



CE51 TOGETHER

**„Rethink the Energy Efficiency as the
first fuel” “ - project TOGETHER (Interreg
Central Europe)**

08/05/2018



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| <p>Project Together</p> | <p>The current economic situation requires public institutions to limit investment in energy performance of buildings. Central Europe is faced with a lack of a holistic approach and limited resources for energy-efficient solutions. The project "TOGETHER - TOwards a Goal of Efficiency The THrough Energy Reduction Project" changes the management's insight from fragmented to the whole and establishes the link between physical space, modern technology and user behavior.</p> <p>The City of Zagreb is one of the partners of the TOGETHER project, with the inclusion of six primary schools and six kindergartens in the implementation of activities leading to responsible behavior towards energy consumption and reduction of energy bills in their buildings, aiming to achieve efficient energy management in all public buildings.</p> |
| <p>PART I - ACHIEVING ENERGY SAVINGS THROUGH ENCOURAGING BEHAVIORAL CHANGES</p> | <p>The human factor in the everyday use of the building has a huge impact on the costs for energy and materials used, and thus an impact on the environment. However, any use of these resources implies a chance to achieve savings and that is why it is necessary to systematically educate the user of the building, which will influence the raising of awareness and motivation in the direction of changing behavior towards rational energy consumption.</p> <p>As Changing the Behavior of Building Users and Managers does not come by itself, many questions arise:</p> <p>Is there a legal framework for systematic change of behavior?</p> <p>What are the mechanisms to raise awareness of energy conservation needs?</p> <p>How to Communicate Effectively and Encourage Changes?</p> <p>How is it possible to make savings by changing user behavior for the purpose of implementing technical measures?</p> |
| <p>PART II - ENERGY EFFICIENCY AS BEHAVIORAL NORM</p> | <p>Specific measures that increase knowledge and raise awareness of rational energy consumption, and without significant financial investment, can achieve energy savings of more than 10%.</p> <p>Specific activities that reduce energy consumption, possible methods and solutions, inspire everyone. Although they may sound like ordinary and simple measures that are implied, it is a long way to apply them in practice. That is why, a presentation of different approaches to achieving the same goal gives us a clearer picture of what actions should be taken and how to ensure that responsible behavior towards energy consumption is accepted by the community as a norm rather than the act of individuals.</p> |
| <p>PART III - ROUND TABLE DEBATE - RETHINK ENERGY EFFICIENCY AS THE FIRST FUEL</p> | <p>Which communication channels should be used to publicize the real need for energy conservation?</p> <p>Is the use of smart technologies sufficient to mitigate the impact of a human factor in energy management?</p> <p>What measures and tools do we need to have responsible behavior towards each individual's energy consumption become the norm of society?</p> <p>Why is energy savings the right choice?</p> <p>The panel discussion will bring us closer to removing barriers to efficient energy management related to raising awareness and changing the behaviors of all building users.</p> |



PROGRAM

08/05/2018

MODERATOR: Mojca Soža, dr.dipl.ing.

| TIME | DESCRIPTION |
|---------------|--|
| 8,30 - 9,00 | Registration |
| 09,00 - 09,05 | Introductory speech |
| 09,05 - 9,20 | Melita Borić, City of Zagreb: Project TOGETHER |
| 9,20 - 10,30 | PART I - ACHIEVING ENERGY SAVINGS THROUGH ENCOURAGING BEHAVIORAL CHANGES |
| 9,20 - 9,40 | „Systematic energy management in the public sector“ - Iva Fakin, Agency for Transactions and Mediation in Immovable Properties (ATMIP) |
| 9,20 - 10,00 | Sunčana Matić i Lidija Tošić, Environmental Protection and Energy Efficiency Fund |
| 10,00 - 10,15 | Vesna Bukarica, Energy institute Hrvoje Požar |
| 10,15 - 10,30 | „Bihevioral economy“ - Matej Čemeljić, Energetika Marketing |
| 10,30 - 10,45 | COFFEE BREAK |
| 10,45 - 12,30 | PART II - ENERGY EFFICIENCY AS BEHAVIORAL NORM |
| 10,45 - 11,00 | „Suppression of Energy Poverty in the City of Zagreb“ - Daniel Rodik, Society For Sustainable Development Design |
| 11,00 -11,15 | Dean Smolar, Croatia Green Building Council |
| 11,15 -11,30 | „Project Energy@School“ - Žarko Latković, City of Karlovac |
| 11,30 - 11,45 | „Project EURONET 50/50max“ - Gorica Grozdanić, Secondary school Vladimir Prelog |
| 11,45 - 12,30 | LUNCH BREAK |
| 12,30 - 13,15 | PART III - ROUND TABLE DEBATE - RETHINK ENERGY EFFICIENCY AS THE FIRST FUEL Panelists - representatives of cities and speakers |