



Stromspar-Check

Kann ich. Mach ich.
Find ich gut!



Stromspar-Check Aktiv

Climate Protection in Low-Income Households

Laura Kirchhoff

Ein Verbundprojekt von:



Gefördert durch:



Bundesministerium
für Umwelt, Naturschutz
und nukleare Sicherheit

aufgrund eines Beschlusses
des Deutschen Bundestages



Project overview

Partners:



German Caritas Association e. V.



Federal Association of Energy- and Climate Protection Agencies in Germany (eaD) e. V.

Funding:

- National Climate Protection Initiative
(Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety)
- Start (1st SSC project): Dec 2008
- **Stromspar-Check Aktiv: 01.04.2019 – 31.03.2022**

Gefördert durch:



aufgrund eines Beschlusses
des Deutschen Bundestages



Project overview

General numbers

Foto: jozsitoeroe / Fotolia

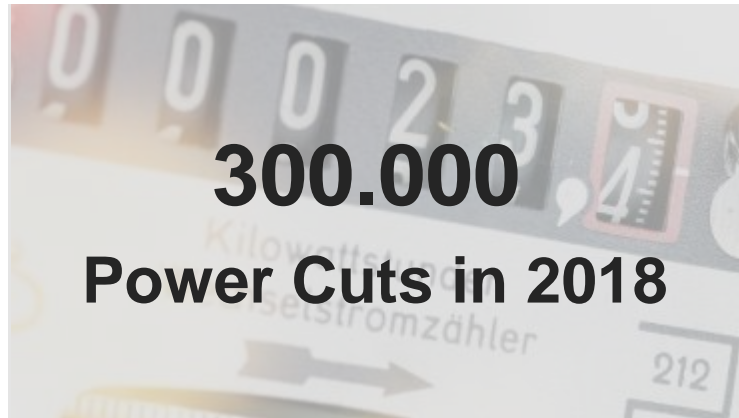
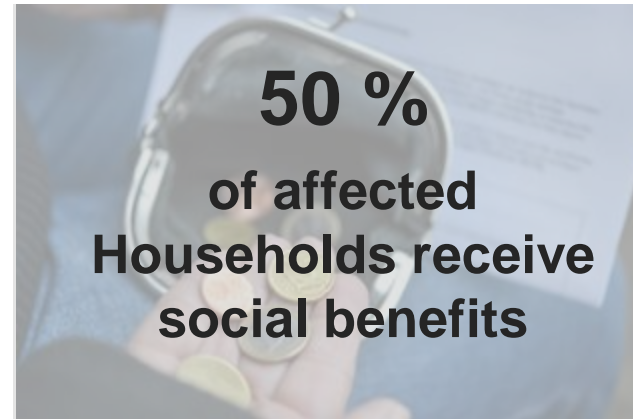


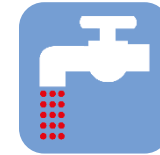
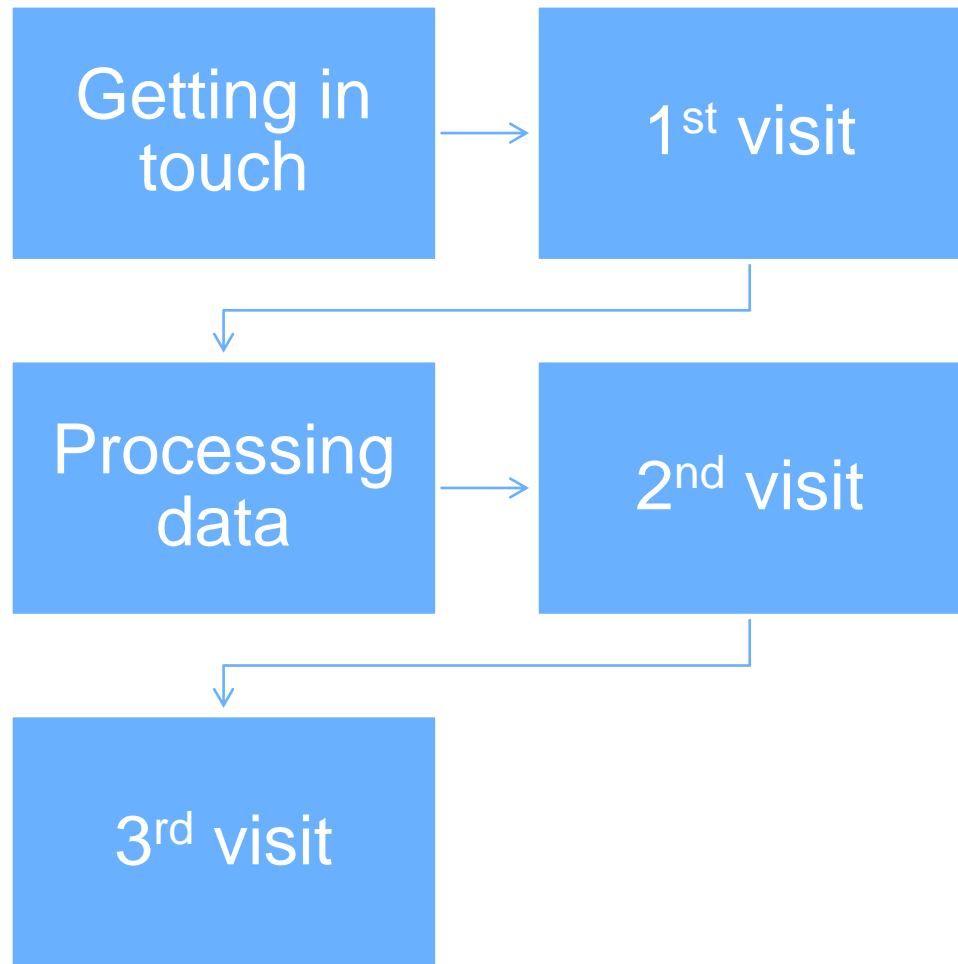
Foto: Fotolia



