

GUIDE CONVINCING DECISIONS MAKERS



EFFECT4buildings

Investments in energy efficiency are not currently happening at the rate needed, hindered by barriers such as high upfront costs, lack of access to finance, high perceived risk, lack of trust in new technologies, competing investment priorities, lack of knowledge, awareness and personal resources, and split incentives. Many of these barriers can be overcome, at least significant part, with well-designed financial tools and instruments.

The Interreg Baltic Sea Region Program 2014-2020 project EFFECT4buildings is providing building owners and managers with a set of financial tools and instruments to support the implementation of more energy efficiency measures, developed, and improved in real cases.

The main target group is building managers in charge of public or privately owned building portfolio.

The nine tools are:

- Convincing Decision makers
- Financial calculations
- Bundling
- Funding
- Energy Performance Contracting
- Multi Service Contracting
- Green Lease Contracting
- Prosumerism

EFFECT4buildings was implemented from 2017 to 2020 with the support from the Interreg Baltic Sea Region Programme 2014-2020. There were seven partner countries – Denmark, Estonia, Finland, Latvia, Norway, Poland, Sweden.

The project was also a part of the implementation of the EU Strategy for the Baltic Sea Region (EUSBSR), being a flagship project under policy area Energy and the horizontal action Sustainable development. Flagship projects demonstrate the progress of the EUSBSR and serve as pilot examples for desired change.

The full toolbox can be found on project webpage: www.effect4buildings.se

PUBLISHED

Published by the EFFECT4buildings project
September 2020

PROJECT WEBSITE

www.effect4buildings.se/

TEXT PRODUCED BY PARTNERS

- County board of Dalarna (Sweden)
- Environmental office of Lappeenranta region (Finland)
- Vidzeme planning region (Latvia)
- Gate 21 (Denmark)
- Tallinn Science Park Tehnopol (Estonia)
- State Real Estate Ltd (Estonia)
- Sustainable Building Cluster in Dalarna (Sweden)
- Association of Communes and Cities of Małopolska Region (Poland)
- Inland County Council (Norway)

LAYOUT & PICTURES

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CONVINCING DECISION MAKERS

This part of project aimed to create a tool for convincing decision makers to invest in energy efficiency projects. It informs about various topics that can be discussed during a decision making process, arguments to be used to convince decision makers, and instruments for sharing experiences.

Focusing on various issues, like energy saving potential, good and bad practices, local and national policies, the project addressed dilemmas of the three target groups: authorities, investors and users.

Let's understand the problem

Both the survey conducted among public building managers and the discussions held during regional and transnational project meetings showed that public building managers are interested in broadening their knowledge about how to convince decision makers to accept energy investments.

Most of the public building managers have some sort of experience in this, but due to the lack of practice and space for sharing them, these experiences are not shared. Being unable to use a relevant global wisdom, building managers are left on their own on figuring how to convince decision makers to invest in energy efficiency solutions. This is accompanied by the lack of identified dedicated policies and legislation focused on supporting the energy investments.

The developed tool would help the building managers to seek for new possibilities on how to convince the decision makers to invest in energy efficiency.

Solution

In each project country, it should be possible to identify front-runners in terms of various ideas on how to convince decision makers in energy efficient investment processes.

Most of them could be found among organisers of workshops, trainings, and conferences related to presenting best practices in energy efficient issues, or among authors of related publications and guidelines. This knowledge is very diffuse, however, making the task difficult.

EFFECT4buildings has produced a support tool for convincing decision makers. It consist of the following elements:

- Three reference films on good practices and energy-saving technologies in public buildings.
- Templates for brochures and leaflets, to be used by building managers to prepare their own brochures and leaflets, in a simple and legible way presenting the motives and legitimacy of investments in energy-efficient technologies in public buildings.
- A list of golden rules, containing ten golden rules for the proper operation of energy-efficient buildings. Showing examples of how to apply good practices, each of them should be used by mana-

gers to ensure that their projects are carried out well.

- A training scenario, consisting of training courses on the effective use of good practices, directed to public property managers. The courses deal with topics related to recommendations for local, regional and social policies.
- The tool can accelerate energy efficient investments, by helping building managers to better analyse and understand the investments' profitability as well as to easier convince decision makers to invest in such solutions.

A successful implementation of the tool requires all the project partners – along with representatives of building managers from all the project countries – to get actively involved, so that they can share their experiences and ideas.

Combination with other tools

The aim of the tool is to convince decision makers to invest in energy efficiency projects. This tool can be used independently in everyday life, also with projects not related to energy. But it can be a good addition to every other tool in this toolbox – almost every project involves different stakeholders who need to be convinced in the outcome. Financial calculation tool, EPC, MSC, Prosumerism or even the funding available may help in convincing the decision makers.



Conclusions

The main result of this part of the project is the tool devoted to convincing decision makers to invest in energy efficiency projects. Thus, it addresses the problems and dilemmas of authorities, investors and users.

The tool helps assess factors behind success and failure in convincing decision makers to fund energy investments, and to provide good practices. The tool will be accompanied by a series of regional conferences, workshops and study visits, and policy recommendations will be prepared.



TOOLS

1. Guide for Convincing decision makers
2. Guideline how to convince decision makers
3. Guideline how to convince decision makers (Polish)
4. Golden rules
5. Golden rules (Polish)
6. Brochure template
7. Brochure template (Polish)
8. Reference films of good practice in a school
9. Reference films of good practice in a transport company
10. Reference films of good practice European Solidarity Center

FIND ALL TOOLS HERE

www.effect4buildings.se/toolbox/convincing-decision-makers



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