

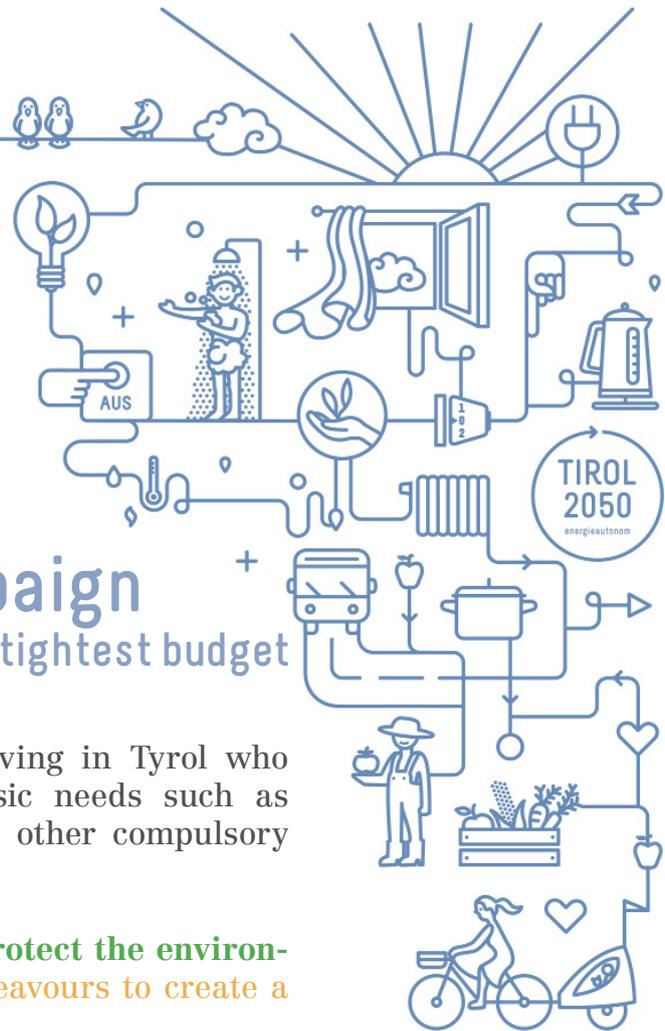
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DoppelPlus

project information booklet



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DOPPELPLUS Campaign

Climate protection even on the tightest budget

There are around 100,000 people living in Tyrol who cannot easily afford to pay for basic needs such as energy, mobility, healthy nutrition or other compulsory consumer expenses.

Under the motto **“Take advantage. Protect the environment,”** the DoppelPlus campaign endeavours to create a win-win situation for all.

WHAT EXACTLY IS DOPPELPLUS?

DoppelPlus empowers individuals and low-income households to make a contribution to the Province of Tyrol’s energy and climate strategy within their means.

By taking advantage of personalised coaching, individuals in low-income households will receive valuable tips on mitigating climate change and a free energy efficiency and climate change mitigation starter package.

In addition, there are other customised measures such as ‘train-the-trainer programmes,’ information campaigns and the teaching of environment basics in German language courses for beginners.

The goal of all measures is a **“double plus”** or win-win situation: **Good for you and good for the environment.**

The DoppelPlus campaign aims to relieve the burden on one’s household budget while at the same time increasing personal quality of life. In addition, a more conscious use of energy and resources contributes to mitigating the effects of climate change.



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THE GOALS

The main objective of the project is to bring about changes in daily activities and everyday practices in favour of energy efficiency and mitigating climate change in low-income households.

Improved quality of life and everyday cost savings are the key messages behind the offers and activities.

This will be primarily accomplished through...

... training to become a voluntary energy and climate coach, which offers not only an increase in one's own competence and meaningful employment, but also the possibility of a first job or reintegration into the labour market.

... providing and demonstrating concrete ways of acting that are easily applicable in everyday life. Without much effort, we can all actively contribute to energy efficiency, mobility, healthy nutrition and sustainable consumption.

