni 80 kuni	80 kuni 80 kuni 80 kuni 80 kuni	80 kuni 80 kuni 80 kuni 80 kuni	80 kuni 80 kuni 80 kuni 80 kuni
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### Tööriist energiaruukuse vähendamiseks



**POWER-TARGET**  
Võimaldab teaduskäitumise läbimõõtu  
teaduskäitumise energiasalvatuses  
jäänud kodanikele



**POWER-ACT**  
Opetab energiaruukuse jäänud inimesi  
teaduskäitumise energiasalvatuses  
jäänud kodanikele



**POWER-FUND**  
Tugiprogrammiid energiaruukuse leevendamiseks  
teaduskäitumise energiasalvatuses  
jäänud kodanikele



**Energiasalvatus  
vähendamise kääramat**  
Tugiprogrammiid energiasalvatuses  
jäänud kodanikele



**Kohalikud nõustamisepunktid  
energiaruukuse leevendamiseks**  
Tugiprogrammiid energiaruukuse leevendamiseks  
teaduskäitumise energiasalvatuses  
jäänud kodanikele



**Sidusrühmade koostöödeks**  
Tugiprogrammiid energiaruukuse leevendamiseks  
teaduskäitumise energiasalvatuses  
jäänud kodanikele

#### Jälgi meid

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#### Võta meiega ühendust

Projekti koordinaator: EPU - NTUA  
National Technical University of Athens  
Email: info@powerpoor.eu

#### Kes me oleme



















See projekt on osaliselt rahastatud Euroopa Liidu Teaduskäitumise ja teaduskäitumise tugiprogrammiid "Horizon 2020" teaduskäitumise ja teaduskäitumise

Figure 36 - Poster in Estonian





# POWERPOOR

Empowering Energy Poor Citizens through Energy Cooperative Initiatives

## Travailler sur le terrain avec les citoyen.ne.s en situation de pauvreté énergétique et les responsables politiques pour réduire les niveaux de pauvreté énergétique en Europe

### POWERPOOR, l'exemple à suivre

**Accompagner** les citoyen.ne.s en situation de pauvreté énergétique désireux.se.s de mettre en œuvre des mesures d'efficacité énergétique et de participer à des initiatives énergétiques communes, par le développement de programmes et d'outils de soutien POWERPOOR, afin de réduire la pauvreté énergétique.

**Faciliter** le changement de comportement des citoyen.ne.s envers l'utilisation de l'énergie et l'adoption de mesures d'efficacité énergétique, par le partage d'expériences et de connaissances, ainsi que par des initiatives énergétiques communes et des campagnes d'engagement des citoyen.ne.s ciblant des groupes de consommateurs.trices dans les communautés en situation de pauvreté énergétique.

**Promouvoir** les projets de communautés énergétiques / les systèmes de financement alternatifs et aider les citoyen.ne.s à saisir les opportunités de financement (par exemple, les communautés énergétiques, les coopératives énergétiques et le financement participatif).

**Programmes de soutien aux personnes en situation de pauvreté énergétique**  
qui seront conçus, développés et mis en œuvre dans 8 pays pilotes à travers l'Europe, sous la direction d'un réseau de **défenseurs / mentors certifiés en matière d'énergie**. Des citoyen.ne.s en situation de pauvreté énergétique y seront associés.e.s via un système d'**InfoDays**, de **Bureaux locaux de lutte contre la pauvreté énergétique** et d'**outils basés sur les TIC** – qui seront intégrés dans la « **Boîte à outils sur la réduction de la pauvreté énergétique** ».

**Lutte contre la pauvreté énergétique**  
en plaçant les citoyen.ne.s au cœur de la solution, par une transition progressive d'un.e citoyen.ne en situation de pauvreté énergétique vers un.e consommateur.trice informé.e et, plus tard, un.e producteur.trice actif.ve.

### Effets escomptés

8 pays pilotes Espagne, Grèce, Lituanie, Malte, Hongrie, Lettonie, Portugal, Roumanie	60 villes, régions, 3 communautés énergétiques Projet pilote de soutien ciblé à la lutte contre la pauvreté énergétique	8 programmes de soutien aux personnes en situation de pauvreté énergétique projet pilote de soutien ciblé à la lutte contre la pauvreté énergétique	Réseau de 1.500 citoyens Citoyen.trice en situation de pauvreté énergétique et de soutien de communautés énergétiques	7M de citoyens 2,3M de ménages 30% sous le seuil de pauvreté énergétique	Jusqu'à 22.000 ménages en situation de pauvreté énergétique accès aux programmes pilotes de soutien	8 familles de route nationale pour réduire la pauvreté énergétique	1 recommandation politique à l'adresse de l'UE pour une mise en œuvre de la transition énergétique	3 réseaux européens pour la lutte contre la pauvreté énergétique	1880t CO <sub>2</sub> eq/ha en réduction des émissions	172 GWh/ha en production d'énergie renouvelable 244 GWh/ha en production d'énergie renouvelable	Déclenchement de 224 millions d'euros d'investissements ciblés dans l'énergie durable
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### Boîte à outils sur la réduction de la pauvreté énergétique



**POWER-TARGET**  
Identifier et cibler les citoyen.ne.s en situation de pauvreté énergétique par la mise en œuvre d'une approche fondée sur les données.



