

# Decision making advice tool & joint equipment purchase – Stronger together

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*Keeping the heat on in times of crisis –  
How to REPLACE inefficient fossil heating systems*



Making heating and cooling for European consumers efficient, economically resilient, clean and climate-friendly

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*Disclaimer: The views expressed in this presentation are the sole responsibility of the author and do not necessarily reflect the views of the REPLACE consortium*



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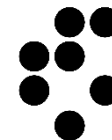
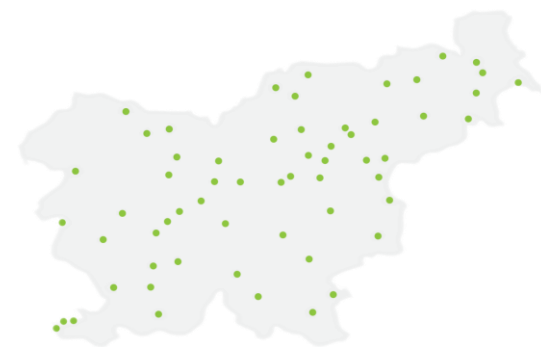
**Jožef Stefan Institute, Ljubljana, Slovenia**  
**Energy Efficiency Centre**



## Status quo for Slovenia in 2019

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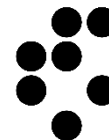
- **scattered and inadequate information** regarding boiler replacement
- numerous fossil fuel based boilers; **72,000 of those by fuel oil**
- **10,000 consultations** are given by fifty-five energy advisory offices per year
- joining forces with multiple organizations to reach a mutual goal can unlock vast potential



## REPLACE in Slovenia: **Getting ready for campaigns**

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- 1. Design phase 1:** Preparation of draft ideas for the campaign, goals and potential partners to increase its reach.
- 2. Formation of LWG:** 8 partners have joined the group and they provide a vital link to better campaign execution
- 3. Design phase 2:** Regular meetings with LWG partners to improve course and execution of the campaign(s) and increase their impact.
- 4. PR:** Preparation for media campaign in order to boost the reach of key campaigns.



# REPLACE in Slovenia: LWG



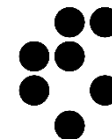
- Eco Fund and Energy Advisory Network
- The Chamber of Craft and Small Business of Slovenia - Section of energy installers
- The Chamber of Craft and Small Business of Slovenia - Section of chimney sweepers
- Consumers' Union of Slovenia
- Community of municipalities of Slovenia
- Borzen
- Center for energy efficient solutions



EKO SKLAD  
SLOVENSKI OKOLJSKI  
JAVNI SKLAD

EN SVET

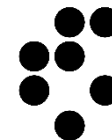
NEODVISNO BREZPLAČNO  
ENERGETSKO SVETOVANJE



## REPLACE in Slovenia: **LWG's** attributes (1)

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- **Eco Fund:** offers grants for EE and RES measures
- **Energy Advisory Network:** gives around 10,000 advises on EE in residential buildings each year for free
- **Section of energy installers:** brings together several hundredes of installers
- **Section of chimney sweepers:** brings together several hundredes of chimney sweepers
- **Consumers' Union of Slovenia:** has an experiences of joint purchases campaigns in the past

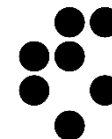


## REPLACE in Slovenia: LWG's attributes (2)

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- **Community of municipalities of Slovenia:** can reach all (212) Slovenian municipalities through their weekly newsletter
- **Borzen:** carries out tasks related to informing and raising awareness about the efficient use of energy and renewable energy sources in Slovenia
- **Center for energy efficient solutions:** organizes many events related to EE and has a wide reach to experts

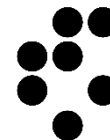
**joining forces with multiple organizations to reach a mutual goal can unlock vast potential**



## REPLACE in Slovenia: LWG-member as campaign partner



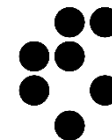
- Each LWG partner became a partner in both design and execution phase of REPLACE campaign.
- **The triggering point for LWG partner for taking on proactive role in REPLACE project was common objective:** promotion of EE/RES, more in-depth energy consultations with the use of REPLACE tools, educations for installers & chimney sweepers, etc.



