



Make full use of benefits. Protect the environment.

LAYPERSON'S REPORT

# Initiative DoppelPlus

Climate protection even on the tightest budget

LIFE – DoppelPlus  
LIFE15/GIC/AT/000092

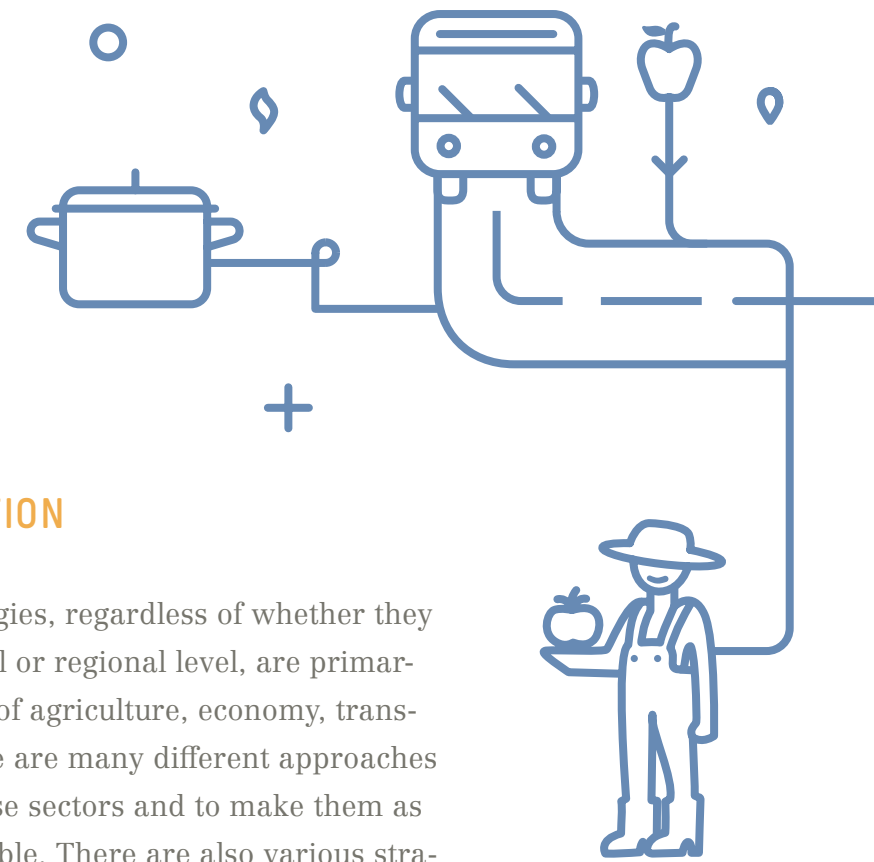
With the vision TIROL 2050 energieautonom (energy autonomous), the state of Tyrol is pursuing an ambitious goal. All the energy that is consumed in the state is to be produced exclusively on site from renewable resources by the year of 2050. To achieve this goal, not only infrastructures need to be expanded and efficiency increased, but energy consumption must also be halved. Changes in all economic and social areas will be necessary for this.

The DoppelPlus initiative is an important part of this Tyrolean climate protection strategy. It supports people with low incomes in making necessary changes in the area of usage behavior in their lives. By reducing energy consumption in private households, valuable resources can be protected and thus the climate can be protected. The positive surplus value consists in improving the respective household budget by saving energy costs.

## THE INITIAL SITUATION

Climate protection strategies, regardless of whether they are at European, national or regional level, are primarily located in the sectors of agriculture, economy, transport and buildings. There are many different approaches to **save resources** in these sectors and to make them as **climate-neutral** as possible. There are also various strategies for **private households**, for example through renovation grants or tax breaks when purchasing new technologies, such as electric cars or photovoltaic systems.

However, this type of **support for private individuals** requires a certain amount of financial means. If a person cannot afford a new electric car anyway, they will not benefit from tax breaks or subsidies. Therefore, people and **households with low incomes** are mostly given little to no consideration in current climate protection strategies. Due to their limited scope of action, they usually have no way of using those subsidies. As a result, **awareness of climate protection and sustainability** in these households is often relatively low. These structural barriers make it difficult for these people to actively participate in and personally relate to climate protection.