51 % increase of electricity costs since 2006 (2019 average **30,85 ct/kWh**)

Reduction potential of energy consumption in households: **18 mio. t CO₂** net. per year

Stromspar-Check Aktiv – How does it work?



- low income households receive energy saving advice through former long-term unemployed people



Locations in Germany



Stromspar-Check in numbers

70 € worth energy saving devices

1000 energy saving assistans

370.000 consulted households

12 years project duration



276 Euro anual savings

in numbers

150 offices in Germany

620.000 tons CO₂ reduction

2 cooperation partners

...

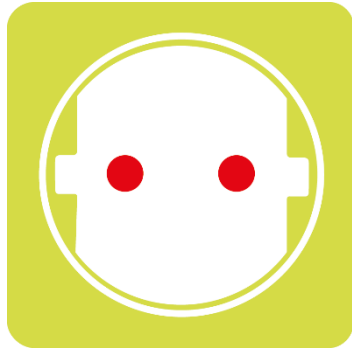


Partners & Customers

- **Important partners**
 - Municipalities, cities, rural districts
 - Jobcenters
 - Welfare organisations
 - Social welfare network partners
 - Energy network partners
- **How do we identify customers?**
 - Marketing activities at local level
 - Word-of-mouth-recommendations
 - Letters from Jobcenter, utilities etc.



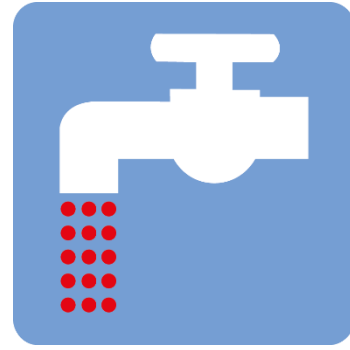
Savings per household



110 €

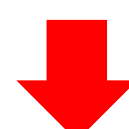
423 kWh

252 kg CO₂



48 €

13 m³



14 €

236 kWh

56 kg CO₂



104 €

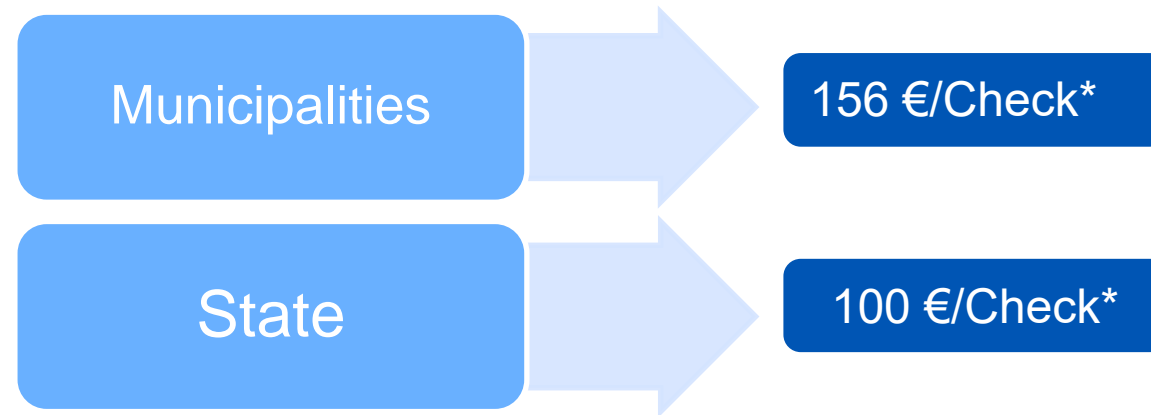
377 kWh

224 kg

Total savings
276 € + 532 kg CO₂

Savings for the public purse

- through savings of residential costs for recipients of social welfare:



