



D3.5 Energy Saving Competition (version 2)





PROJECT NO.	696069
PROJECT ACRONYM	START2ACT
START DATE	01.03.2016
DURATION	36 months
DELIVERABLE ID	D3.5 Energy Saving Competition
DUE DATE OF DELIVERABLE	31.03.2017
LEAD BENEFICIARY FOR THIS DELIVERABLE	CT

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CONTRIBUTOR(S)**DISSEMINATION LEVEL**

- Public
- Confidential, only for members of the consortium (including the Commission Services)

DOCUMENT HISTORY

VERSION	DATE	NOTE	ISSUED BY
01	24.03.2017	Final 1 st version	CT
02	12.07.2017	Final 2 nd version after reassessment in the consortium	CT

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1. Introduction

The START2ACT Energy Saving Competition is one of the four features of the Interactive Energy Saving Platform along with the Knowledge Base, E-Learning modules and the Interactive Social Platform. The Energy Saving Competition will provide a motivating framework for SME employees to change their behaviour. The purpose of the competition is to make SME employees conscious of their energy consumption at work and to encourage them to reduce this in a variety of ways.

The competition will focus on two aspects:

- » Improving energy management processes
- » Reducing energy use at work

The former is incredibly important for energy saving, as many SMEs do not have any formal energy management processes in place. Once these processes are set up and energy becomes a focus for the company, implementing projects that will save energy will be easier and have a higher success rate. As the SMEs grow, their energy management processes will allow them to continue to save energy, even if some of their shorter term energy saving projects have ended.

The latter is equally important, as START2ACT aims to reduce current energy use in SMEs as well as future-proofing their energy use as they grow. The START2ACT Knowledge Base identifies over 100 low and no cost energy saving measures that SMEs can implement to start saving energy immediately. Immediate progress is important as it incentivises the SME to maintain momentum and interest in energy saving within the company.

This document outlines a new proposed approach to the START2ACT Energy Saving Competition. Subsequent to the last partner review, the structure of the competition has been reassessed to make it enjoyable and inclusive for participants, whilst ensuring that it is actively driving energy saving action and engagement.

The competition will comprise a series of seasonal challenges, each promoting energy saving actions and staff engagement in energy reduction within a technology topic. The challenge of the season will be hosted on the main Energy Saving Competition webpage on each of the partner country webpages, translated into the native languages. The explanation of the competition will include the challenge title, a short blurb explaining why the particular challenge has been selected for the relevant season and a list of suggested actions that companies can do to get involved.

Engagement is a key part of the competition, and SMEs are encouraged to share their sustainability commitments internally with staff and also externally with customers and suppliers. Promotion of the competition will be led primarily through social media to increase engagement and awareness externally, though it will also be promoted to SMEs through the other START2ACT activities. The START2ACT Twitter handle will be used alongside the challenge hashtag e.g. @START2ACT #S2Achallenge. All posts with this hashtag will feed through to the main competition webpage on each START2ACT partner country site.



It is envisaged that four seasonal challenges will be run initially from August 2017 to June 2018, and additional challenges can be added from July 2018 on demand.

The remaining sections of this document outline the practicalities of how the START2ACT Energy Saving Competition will function. Section 2 outlines the competition schedule, Section 3 sets out an example of the content and structure of how the competition will look for the first challenge (we reserve the right to slightly modify the details for the official publish of each challenge) and Section 4 specifies the scoring criteria and the assessment process for the award of prizes at the end of each seasonal challenge.



2. Competition schedule

The challenges will be themed to the season to keep them relevant and to target the highest energy using equipment in each season.

Challenges	Run time	Topic	Reasoning
START2ACT summer challenge	Aug – Sep 2017	Save energy on cooling	Demand for cooling is high in summer, and simple changes can be made to improve both energy savings and comfort.
START2ACT autumn challenge	Sep – Nov 2017	Save energy on IT	After the summer holiday period has finished and employees have returned to work, September is a good time to introduce new efficient habits in the workplace.
START2ACT winter challenge	Dec – Feb 2018	Save energy on heating	Heating makes up half of energy use in the average office over winter, so presents a significant opportunity for energy saving at work.
START2ACT spring challenge	Mar – May 2018	Save energy on lighting	As summer is coming and the days are getting longer, it is a good opportunity to use natural daylight and save on lighting.