## THE POTENTIAL

However, there is **great, yet untapped potential** within this group. In the preliminary survey of the DoppelPlus initiative, it was found that the topics of energy efficiency and energy saving also offer **opportunities for low-income households** to actively participate in climate protection and thus to contribute to the ambitious goals of the vision TIROL 2050 energieautonom.

Above all, particular attention within the group of households with low incomes is given to those who are threatened or already affected by **energy poverty**. The relationship between the monthly available budget and the expenditure for housing energy is extremely unbalanced in these households. They spend around **a quarter of their income on covering their domestic energy needs**. An average Austrian household only needs around 5% of monthly income to cover its energy costs.

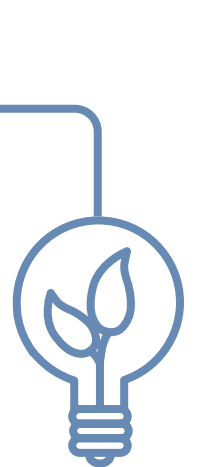
## THE TARGET GROUP

According to moderate estimates, **around 10,000 households** in Tyrol are affected by **energy poverty**. It is noticeable that these households are only **a few demographic groups**, which in turn indicates a structural problem. Accordingly, the **target group** for DoppelPlus has been formed from this group of people.

### *The most common representatives include:*

- Single parents
- Asylum seekers and persons entitled to asylum
- Long-term unemployed
- Migrants
- Retirees

They are encouraged and supported by the volunteer **energy and climate coaches** from DoppelPlus to participate in climate protection through **easy-to-implement measures**. The focus is on the **adaptation of individual behavior patterns**.



## WIN-WIN FOR PEOPLE AND THE CLIMATE

Following the initiative's motto "**Make full use of benefits. Protect the environment**", DoppelPlus creates win-win situations that open up completely new opportunities for these people. **Simple energy-saving measures** can **save money, improve personal quality of life** and make a valuable contribution to **climate protection** at the same time. The **conscious and economical use of energy and resources** within one's home also sensitizes people to issues of sustainability. Their acceptance of climate protection measures increases and the personal CO2 emissions decrease with every kilowatt hour saved.



