

# Bridging the gap between economic and ecological efficiency by individual energy consultancy

*case study: in site energy consultation for  
private existing residential buildings*

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EUROPÄISCHE UNION  
Europäischer Fonds  
für Regionale Entwicklung



# The region



- **33 cities with 3.9 M. inhabitants**
- **unemployment rate 13 %**
- **strong structural change**
- **densely populated**
- **people leaving for good**

# The consumer association of NRW

- **independent regional NGO**
- **supporting consumers in all questions of their daily life by consultancy, information, legal aid, education and lobbying**
- **energy saving and efficiency for private households is focal point since 30 years**



# Individual Consultancies on site



- **bench marking of energy consumption**
- **analysis of heating unit and insulation**
- **checking possibilities for renewables**
- **advise concerning humidity and mould**
- **information on public funding opportunities**

# Project conditions and results

## Input

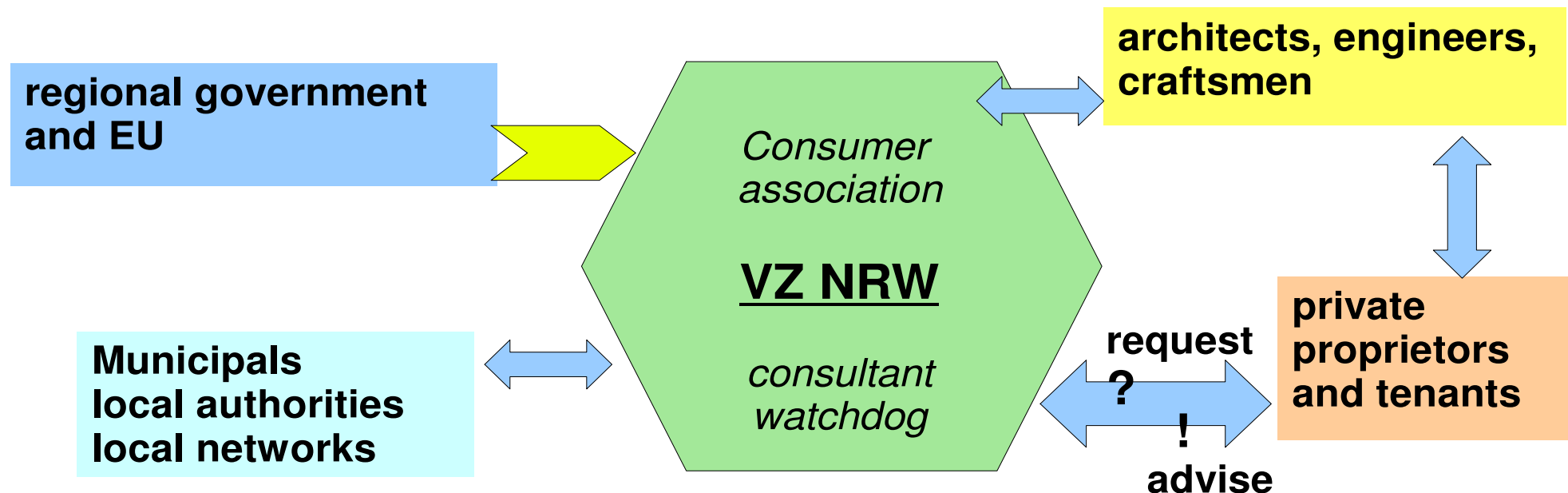
- **3,070 consultancies in 3.5 years**
- **3 M. € invested for the project**
- **6 consultants and a back office of 3 people**
- **large region with buildings in need of modernization**

## Output

- **private investment of 18,000 € / consultancy**
- **55.3 M. € investment created in the region**
- **582 years of work for one craftsman and additional effects in the local demand for construction material**
- **energy savings:  
75 GWh/a  
(17.5 MWh/a\*consultancy)**

# Success factors

- **Win win situation**
- **Individual consultancy**
- **Highly qualified consultants**
- **Sender of the message**
- **Networking**
- **Increasing public interest**





Energieberatung

verbraucherzentrale  
*Nordrhein-Westfalen*

Sparen ist machbar,  
Herr Nachbar!

Energieberatung bei Ihnen zu Hause

## Future Challenges

- **investor-user-dilemma**
- **demographic change**
- **long payback periods**
- **pay for consultancy**
- **residential market / property values**
  - energetically characteristics
  - energetically measures
  - transparency & regulation
  - Energy Performance Certificate