# REPLACE in Slovenia: Campaign execution (1)

## Individual campaigns

- Annual labelling for boilers → **Eco fund**
- Techno-economic feasibility studies → **Energy Advisory Network**
- Establishment of REPLACE information hubs → **Eco fund**
- Information points on consumer's fairs → **Eco fund**
- Labelling campaign for 100 % renewable HC → **Installers, chimney sweepers**
- Organization of house events → **EES**
- Organization of webinars on the usage of REPLACE tools → **Eco fund, Borzen**

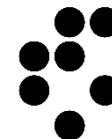




## REPLACE in Slovenia: Campaign execution (2)

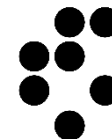
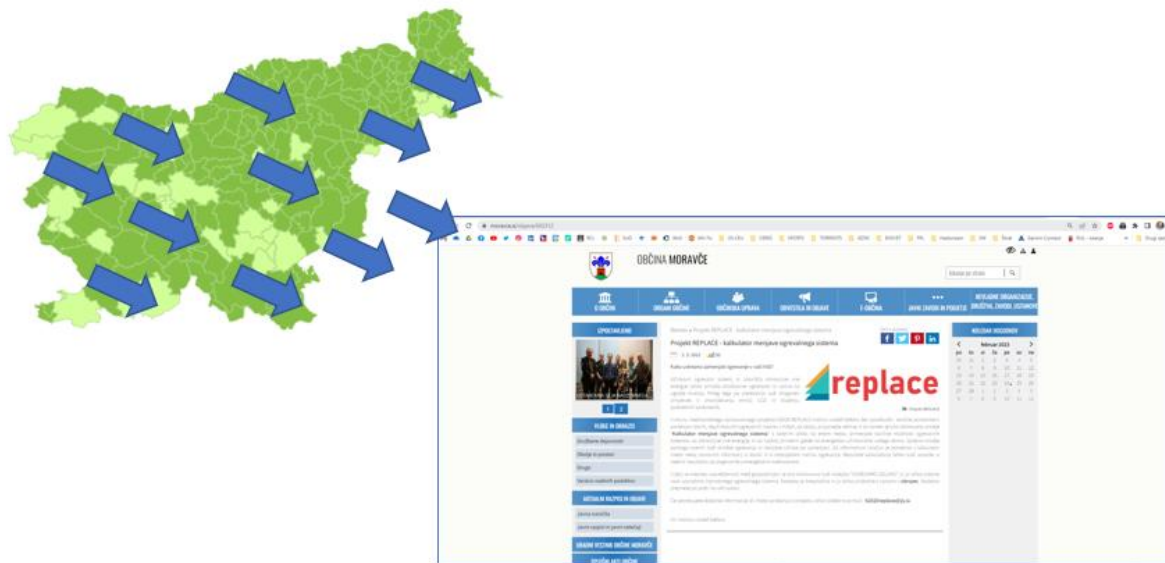
### Collective actions

- Collective action 1: Joint purchase of RHC equipment in the scope of „fuel oil phase out“ campaign → **Eco fund, Energy advisory network + local partner**
- Collective action 2: Development and establishment of „fuel oil phase out“ offensive through web-based platform with Eco fund & Borzen → **Eco fund & Borzen**



# REPLACE in Slovenia: Labelling campaign

Promotion of labelling campaign and REPLACE tools through LWG partners on a national scale



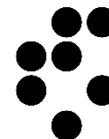
## REPLACE in Slovenia: Joint Equipment Purchase (1)

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- The campaign took place between April and December 2021.
- Campaign was called „**Zamenjaj olje za okolje**“ – en. replace oil for the sake of the environment
- Can be accessed at [www.zamenjajolje.si](http://www.zamenjajolje.si)
- The campaign is designed as „**education process**“
- **The goal was to raise awareness and encourage households to replace old inefficient heating devices, whereas fuel oil boilers were targeted.**



ZAMENJAJ OLJE  
ZA OKOLJE



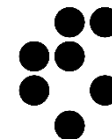
## REPLACE in Slovenia: Joint Equipment Purchase (2)

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- The joint purchase campaign of heat pumps was a successful combination of REPLACE activities and a refined business model.
- The method was threefold:
  - (1) a step-by-step learning process,
  - (2) testing to gauge understanding and obtaining a voucher, and
  - (3) forming a consortium of investors to replace fuel oil boilers with heat pumps.