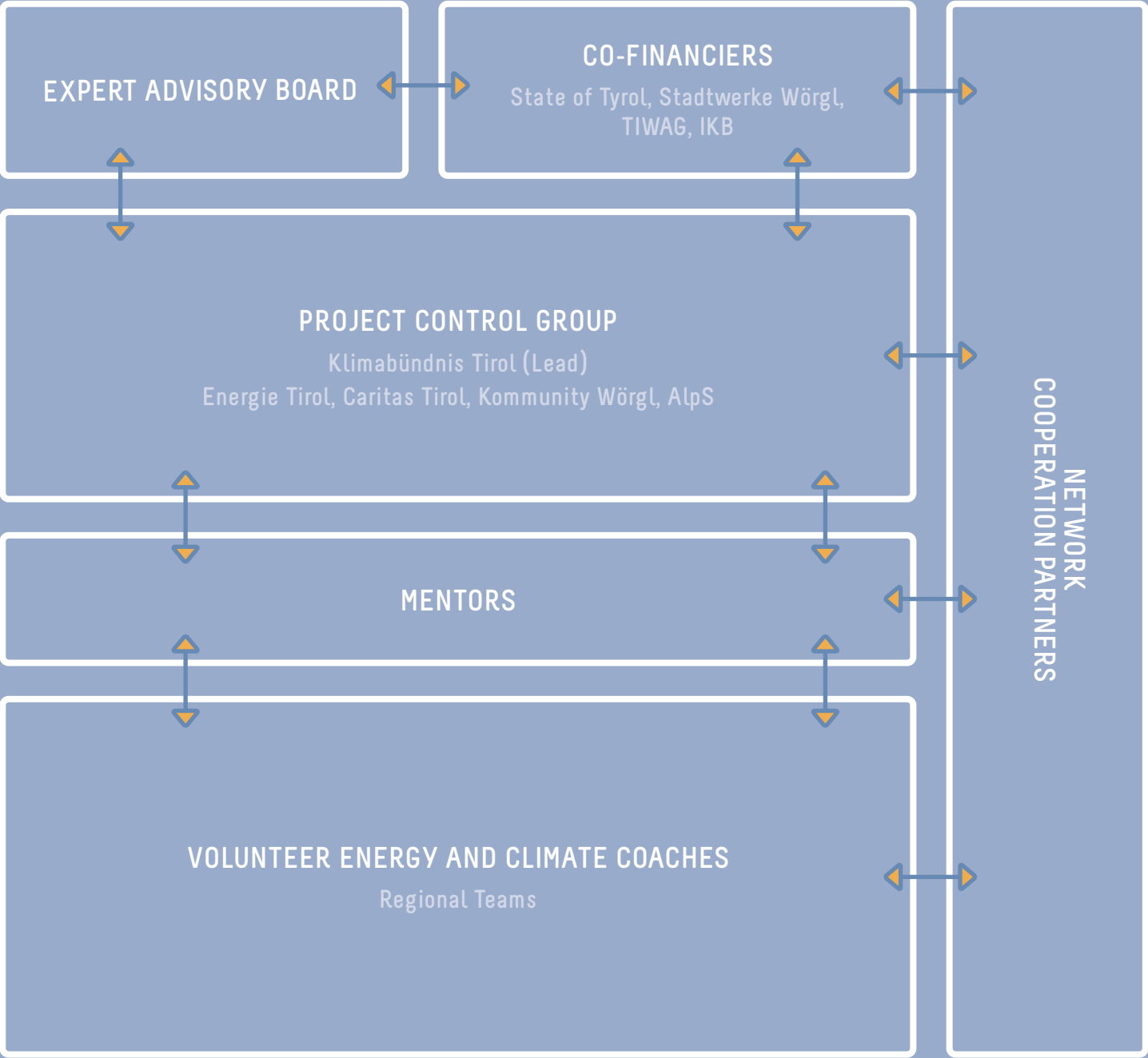
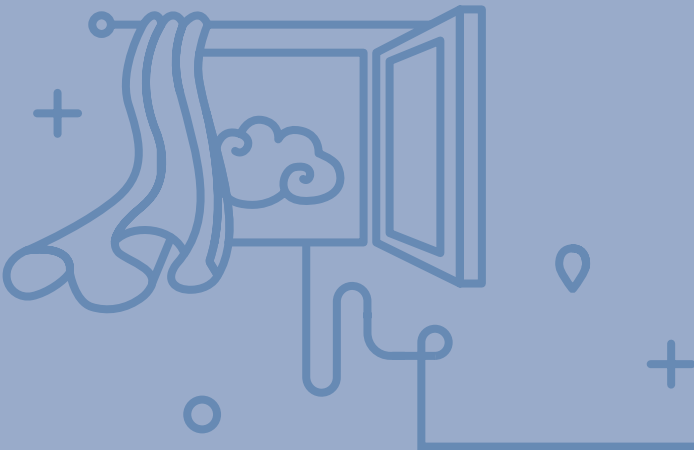
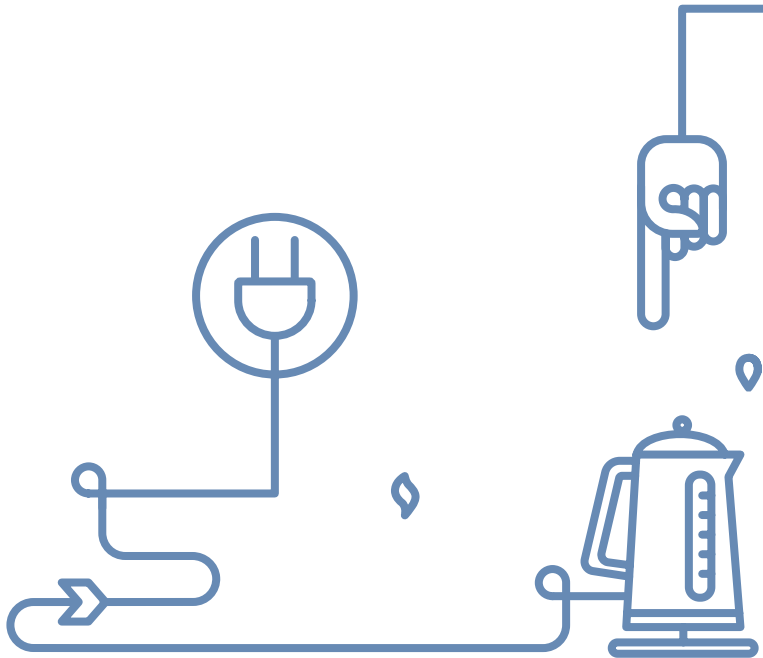
*"The DoppelPlus initiative invites everyone to make a contribution to climate protection. In addition to climate protection, DoppelPlus also means fighting poverty. The initiative helps low-income families to save costs through actions that are easy to implement. DoppelPlus is an important step on the way to TIROL 2050 energieautonom."*