**POWER-ACT**  
Permettre aux citoyen.ne.s en situation de pauvreté énergétique de comprendre leur consommation d'énergie et les avantages de la mise en œuvre d'interventions d'efficacité énergétique et de l'installation de sources d'énergie renouvelables.



**POWER-FUND**  
Permettre de connaître les possibilités de financement innovantes pour lutter contre la pauvreté énergétique et associer les citoyen.ne.s (coopératives énergétiques, campagnes de financement participatif).



**Guide sur la pauvreté énergétique**  
Pour la planification énergétique et les processus de planification du développement urbain.



**Bureaux locaux de lutte contre la pauvreté énergétique**  
Informer les citoyen.ne.s, les aider à participer activement aux activités prévues ou aux initiatives conjointes et faire office de points de contact sur la pauvreté énergétique.



**Groupes de liaison des parties prenantes**  
Faciliter l'implication et l'accompagnement des ménages en situation de pauvreté énergétique, renforcer le réseau de défenseurs/mentors de l'énergie et pérenniser la boîte à outils.

### Gardons le contact

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### Contactez-nous

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National Technical University of Athens  
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### Qui sommes-nous ?



















Le projet a reçu un financement du programme de recherche et d'innovation Horizon 2020 de l'Union européenne dans le cadre de la convention de subvention N° 890437.

Figure 37 - Poster in French

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# POWERPOOR

Empowering Energy Poor Citizens through Energy Cooperative Initiatives

Ανάπτυξη προγραμμάτων στήριξης για τους ενεργειακά φτωχούς πολίτες και προτάσεων πολιτικής προς τους υπεύθυνους χάραξης πολιτικής, για τη μείωση των επιπέδων της ενεργειακής φτώχειας σε ολόκληρη την Ευρώπη.

## Το POWERPOOR χαράσσει τον δρόμο

**Υποστηρίζοντας** τους ενεργειακά φτωχούς πολίτες να εφαρμόζουν πρακτικές ενέργειας που οδηγούν στη μείωση των ενεργειακών εξόδων, μέσω της ανάπτυξης προγραμμάτων στήριξης και κατάρτισης, για την αντιμετώπιση της ενεργειακής φτώχειας.

**Διευκολύνοντας** την υλοποίηση και υλοποίηση των προγραμμάτων στήριξης μέσω της ανάπτυξης προγραμμάτων που γίνονται, στήριξη και μέσω συνεργειών με φορείς που δραστηριοποιούνται και δραστηριοποιούνται στην ενεργειακή φτώχεια και ενέργεια.

**Προβλίνοντας** ώστε ενεργειακά φτωχοί πολίτες να αναζητήσουν προγράμματα που τους προσφέρουν για να πάρουν τη βοήθεια που τους χρειάζονται μέσω της χρηματοδότησης που... με ενεργειακή φτώχεια, ενεργειακή φτώχεια και στατιστική χρηματοδότησης.

**Με προγράμματα στήριξης ενεργειακά φτωχών πολιτών** οι οποίοι θα διαδραματίσουν, θα αναπτύξουν και θα εφαρμόσουν μέτρα σε 6 χώρες σε όλη την Ευρώπη, με επικεφαλής ένα δίκτυο ενεργειακών Συμβουλίων Ενέργειας και Μετατροπών Ενεργειακών Κοινοτήτων. Οι ενεργειακοί φτωχοί πολίτες θα συμμετάσχουν μέσω της υλοποίησης της υλοποίησης από Ημερήσιες Συνεδριάσεις, Τεσσάρις Γραφεία Ενεργειακής Φτώχειας και τεχνολογικά εργαλεία, τα οποία θα καταστήσουν στην Εργαλειοθήκη Αντιμετώπισης Ενεργειακής Φτώχειας.

**Με στόχο την ανακούφιση της ενεργειακής φτώχειας** θέτοντας τους πολίτες από στεγαστικό της άσκησης, αλλά και στόχους, μετρώμε, του ενεργειακού φτωχού και της άσκησης και της ενεργειακής φτώχειας και εργασία προς έναν ενεργό πολίτη.

