

Convincing decision makers

The issue - how to make decisions?



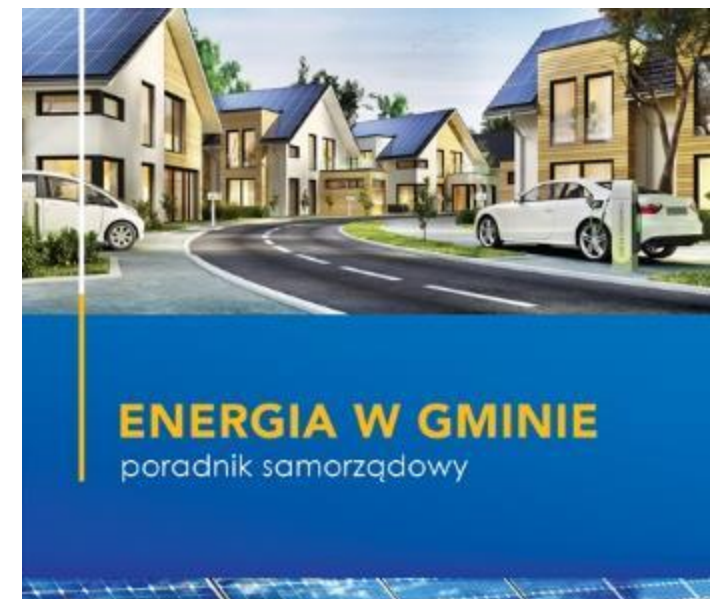
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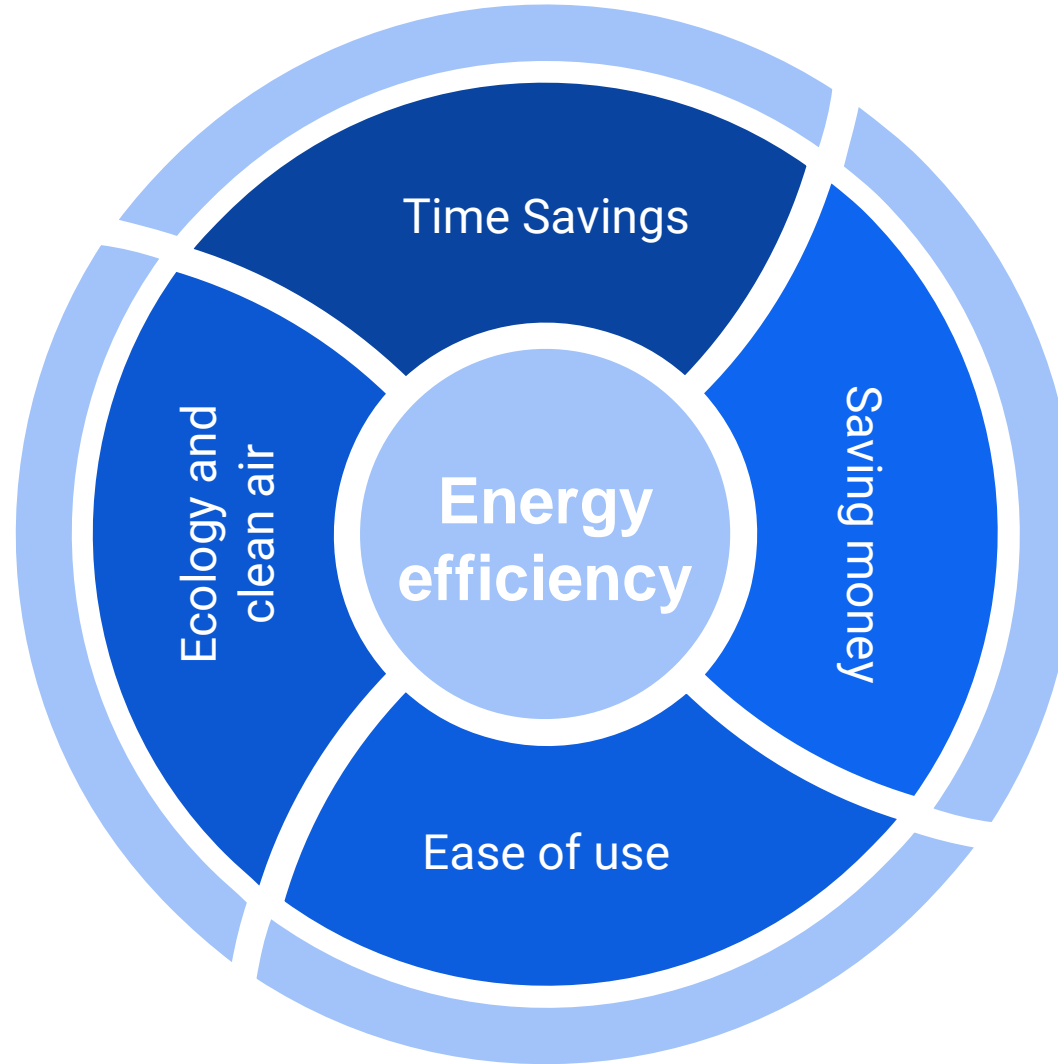
EFFECT4buildings