... personal coaching in the households, the dissemination of climate change mitigation basics in German courses for beginner as well as info campaigns and the train-the-trainer programme. This will result in a long-term reduction in household expenditures through the reduction of energy consumption while simultaneously raising awareness about climate change mitigation.

... networking, exchange and cooperation in creating sustainable, regional structures, partnerships and collaborative endeavours and the long-term implementation of the DoppelPlus campaign as part of the province's energy strategy TIROL 2050 energy-autonomous.

... a multifaceted monitoring system that ensures that the results are meaningful and that the measures taken are adaptable for the future.



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WHO WILL DOPPELPLUS REACH?

Low-income households, including e.g.:

- + Single parents
- + Those seeking and having been granted asylum
- + The long-term unemployed
- + Immigrants
- + Pensioners

In particular:

+ compensation beneficiaries + heating-cost beneficiaries + rent-assistance beneficiaries + minimum-income beneficiaries + unemployment assistance beneficiaries and all those who are covered by the definition of at-risk-of-poverty.





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THE MEASURES

Volunteers have received well-grounded and practical training to be energy and climate coaches. They will conduct over 1000 on-site energy & climate coaching sessions in low-income Tyrolean households.

As a 'double plus,' households will also receive free energy-saving and environmental protection products such as thermo-hygrometers, LED lamps, valuable information and much more.



Energy & climate coaching is carried out directly in the eligible households and covers the most important areas of daily life:

- + Living
- + Heating
- + Electricity
- + Mobility
- + Consumer behaviour
- + Nutrition
- + Waste separation
- + Adapting to climate change
- + Climate change mitigation

Cost savings are a welcome effect of the individual household coaching sessions. Above all, the goal is to empower people in their own responsibility and thus to promote energy efficiency and climate change mitigation.

At the same time, personal quality of life in low-income households, in addition to our common living spaces, should be actively improved.



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Experience shows that households are confronted with many different problem areas:

- + High energy costs
- + Energy debt
- + (the threat of) Power being cut off
- + Mould
- + Inefficient household devices
- + Lack of knowledge resulting in incorrect pattern of use
- + ...

The problems are manifold but the solution (or the best possible way to optimise the situation) is often possible with simple means.

This is the task of volunteer energy and climate coaches.

ADDITIONAL MEASURES

In addition to energy and climate coaching in low-income households, the following measures are part of DoppelPlus:

- + Creating and developing targeted offers
- + Train-the-Trainer Programme
- + Implementing topics into German courses
- + Creating awareness amongst Tyroleans
- + Building up an established energy and climate coaching network for the future

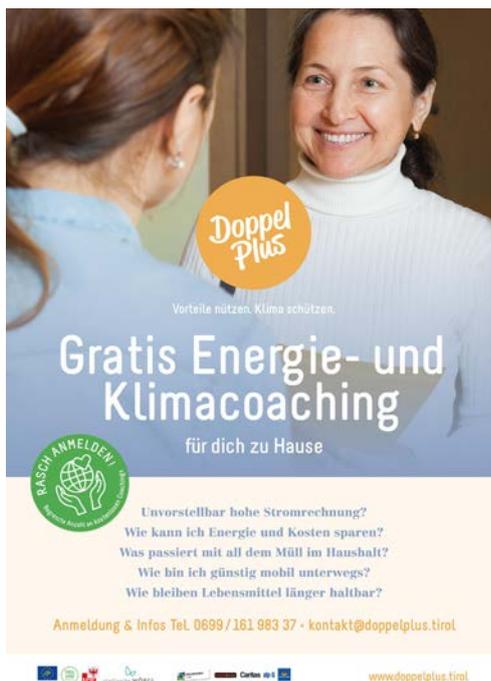


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HOW DOES ENERGY AND CLIMATE COACHING WORK?