Dr. Franz Fischler, former EU Commissioner, President of the European Forum Alpbach

THE NETWORK

In order to reach the target group, DoppelPlus depends on a **broad network**. The supporting organizations of the project share certain areas of responsibility, both organizationally and conceptually as well as spatially. These supporting organizations include **Klimabündnis Tirol** (Climate Alliance Tyrol), **Energie Tirol**, **komm!Unity Wörgl**, **Caritas Tirol** and **alpS GmbH** as the monitoring partner. They contribute to the project personally, with expertise and their respective network as well as they provide the mentors who keep in touch with the energy and climate coaches. The project is funded by the EU Commission through the LIFE program. Other institutions, organizations and companies are also involved. **The state of Tyrol**, and **Stadtwerke Wörgl** act as co-financiers. **Tiroler Wasserkraft AG**, **Innsbrucker Kommunalbetriebe** or **Stadtwerke Kufstein** are contributing to the project in the form of further cash and non-cash benefits.

Furthermore, the commitment of other network and cooperation partners is an important component for the success of DoppelPlus. Employees of organizations who are in close contact with the target group are informed about the contents and concerns of DoppelPlus. Many of the important initial contacts between DoppelPlus and the target group are made through various social institutions. Subsequently, concerns of their clients on the topics of energy and household are passed on to the DoppelPlus-experts, which means a relief for the respective social organization.





## THE VOLUNTARY ENERGY AND CLIMATE COACHES

The **voluntary energy and climate coaches** form the **backbone** of the DoppelPlus initiative. They are the ambassadors of the project and many of them have had problems with high energy consumption, a low household budget, or both themselves. They bring their **own experiences** into the work and thus have easier access and better insight into the individual situations of the households concerned. First, the volunteers are trained by experts from the project partners to become so-called energy and climate coaches.

This free training provides information and facts about climate change, climate change adaptation, as well as energy and sustainability issues relating to private households. The participants also acquire soft skills that help to provide needs-based, individual and understandable advice in the target group's households. After successfully completing the training, inquiries about household coaching are passed to the energy and climate coaches.

*The volunteer coaches are very independent when it comes to carrying out, preparing for and following up on the consultations. The organization on their own underlines the responsibility and importance of the volunteers for the project. It strengthens their self-confidence as well as the relationship between the target group, the volunteers and the DoppelPlus initiative.*



*“For me, climate protection also means passing on my knowledge about saving energy so that others can benefit from it.”*

Nicole Suntinger, Voluntary energy and climate coach



Image: shutterstock: Iakov Filimonov

# THE COACHING

The centerpiece of DoppelPlus is the on-site energy and climate coaching for the target group. The volunteer coaches examine the entire apartment together with the people in the respective household. In this way, the coaches get an initial overview of the clients' individual situations.



## DIALOGUE

In mutual exchange, habits and possible energetic weak points as well as problem areas in the household are identified. By means of this information and always based on the developed guideline "Climate protection even on the tightest budget", the first steps in the consultation are carried out.

## COACHING

Based on the two subject blocks "Household Energy" and "Conscious Living", the coaches deal with matters relating to heating, cooling and ventilation of the apartment, water and electricity management, but also individual consumption patterns and the respective mobility behavior of the residents.



## HOUSEKEEPING

In addition to uncovering weak points in housekeeping, the coaches give valuable and easy-to-implement tips on how to reduce energy consumption, save money and thus protect the climate. This creates an advantage for everyone, a double plus.

## MOBILITY

During the household consultations, the coaches take on the role of motivators. They support clients in adapting simple changes in their personal behavior. The advantages associated with these changes in behavior are presented to and discussed with the target group. The implementation of these tips is supported by the so-called „starter packages“. In addition to further information, these also contain practical items such as LED lamps, aerators for taps or thermometers and hygrometers for refrigerators and interiors.



## STARTER PACKAGES

Regular tables, excursions and information events as well as a lively exchange between the DoppelPlus team, the mentors and the volunteers ensure the quality of the coaching. The coaches give regular feedback on experiences or ambiguities. Therefore, the project's offer continuously expands and adapts to the target group and its needs. This subsequently supports the continuation and development of target group-specific measures to raise awareness and adapt to climate change.

