

ENERGY ACADEMY

Empowering communities
to tackle climate change

August 2010

The Altrincham Pilot

The **Energy Academy** pilot project built a supported volunteer network to engage, enthuse, advise and support residents in maximising the energy efficiency of their homes.

Co-ordinated by **Manchester: Knowledge Capital**, and delivered by **Action for Sustainable Living**, the project connected householders with the domestic energy support services of the **Energy Saving Trust**, through proven community engagement methods.

- The Energy Academy recruited, trained and supported **17 volunteers working in communities** near Altrincham for the benefit of local people, including those in **fuel poverty**.
- The volunteers **assisted householders** to access the energy advice and financial support available locally and nationally, to install measures, save energy and reduce their wider environmental impacts.
- As well as direct support, the Academy helped increase understanding of **the benefits of energy efficiency**, over and above personal financial savings, and built and embedded local capacity for ongoing improvements.
- Delivered over one year, The Academy was one of 6 pilot projects taking place throughout Europe as part of the **EU CHANGING BEHAVIOUR project**, and helped shape new European guidance for behavioural change interventions. www.energychange.info

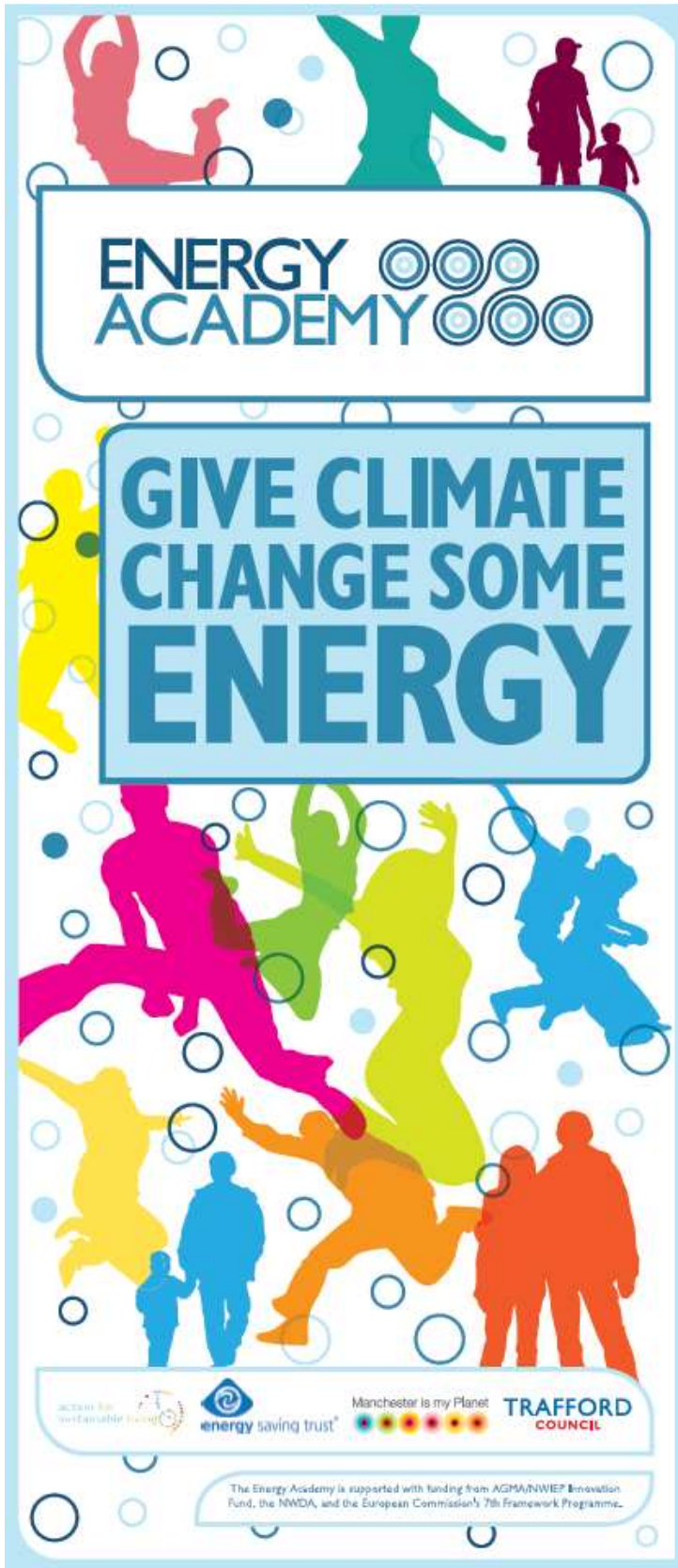
Delivering carbon savings through this approach helped bring communities together, **improved the warmth and comfort** of people's homes, **saved money** and **helped the environment**. It also provided new opportunities to respond to local needs generally by helping to **create stronger, safer communities** through empowering people and building capacity.

The Energy Academy was made possible with funding from AGMA's NWIEP monies, the EU's 7th Framework Programme and the Northwest Development Agency.

Supported by



Numbers



17 volunteers recruited and trained giving a total of **828** volunteer hours to Greater Manchester

988 residents engaged

191 Home Energy Checks (HECs) completed

Over **4,300** tonnes CO₂ saved (lifetime predicted)

Cost for AfSL delivery: **£20k**, & Marketing: **£5k**

Replication

The Energy Academy project has trialled the concept of **low-cost, high-gearing peer-to-peer communication** with local householders to achieve behavioural change and practical action to deliver environmental, social and economic benefits.

The UK's Low Carbon Transition Plan sets out a route map for complete transformation of our energy system by 2050. This is likely to require a **significantly increased programme** of awareness raising and education to ensure local communities embrace, and help shape, the change required

The Energy Academy demonstrates the **value of supported volunteer networks** in accelerating the achievement of tangible carbon reductions.

The project has also developed **assets for Greater Manchester** including a brand, marketing collateral and monitoring systems that are ready to redeploy for local benefit, as well as enhanced knowledge, skills and experience.

To find out more, or to explore how the Energy Academy might deliver **benefits for your local authority**, please contact Action for Sustainable Living or Manchester: Knowledge Capital (details below).

Contacts

Action for Sustainable Living

Chris Wright, Director
e: chris.wright@afsl.co.uk
t: 0161 928 4722



Manchester: Knowledge Capital Ltd.

Simon Robinson, Manchester is my Planet Programme Manager
e: simon.robinson@manchesterknowledge.com
t: 0161 237 4630