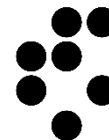
**ZAMENJAJ OLJE  
ZA OKOLJE**



## REPLACE in Slovenia: Joint Equipment Purchase (3)

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- After the user (household) solves the questionnaire, where her/his knowledge is tested (they also had to input results calculated by the REPLACE calculator), they received a voucher.
- Voucher offers a benefit when replacing fuel oil boiler with heat pump.
- The voucher enables households to receive free (1) foundation for the heat pump and (2) control system that enables the investors to ensure efficient operation of the heat pump and achieve savings.
- The campaign goal was to stimulate 50 fuel oil boiler replacements.

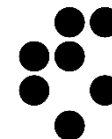


## REPLACE in Slovenia: Joint Equipment Purchase (4)

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Final result

**147 households had switched from fuel oil boilers to heat pumps in the scope of this campaign. The analysis shows this presents an aggregated of almost 1.5 MW of installed nominal power and modelled 0,97 kt CO2 savings.**



## REPLACE in Slovenia: Fuel oil phase out“ offensive (1)

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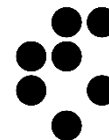
**Goal:** raise awareness among households about REPLACE calculator and other tools in order to make more informed decisions

to execute strong PR campaign

**Target:** to embed link to replace tools to “public call” and “national web portal on energy efficiency in residential buildings”

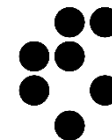
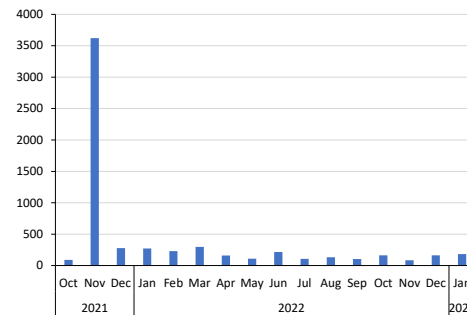
**Barriers:**to connect 2 large companies and to work together

**Result:** successfully embedded REPLACE tools into a public call for grants  
promotion of REPLACE tools on national television



## REPLACE in Slovenia: Fuel oil phase out“ offensive (2)

- The main idea of this action was **to set up a systematic education of households and raising awareness** among experts through a web platform that is going to ensure afterlife of REPLACE project results.
- It kick-started with PR campaign, which resulted in over 3,500 individuals (October 2021) using the online calculator and over 3 million people being reached to the promotion through web-based articles.



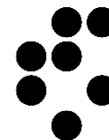


## REPLACE in Slovenia: Fuel oil phase out“ offensive (3)

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**In 2021, a new public call for grants was open and consisted a content on a direct link to** a platform Sustainable energy, where **REPLACE results**, trainings and campaigns will be presented.