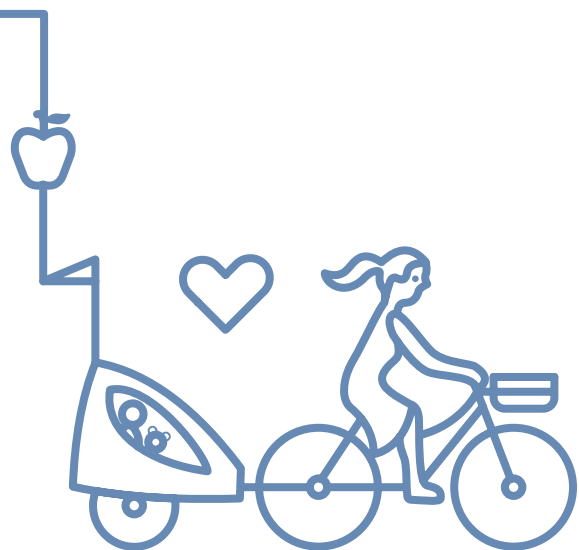




## THE ADDITIONAL MEASURES

In addition, the DoppelPlus initiative has other offers in its program. Through **lectures, workshops** and **train-the-trainer programs**, it was already possible to build up a broad network through which people from the real estate industry, social organizations, education or politics can be reached. These so-called multipliers are something like influencers of the initiative. Through their social, economic and professional positions, they contribute to the **consolidation of sustainable structures** in the relevant areas. They represent and strengthen the DoppelPlus network throughout Tyrol and beyond. This means that the content, the goals and offers of DoppelPlus can be integrated sustainably into the daily tasks of the various sectors.

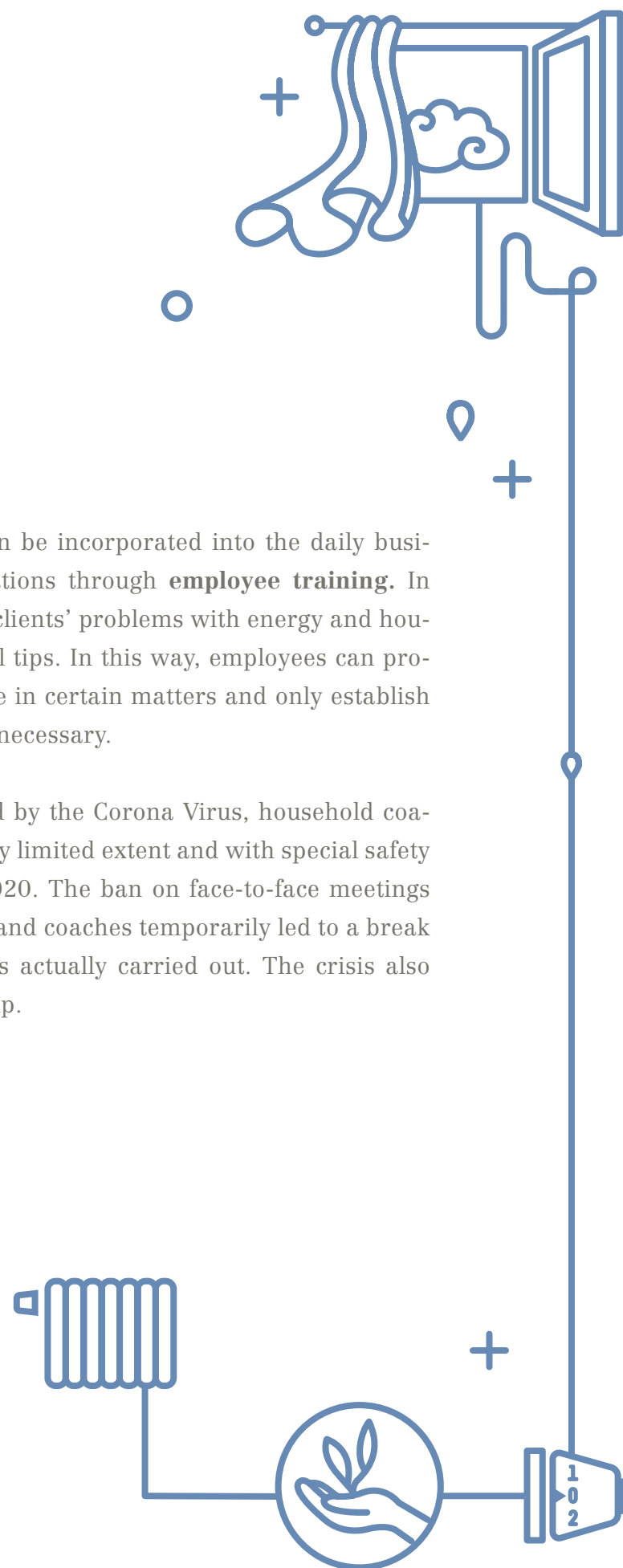
For example, **sustainability and energy awareness in the household** are integrated into basic German courses for migrants. In two-hour workshops, the DoppelPlus content is worked up in simple language in order to sensitize the participants in a low-threshold way and to illustrate the advantages of a sustainable lifestyle.