## Αναμενόμενα αποτελέσματα

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## Εργαλειοθήκη Αντιμετώπισης Ενεργειακής Φτώχειας




**POWER TARGET**  
Προβλεπόμενα αποτελέσματα για την αντιμετώπιση της ενεργειακής φτώχειας.



**POWER ACT**  
Ενέργεια που αναπτύσσεται για την αντιμετώπιση της ενεργειακής φτώχειας.



**POWER FUND**  
Ενέργεια που αναπτύσσεται για την αντιμετώπιση της ενεργειακής φτώχειας.



**Εργαλειοθήκη Ενεργειακής Φτώχειας**  
Ενέργεια που αναπτύσσεται για την αντιμετώπιση της ενεργειακής φτώχειας.



**Τεχνικά Γραφεία Ενεργειακής Φτώχειας**  
Ενέργεια που αναπτύσσεται για την αντιμετώπιση της ενεργειακής φτώχειας.



**Ομάδες Διεκδίκησης Ενδιαφερομένων Μερών**  
Ενέργεια που αναπτύσσεται για την αντιμετώπιση της ενεργειακής φτώχειας.

### Ακολουθήστε μας

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### Επικοινωνήστε μαζί μας

Συντονιστής έργου: ΕΣΑΔ - ΕΜΠ

Εθνικό Μετσόβιο Πολυτεχνείο

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**Ποιοί είμαστε**
















Ενέργεια που αναπτύσσεται για την αντιμετώπιση της ενεργειακής φτώχειας.

Figure 38 - Poster in Greek













# POWERPOOR

Empowering Energy Poor Citizens through Energy Cooperative Initiatives

## Trabalhar no terreno com cidadãos em pobreza energética e decisores políticos para reduzir os níveis de pobreza energética em toda a Europa

### POWERPOOR lidera o caminho em

**Apoiar:** cidadãos em pobreza energética para implementar intervenções de eficiência energética e participar em iniciativas conjuntas sobre energia, através do desenvolvimento de programas e ferramentas de apoio POWERPOOR, para aliviar a pobreza energética.

**Facilitar:** mudança de comportamento dos cidadãos em relação ao uso de energia e adoção de medidas de eficiência energética através da partilha de experiências e conhecimentos, bem como por meio de iniciativas conjuntas sobre energia e campanhas de envolvimento dos cidadãos através grupos de consumidores de comunidades em pobreza energética.

**Promover:** projetos de comunidades de energia / modelos de financiamento alternativos e apoiar/ajudar aos cidadãos na procura de oportunidades de financiamento (por exemplo, comunidades locais de energia, cooperativas de energia e financiamento coletivo).

**Programas de apoio à pobreza energética**  
que serão desenvolvidos, desenvolvidos e implementados em 8 países-piloto da Europa, liderados por uma rede de **Apoiantes Certificados para a Energia e Medidas de Comunidades de Energia**. Os cidadãos em pobreza energética serão envolvidos através de uma estrutura composta por **Dias Informativos, Gabinetes Locais de Apoio contra a Pobreza Energética e Ferramentas baseadas em TIC** - que serão integradas no **Kit de Ferramentas de Mitigação da Pobreza Energética**.

**Alívio da pobreza energética**  
ao posicionar os cidadãos no centro da solução, por meio de uma transição gradual de um cidadão em pobreza energética para um consumidor informado e, posteriormente, um produtor ativo.

### Impactos expectáveis

8 Países-piloto Itália, França, Alemanha, Portugal, Espanha, Irlanda, Grécia e Polónia	40 cidadãos em risco de pobreza energética	15 programas de apoio contra a pobreza energética	1000 a 1500 famílias beneficiárias	10 de cidadãos em risco de pobreza energética	10 a 20 000 famílias em pobreza energética	8 Países-piloto Itália, França, Alemanha, Portugal, Espanha, Irlanda, Grécia e Polónia	1 Reconhecimento de política energética	1 rede de apoio	100 a 200 famílias beneficiárias	100 a 200 famílias beneficiárias	100 a 200 famílias beneficiárias	100 a 200 famílias beneficiárias
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### Kit de Ferramentas para Mitigação da Pobreza Energética

**POWER-TARGET**  
Identificar e facilitar as medidas em pobreza energética por meio de uma abordagem baseada em dados.

**Guia para a Pobreza Energética**  
Para planeamento energético e desenvolvimento de projetos de planeamento urbano.

**POWER-ACT**  
Capacitar os cidadãos em pobreza energética para a análise dos recursos de energia bem como para os benefícios de implementar medidas de eficiência energética e a instalação de fontes de energia renovável.

**Gabinetes Locais de Apoio à Pobreza Energética**  
Prover informação aos cidadãos, apoiar a parte que alimenta nas iniciativas planeadas ao nível local e a nível nacional para a energia e fornecer um ponto de apoio local no âmbito da pobreza energética.

**POWER-FUND**  
Criar oportunidades de investimento e financiamento para melhorar a pobreza energética e envolvimento de cidadãos cooperativas de energia, campanhas de financiamento coletivo.

**Grupo Nacional de Ligação das Partes Interessadas**  
Facilitar o envolvimento e apoio às famílias em pobreza energética, reforçar a rede de Apoio às Iniciativas de Energia e promover a participação dos cidadãos no desenvolvimento de políticas de energia.

### Vamos ficar em contacto

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 [www.powerpoor.eu](http://www.powerpoor.eu)

### Contacte-nos

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### Quem somos




















Este projeto recebeu financiamento do projeto H2020 de pesquisa e inovação da União Europeia, sob o slogan de "energia para todos" da iniciativa H2020.

Figure 41 - Poster in Portuguese