GL⊙**B** **Energia**

GL⊙BEnergia in just two ... well, three sentences



Energy efficiency – what it gives you



Energy efficiency – how to communicate

Energy efficiency

Who we want to reach:

- municipal companies
- facility Managers
- private Investors

How to communicate

What reasons

Identifying the audience



Give the investor information and reason he/she needs

1. Legal and financial background
 - regulation on public finances
 - regulation on public procurements
 - transparency
2. Try and convince
 - case studies
 - good practises
 - maintenance in a real time
3. Help in a daily management
 - show costs
 - teach how to use devices installed
 - tell where to go & who to contact for service



C'mon folks, it ain't boring!



Kindergarten in Łądek Zdrój, Poland

Decision maker, investor, manager

- 
1. Check legislations and budgets at the planning stage
 2. Monitor expenditures, always be aware of the necessity of your investment
 3. Care about your comfort

What we have focused on?

Barriers identified during project works:

- Political (legal regulations, legislation)
- Financial (subsidies, material status)
- Administrative (bureaucracy, training of staff)
- Social (resistance, lack of confidence, suspicions)



What we have focused on

Based on our experience and talks with investors, we

- gathered all the experiences and suggestions that may facilitate the implementation of investments to make it simple, easy, pleasant and suitably adapted.



What we have focused on

Our Road Map contained:

- A manual on EE for facility managers - February 2020
- Practical tools (list of rules, etc) - February 2020
- A series of „case study movies“
- A series of trainings & conferences - June 2020



What we have focused on

- A manual on EE for facility managers
- „Guideline in convincing decision makers – how to argue and convince Energy efficient investments?”
- In a simple & understandable language



What we have focused on

- „Guideline” contains:
 - Pros for Energy-efficient investments (decision makers, facility managers and users)
 - How to save electricity, heat & cooling
 - Good and bad practises
 - Mistakes identified
 - Tools to succeed in EE investments (legal, financial, behavioral)
 - Recommendations to policy makers



What we have focused on

„Guideline” distributed to:

- More than 2.000 local authorities in Poland
- Representatives of more than 750 municipal companies
- Local associations and institutions supporting civic activities
- Promoted on a project website and Małopolska Association web
- Edited in a „user friendly form”



What we have focused on

„List of rules”

- How to save energy
- How to be Energy efficient
- Why and what for
- Promoted on a project website and Małopolska Association web
- Edited in a „user friendly form” with an attractive design



INSTRUCTIONS FOR AN ENERGY-EFFICIENT BUILDING



- 1 VENTILATE THE ROOM INTENSIVELY AND FOR A FEW MINUTES
- 2 MAKE THE MOST OF SUNLIGHT
- 3 USE THERMOSTATIC VALVES AND ROOM TEMPERATURE CONTROLLERS
- 4 EXPOSE THE HEATERS
- 5 COOK IN THE KETTLE ONLY AS MUCH WATER AS YOU NEED, NO MORE
- 6 AFTER LEAVING THE ROOMS, TURN OFF THE LIGHTS
- 7 DO NOT OPEN THE WINDOWS IF AIR CONDITIONING IS WORKING
- 8 AFTER WORK, TURN OFF THE COMPUTER, DO NOT PUT IT TO SLEEP MODE
- 9 CLOSE THE DOOR BEHIND YOU, DO NOT INITIATE AN AUTOMATIC DOOR WITHOUT OPENING
- 10 USE THE ELEVATOR AS A LAST RESORT
- 11 ADJUST YOUR WORK DUTY TO THE WEATHER OUTSIDE

Interreg EU EFFECT4buildings



What we have focused on

„Movies – case studies”

- Three movies (recorded and produced by Globenergia)
- Buildings used for both public and commercial purposes
- Three different locations
- Various Energy sources and technologies (Heating, cooling, electricity, thermal insulation)





It's, let me say this,
Jacek Suchecki, Organism extremely modern.