**Moving-in support** is also part of the extended offer. The content of DoppelPlus is adapted to the individual requirements of the respective public housing project and taught to the target group via workshops. In this way, people are motivated for sustainable and resource-efficient housekeeping even before they move into new, mostly publicly funded apartments. In this context, two of the volunteer DoppelPlus coaches were given permanent positions as moving-in, housing and household advisors, one of them at Innsbrucker Immobilien Gesellschaft (Innsbruck real estate company), the other at the Diakonischer Verein Tirol (Diaconal Club Tyrol).

Moreover, the DoppelPlus contents can be incorporated into the daily business of some socially active organizations through **employee training**. In addition to raising awareness of their clients' problems with energy and household issues, it also includes practical tips. In this way, employees can provide their clients with direct assistance in certain matters and only establish contact with DoppelPlus afterwards if necessary.

Due to the ongoing restrictions caused by the Corona Virus, household coaching could only be carried out to a very limited extent and with special safety and hygiene measures from March 2020. The ban on face-to-face meetings and major reservations among clients and coaches temporarily led to a break in the number of on-site consultations actually carried out. The crisis also hampered contact with the target group.



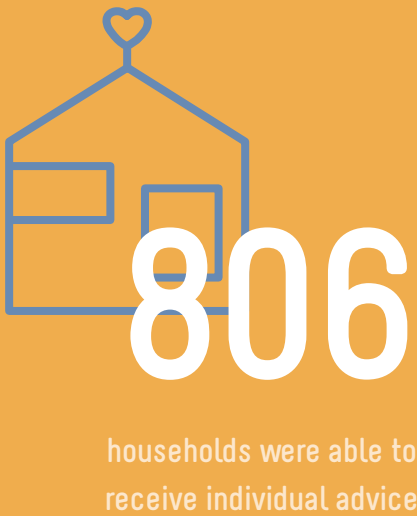
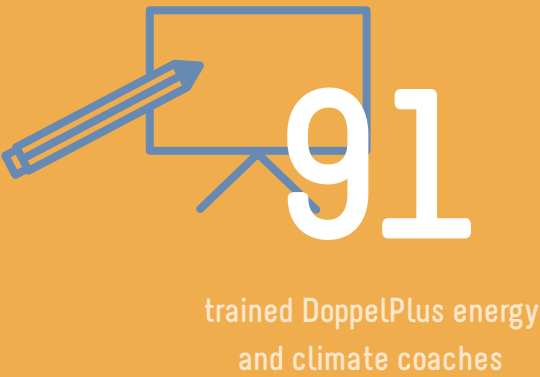
In the wake of the pandemic, the **digital offering was expanded and improved**. A guide to digital household advice on a smaller scale has been developed and has already been used by some of the volunteers in practice. As a result, DoppelPlus now also provides low-threshold offers for peripheral regions of Tyrol. Online regular tables with the volunteers and online workshops for multipliers are now part of the DoppelPlus repertoire. In addition, the brochure “Climate protection even on the tightest budget” could be set to sound in several languages and presented in the form of short videos. A YouTube channel was set up especially for this purpose in order to disseminate energy saving tips in German, Turkish, Arabic, Portuguese and many other languages.





# THE RESULTS

With the help of the 91 trained DoppelPlus energy and climate coaches, 806 households were able to receive individual advice from November 2017 to February 2021. In connection with the numerous additional digital and analog offers, a more than 15,800 people were reached with the content of DoppelPlus.



This helped them to make their lifestyle more sustainable and thereby save money. In combination with the starter packages issued, each household that was reached through climate and energy coaching was able to save an average of 2091 kWh of household energy per year, which means a reduction of 667 kg CO<sub>2</sub>-eq.



