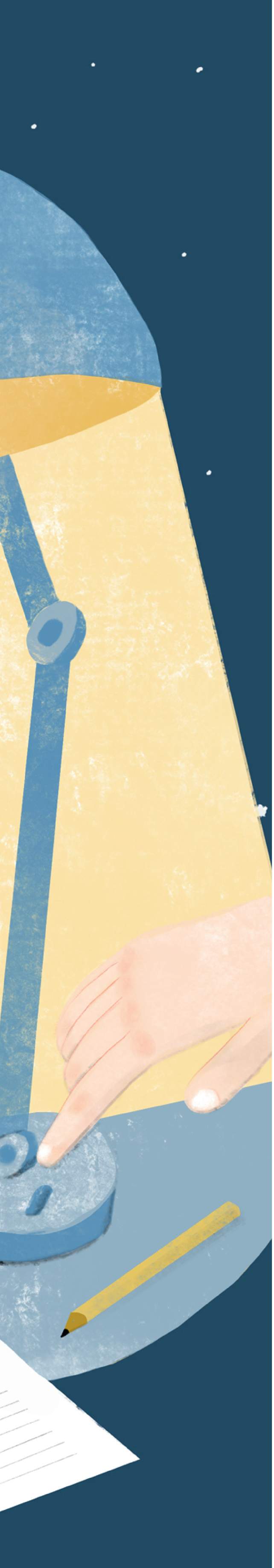

Energy Efficiency 2.0*

Measurement, behaviour and CO2 footprint in public buildings

Manifesto

In its last annual report, the International Energy Authority (IEA) stated that barely a third (32% to be exact) of the energy use worldwide is governed by efficiency rules or standards. And yet investments are growing - by 9% in 2016 until reaching 231 billion dollars - technologies evolve rapidly, facilitating efficiency measures and making them more convenient; attention to the problem by both the public and private sectors cannot be described as insignificant, the standards are being aligned between European and non-European countries and the availability of funding has remained considerable throughout the crisis.

So what is missing to achieve a true and final qualitative leap?

The opinion is that not enough is being done to promote, on the one hand, and to capitalise, on the other, the change in people's behaviour. It has been known for many decades how important (not to say crucial) the behavioural dimension is in these as in other transformation processes, which involve people in the dual role of **beneficiaries and agents of change.** The use of seatbelts in cars, for example, as well as the abolition of smoking in public places; no state law would ever have been able to achieve such extensive results in such a short period of time if the conviction of the usefulness of these measures had not taken root at the cultural level in the majority of the population.
For years the Province of Treviso has taken a leading role in promoting - through various project initiatives, funded in part with their own resources and in part with European and national funds - more widespread awareness in the territory of the importance of behavioural change to achieve even very ambitious energy efficiency goals.

An isolated approach to energy improvement, focused for example only on purely technological issues, can give results, but conventional research on the topic highlights the fact that **the link between measures and behaviour is fundamental, demonstrating that merely suggesting technical interventions has a lesser impact and is more expensive to implement if carried out in isolation,** that is, without introducing measures aimed at encouraging behaviour change.
The technical glossary pertinent to the issue of energy talks about the so-called "*Demand Side Management*"; it's about tools and procedures for creating new incentives - not necessarily financial - and new regulations - not solely governmental - that steer the changes in behaviour towards individual and collective energy consumption models.

Over time the Province of Treviso's methods of intervention for managing their public assets have acquired a more and more innovative and inevitably complex approach, determining the transition from an isolated energy *Management System* to an integrated one.
Demand Side Management and in particular social investment have found wide appreciation and expression in the integrated system.

Indeed, the European Energy Efficiency Directive indirectly recognises behavioural measures as possible tools to adopt.
Specifically Article 5 "Exemplary role of public bodies' buildings" establishes that member states may adopt alternative measures to reach the obligation that, as of 1st January 2014, 3% of the total useful covered area of heated and/or cooled buildings, owned by their central government and occupied by the same, be renovated every year to meet the minimum energy performance requirements established in application of Article 4 of Directive 2010/31/EU.
Among the various alternative measures, communicated by many states to reach an equivalent improvement of the energy performance of the central government's building stock, there are also behavioural and educational measures.

These measures need to be supported so they can find adequate structuring and continuity also through regulatory support aimed at providing suitable tools to those who voluntarily conceive, invent and test intervention methods steeped in work and active energy.

Just as the matter of safety finds its expression in the figure of the Occupational Health and Safety Manager, similarly, the figure of *Environmental/Energy Manager* of all public buildings should be regulated and made mandatory by the legislature, with the aim of carrying out, in a full and recognised way, a trait d'union towards the various stakeholders of the building: OWNERS, MANAGERS AND END USERS.

This *Manager* should deal across the board with both environmental/energy issues, approaching them with technical expertise, and communication themes for the correct involvement of the players who inhabit the buildings to varying degrees.

In view of the above

The Provincial Administration of Treviso intends to:

- **SUPPORT** the concept of "**energy efficiency as the first element**" to use as a rule on public spending and emissions of CO2 into the atmosphere and not as an exception in the programming and management of consumption reduction interventions;

- **REPRESENT a national and international reference pole** for attention to the efficiency of the Res Publica, including the buildings that accommodate people, objects and materials daily in their different intended uses;

- **CONTINUE** to **support** internally and externally the affirmation of an **ever stronger concept of integrated energy efficiency,** promoting actions focused on behaviour, as an incentive to be set in motion in all energy efficiency interventions, concerning both old and energy consuming buildings and new or renovated buildings.

- **DEVELOP** the **upgrading of skills platform** for the staff of the municipalities, province and bodies involved in energy efficiency, proposing and organising opportunities for discussion, debate and learning;

- **INCENTIVISE** the territorial capacity to orient themselves more quickly in the selection of tools and opportunities for energy efficiency - technological, contractual, managerial, financial and behavioural - working towards **cognitive convergence** and anticipating the conditions to achieve concrete and lasting goals of energy consumption reduction in public buildings;

- **PROMOTE** development over the provincial, regional, national and international territory, giving **appropriate emphasis** to behavioural measures in the planning of energy efficiency interventions;

- **EMBRACE**, at the regional and national level, also through the representative organisations ANCI and UPI, **a political direction** - to be reworked within an **Integrated Energy Efficiency Strategy** (IEES) - useful to the Central Administration to limit the energy consumption in its buildings;

- **UPHOLD** at the legislature the belief that the innovation of **Energy Management Systems** cannot be left solely to the spirit of innovation of the owners, but it must be accompanied by suitable and consistent normative, administrative and economic tools.

THE PRESIDENT OF THE PROVINCE OF TREVISO
Stefano Marcon