* savings per check refer to product lifetime of installed equipment for warm water

Climate protection in everyday life

Extension of consulting services include following topics

- Waste prevention
- Tap water as drinking water
- Waste separation and recycling
- Nutrition

Goal

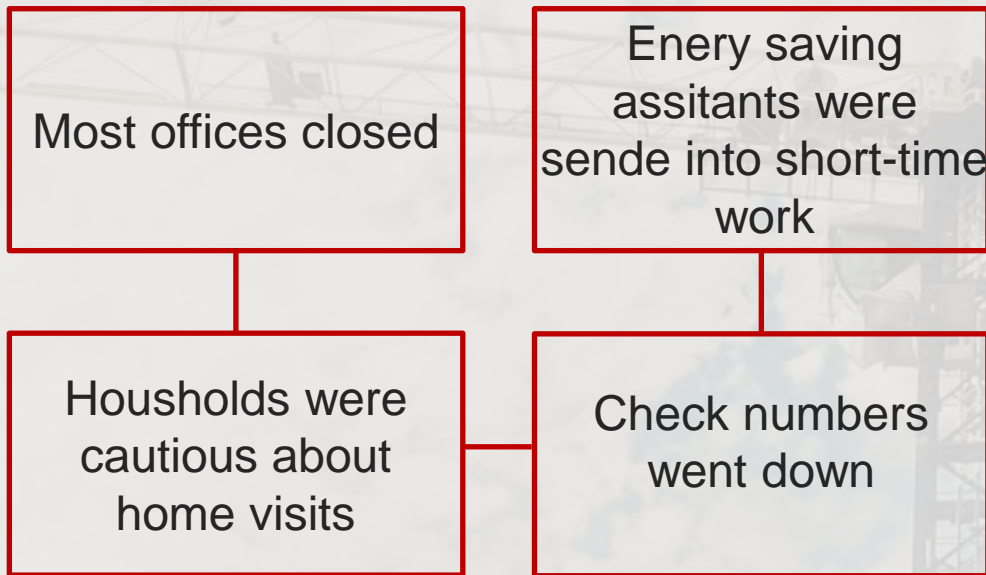
- Advice for 5,000 households on new topics
- Savings of 1,000 t CO₂



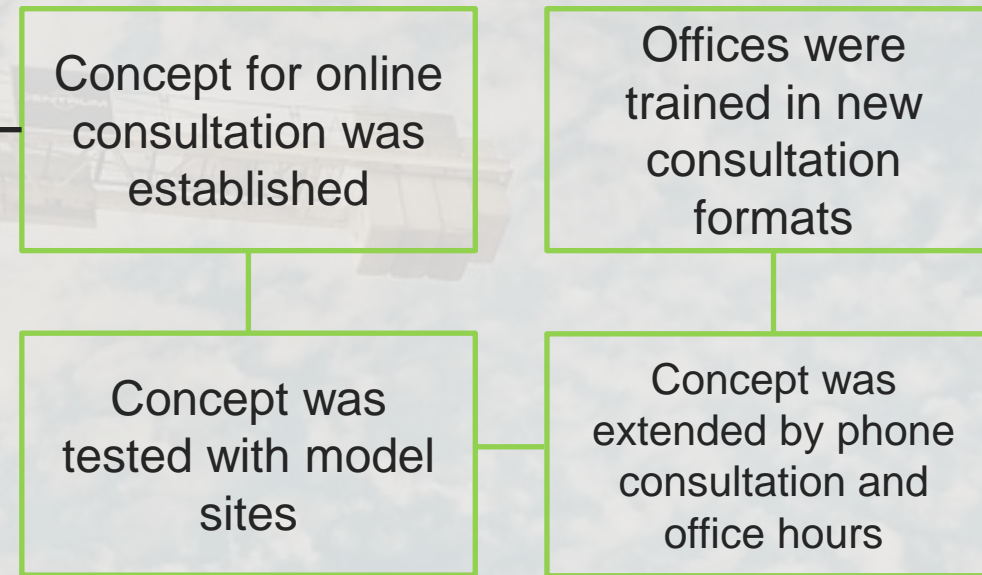
Saving devices for climate protection in everyday life

Evolution during Covid

March to May



June to December



Implementation

Chances and difficulties

Chances

- Combination of climate action and social justice
- Agile and learning organization
- Direct consultancy complemented by online and phone consultation
- Continuous development of consultation topics (e.g. climate protection in everyday life)
- Germany wide initiative
- Strict quality control
- Anonymous recording of household data
- Cooperation project

Difficulties

- 100 % funding in three year funding periods
- Decentralized project
- Consultation only facing low hanging fruits – no impact on the condition of the house
- further development of consultation topics without overstraining energy saving assistants
- Development of continuous local networks
- On site financing

Thank you for your attention!

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