Savings per household and year through an energy and climate coaching

The average monetary savings amount to around € 209 per year, which boosts the budget of every household advised. It can be assumed that the effect on the respective usage behavior will last for at least two years. In this way, the actual savings of every household consultation increase over time.

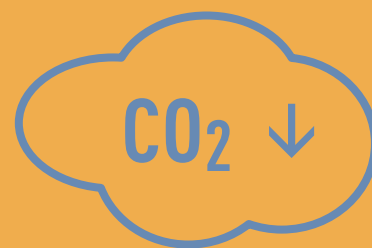
In combination with all additional measures and all multipliers reached, the DoppelPlus initiative was able to contribute total savings of 2,071,573 kWh or 637,4 t CO<sub>2</sub>-eq to February 2021 to achieve Tyrolean energy autonomy.



# 2.071.573 kWh

# 637,4 t CO<sub>2</sub>

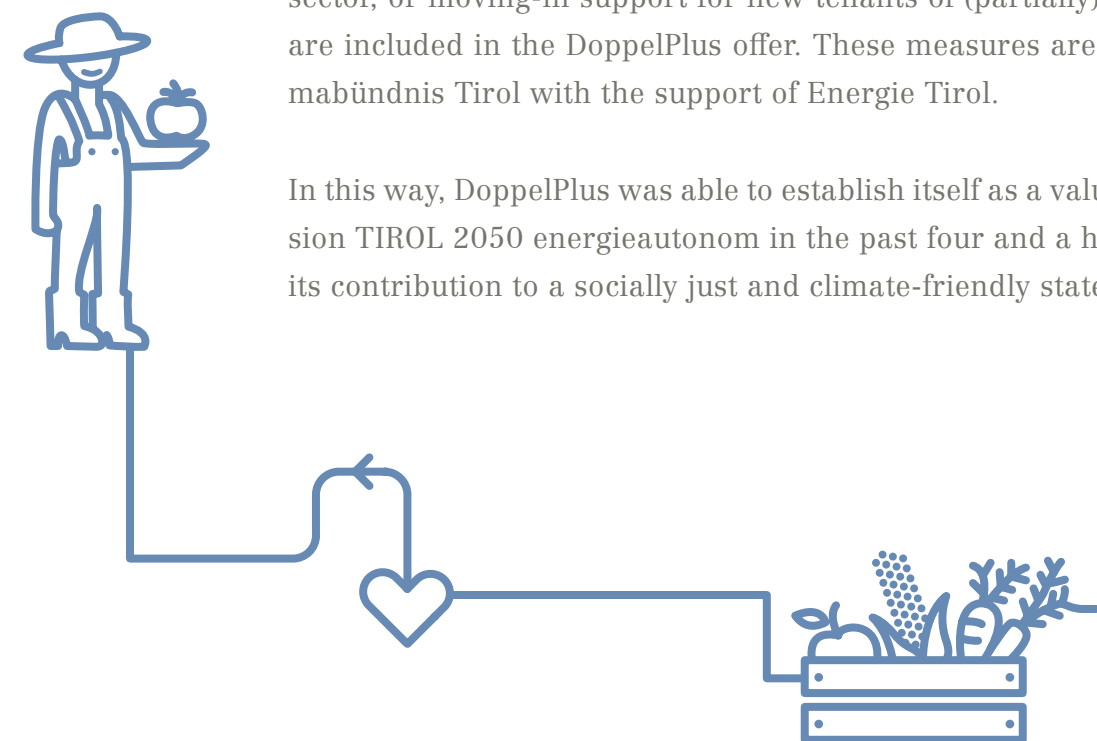
Total savings till February 2021  
taking into account all people and multipliers