The challenges will focus on the guidance provided in the START2ACT Knowledge Base, encouraging participants to draw inspiration from the 100 plus low and no cost energy saving measures identified there. Each of the challenges listed in the table above has its own Knowledge Base page, which can be linked to on the competition page.

Depending on demand, further challenges may be added after the first year. Potential additions could focus on improving energy management processes following guidance provided on the Knowledge Base, such as setting an energy policy and collecting energy data.

3. Summer challenge



START2ACT Summer Challenge: stay cool and save energy

As the weather gets warmer and the sun is streaming in, air-conditioning and electric fans can contribute to up to an unbelievable half of your office's energy needs. There are hundreds of small changes that you can make to save energy and costs, as well as improving comfort levels for you and your colleagues.

Take part in the START2ACT summer challenge for a chance to win a [prize, such as an Amazon Fire tablet].

Every participating company will receive a START2ACT energy saving starter pack. Terms and Conditions apply.

How do we take part?

Take a photo or film a video clip of up to 3 minutes and write a description of the action(s) that your office has taken to reduce the need for cooling. Tweet your efforts to @START2ACT using #S2Achallenge or email them directly to info@start2act.eu*

The competition is open now and will close on **Friday 8 September 2017**.

What can my office do to save energy from cooling?

Come up with your own ideas to save energy from cooling in your office, or use the suggestions below as inspiration. Complete as many actions as possible and describe how you have implemented them to increase your chances of winning.

- » **Reduce sun radiation:** adjust blinds to direct light towards the ceiling if possible and close blinds/curtains at night to reduce early morning sunlight heating up the room.
- » **Use natural cooling:** if your building does not have air-conditioning, try opening windows on opposite sides of the room rather than using desk fans. This is a carbon friendly and completely free source of cooling.
- » **Change your summer dress code:** let employees know that they can wear more casual summer clothing to work when there are no client meetings.
- » **Clean fans and filters:** dirty or clogged filters and fans or air-conditioning units and desk fans can reduce efficiency by up to 30%. You can make immediate energy savings and increase the cleanliness of your workspace by maintaining them.

- » **Change your settings:** increase your air-conditioning temperature setting to 1 degree higher. This change is normally unnoticeable and can save around 3% of cooling costs.

Use these initial tips to get inspired and come up with your own ideas of how to save energy. You can visit the [START2ACT Knowledge Base](#) to read more tips on how to save energy at work and at home.

Assessment and prize giving

Entries will be evaluated based on three criteria:

- » Involvement (amount of actions that you completed within the timeframe)
- » Commitment (how much commitment the actions required, including involving staff members and complexity of the actions)
- » Creativity (whether new energy saving ideas were used that weren't included on the list above)

The winner will be announced on Friday 29th September 2017. All participants will be sent their START2ACT energy saving starter pack within four weeks of providing their postal address.

*Email submissions may be shared on the START2ACT website and on social media. If you do not want your submission to be shared, please state this within your email.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 696069. This challenge reflects only the author's view and EASME is not responsible for any use that may be made of the information it contains.



4. Assessment criteria and prizes

One winner will be awarded the overall prize for each challenge. At the close of each challenge, each partner will assess the entries based on the criteria in the table below and will put forward their country winner to a central pool alongside a few lines to justify this choice. Country winners will be featured on the national START2ACT website homepages. One overall winner will then be selected by the Carbon Trust, and adjudicated by Geonardo. In the event that two scores are tied, the judges will select a winner based on the overall level of commitment demonstrated in the submission.

Assessment criteria:

Criteria	Level	Points
Involvement (amount of actions completed)	The SME has completed one action	1
	The SME has completed two actions	2
	The SME has completed three or more actions	3
Commitment (how difficult the actions were to implement)	The action/actions required low commitment	1
	The action/actions required medium commitment	2
	The action/actions required high commitment	3
Creativity (whether new energy saving ideas were used)	The action/actions was/were suggestions listed in the competition	1
	The action/actions was/were suggestions listed on the Knowledge Base	2
	The action/actions was/were new energy saving ideas from the SME	3

The prizes will be announced at the beginning of each competition round. Terms and conditions for the award of the prize will be provided via a link on the competition page.