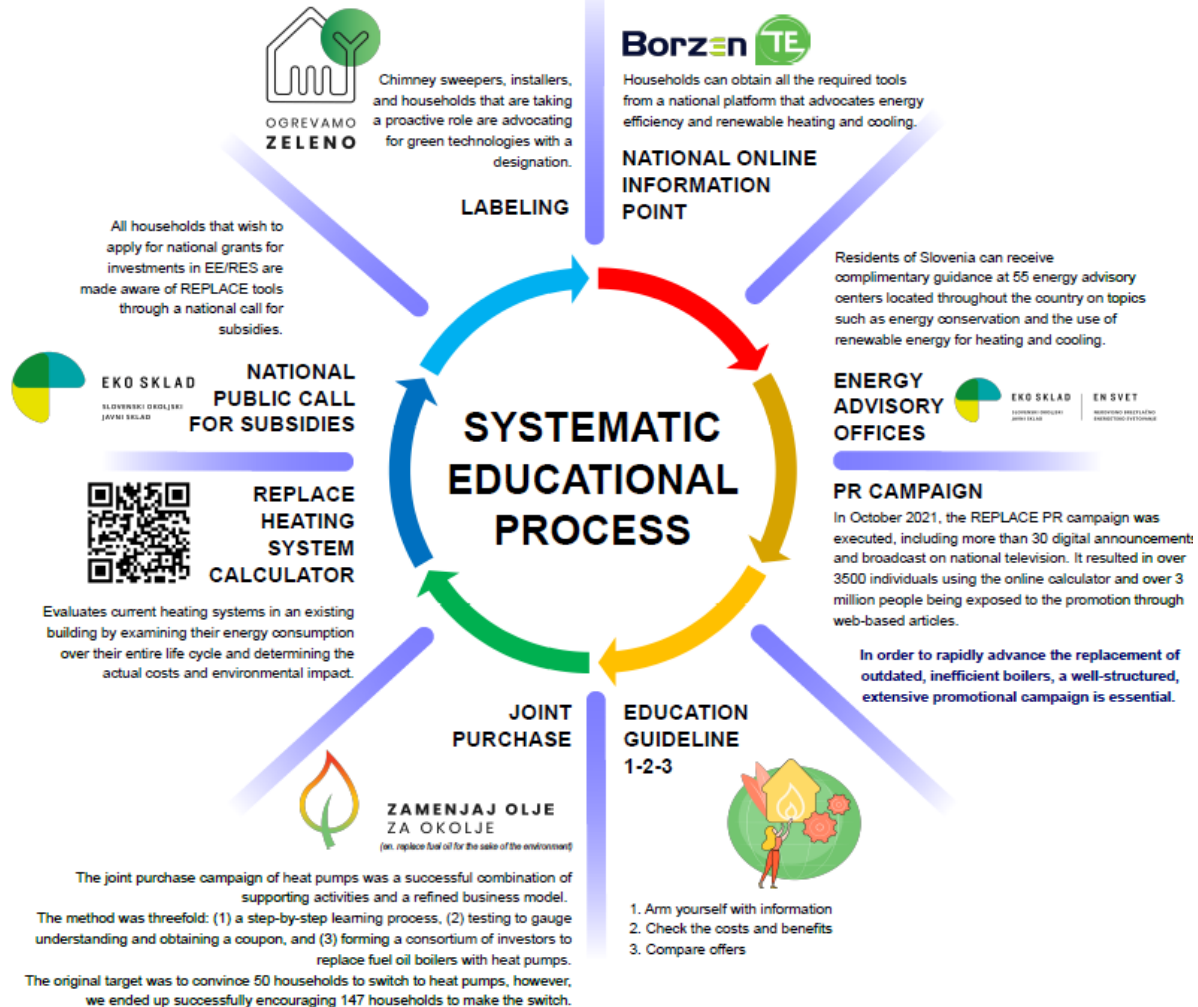
**This ensures that each household** that is planning to replace their heating system **is aware of the REPLACE** campaign and is informed about 1) educational process of heating system replacement and 2) REPLACE project, its **results and tools**.



**What did we strive for in the scope of REPLACE project?**

**What were the key elements?**

**Who was/is essential?**

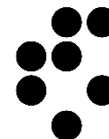


## REPLACE in Slovenia: Stronger together

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Many REPLACE campaigns in Slovenia were designed to last for several years

- Chimney sweepers procured over 1,000 labels to help further the cause of green technologies.
- 55 energy advisory offices are well-equipped with REPLACE materials that will enable them to keep educating households.
- Through national web-based information point, Borzen, in addition to its existing efforts to boost EE/RES in Slovenian households, will now also promote REPLACE materials.
- Each household intending to apply for national grants for investing in EE/RES is informed about REPLACE tools.



# Contact

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