What we have focused on

„Movies – case studies”

1. European Center of Solidarity (Gdańsk): https://youtu.be/baavI2_AvUs



2. Niesiułków – a school building: <https://youtu.be/...>



3. Stary Sącz, HQ of a logistic company: <https://youtu.be/...>



What we have focused on

Technical trainings & study visits

1. Preparation of training materials
2. Use of manuals, leaflets and guidebooks
3. External experts – facility managers, engineers & academics
4. Each training session consisting of lectures and practical workshops (installation of PV, measurements of heating systems, monitoring of HVAC devices)
5. Locations: certified Energy Labs in southern Poland working in a real time & real conditions (acommodation, training rooms, office spaces)



What we have focused on



Three workshops and three study visits

What we have focused on

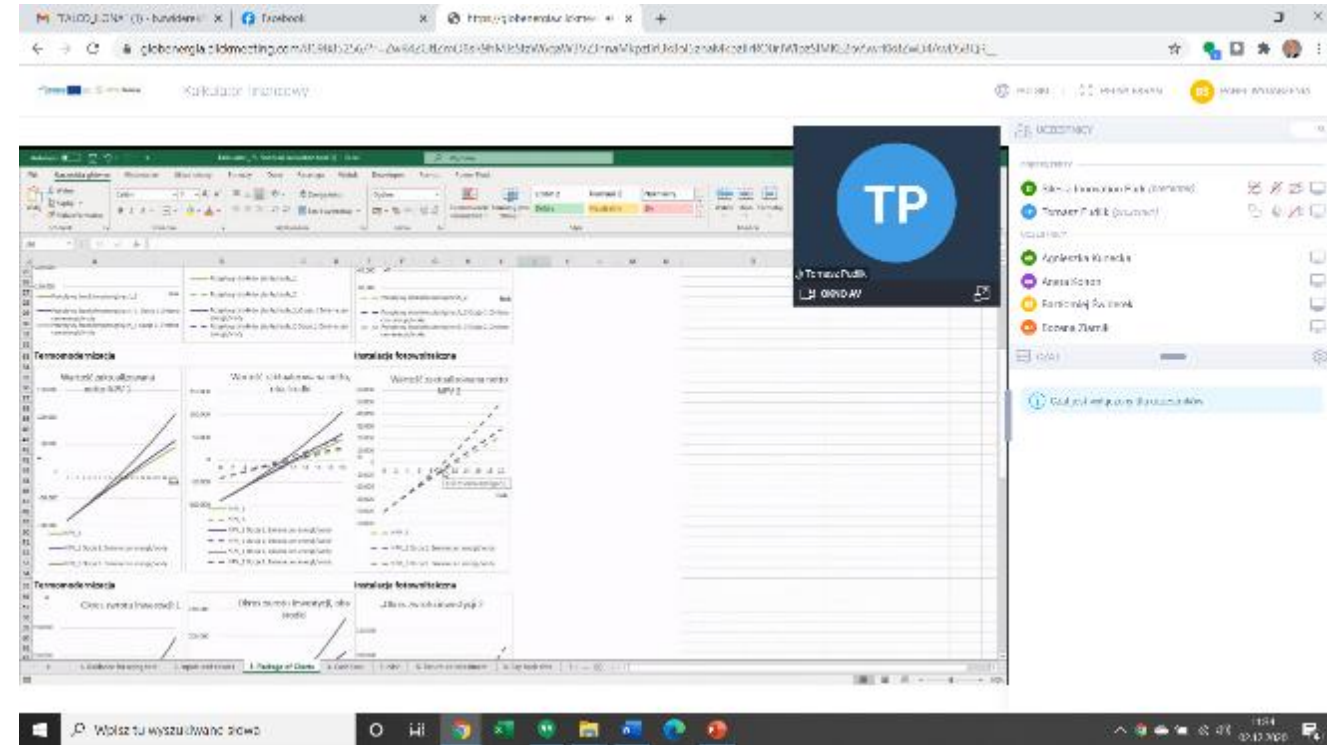


Study, study, study!

What we have focused on

To sum up

1. More than 2.000 local authorities contacted
2. More than 750 local companies reached
3. More than 120 professionals trained
4. Guidebook, brochures, leaflets
5. Three „case study” movies recorded and produced





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