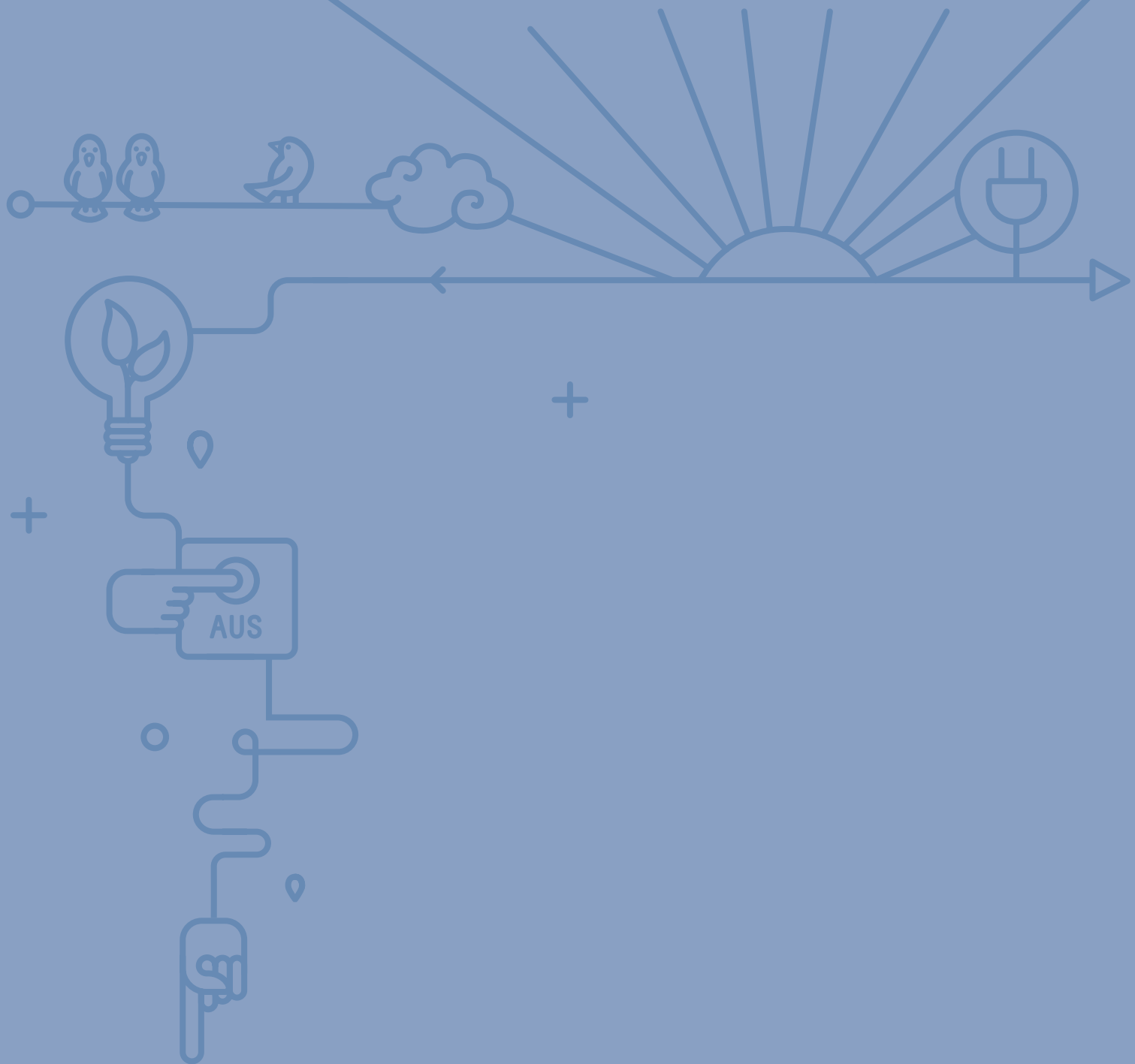


## AfterLIFE – DoppelPlus 2.0

The recipe for success of the DoppelPlus initiative is being continued by the three project partner Klimabündnis Tirol, Komm!Unity Wörgl and Energie Tirol. DoppelPlus 2.0 is financially supported by the previous co-financier of the State of Tyrol. The three project partner concentrate on their respective technical expertise and their spatial project area. Komm!Unity Wörgl supervises and coordinates the energy and climate coaching in the Tyrolean Unterland, Klimabündnis Tirol is responsible for coordinating the coaching in the rest of Tyrol. Energie Tirol will continue to offer special advice from certified full-time energy consultants. As before, the training and further education of volunteers is the responsibility of Klimabündnis Tirol and Energie Tirol. In addition, workshops for multipliers, for example from the social or housing sector, or moving-in support for new tenants of (partially) public apartments are included in the DoppelPlus offer. These measures are carried out by Klimabündnis Tirol with the support of Energie Tirol.

In this way, DoppelPlus was able to establish itself as a valuable part of the Vision TIROL 2050 energieautonom in the past four and a half years and make its contribution to a socially just and climate-friendly state of Tyrol.





More information at:  
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