Energy and climate coaching is a free offer to all Tyrolean households , whose income is below the at-risk-of-poverty threshold. There are various different ways to register for this free service: **online via the contact form on the homepage <www.doppelplus.tirol>**, **by calling 0699 16198337**, **via email to kontakt@doppelplus.tirol** or **via postage-paid folding flyers, which are available in print form at numerous cooperation partners or is actively distributed by them.**

As a next step, the mainly volunteer energy and climate coaches will visit the households, measure on-site the electricity and water consumption of equipment and analyse the consumption behaviour of the residents.



They will provide practical tips on how households , through a simple change in behaviour, can optimise energy and resource use in the areas of housing, mobility, nutrition and sustainable consumption with benefits for themselves, society and the environment.

It is important to note that these measures are not cost intensive and do not require construction measures. In addition, households will receive additional energy-saving and climate change mitigation articles worth an average of EUR 40, which will be directly installed. Among other things, this “starter package” includes LED lamps, thermo-hygrometers, time switches if required, switchable power strips, flow limiters and much more.

Thanks to free budget coaching sessions for individuals and for the target group, cost savings and thereby profit for one’s own household budget is a welcome effect. The aim is to empower people to take responsibility and to raise awareness and promote energy efficiency and mitigating climate change.

Through conscious thinking and acting, the personal quality of life for household inhabitants and our common living spaces are sustainably improved.



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DOPPELPLUS: A WIN-WIN FOR ALL

For households:

+ Strengthening individual action for climate change mitigation and the resulting reduction in energy expenditure increases quality of life.

For volunteers:

+ Thanks to their valuable training as energy & climate coaches and a meaningful occupation with social added value, there is further potential for the future in the form of contacts, networking and personal continuing education.

For our province:

+ Because the community promotes mitigating climate change in Tyrol through more conscious and responsible action thereby reducing energy consumption and CO₂ emissions, we all come a step closer to our shared vision of an energy-autonomous Tyrol.



Image: Bridging the gap between the environment and energy is at the heart of social commitment and lending a helping



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BROAD PARTNERSHIP

This four-year project, which is funded by the EU Commission's **LIFE Programme**, is supported by project partners such as **Klimabündnis Tirol**, **Energie Tirol**, **komm!unity Wörgl**, **Caritas Tirol** and **alpS GmbH** and is co-financed by **Land Tirol** and **Stadtwerke Wörgl**.

The introduction of knowledge, structures, networks as well as financial and non-cash benefits by other cooperation partners, such as the **Innsbrucker Kommunalbetriebe AG** and **Tiroler Wasserkraft AG**, are key to the sustainable success of this initiative.

At the end of project period, the DoppelPlus campaign will become an integral fixture of the province's energy strategy TIROL 2050 energy-autonomous.

Additional info about the project

www.doppelplus.tirol

www.facebook.com/doppelplus

info@doppelplus.tirol

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DoppelPlus is a joint initiative of: Klimabündnis Tirol, komm!unity Wörgl, Caritas Tirol, alpS GmbH und Energie Tirol.

Funded by: LIFE (EU), Land Tirol and Stadtwerke Wörgl.

With friendly support from: IIG, IKB and TIWAG.

Geördert von:



LIFE15 GIC/AT/000092



Funded by:



Project partner:



Caritas



Support from:

**INNS'
BRUCK**

iKB



Diakonie 
Flüchtlingsdienst

In addition to the IIG (represented by the logo of the city of Innsbruck), other non-profit housing associations such as the NHT, We, and Tigewosi support us in looking for households eligible for the DoppelPlus campaign.

Tyrol's public transport companies (in particular the VVT and ÖBB) also contribute to supporting this campaign.

In addition to the Stadtwerke Wörgl, which has supported this project from its very conception, the Innsbrucker Kommunalbetriebe AG and Tiroler Wasserkraft AG are also supporting the DoppelPlus campaign with ideas and materials.

In addition to all the promoters and supporters of the Doppelplus campaign, we would especially like to thank the volunteer energy & climate coaches.

The success of the DoppelPlus campaign would be difficult to implement without this broad level of support.



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Notes:



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