



# CODEMA

City of Dublin Energy Management Agency

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# CODEMA

“Aims to contribute to the economic, social and environmental sustainability of Dublin through **good energy management**, which will **benefit the environment** and improve the overall **quality of life** enjoyed by the people of Dublin who live and work in the city”



# CODEMA

## BUDI Project - Staff Resources

- Project Manager: **Dr. Gerry Wardell**  
(Managing Director)
- Senior Expert: **Ms Edel Giltenane**  
(Senior Consultant)
- Expert: **Ms Emma Heskin** (Energy &  
Environmental Consultant)
- Junior Expert: **Mr Joe Hayden** (Energy  
Engineer)
- Administrator: **Ms Paula Hempenstall**





# Work Package 1

## Market Analysis & Awareness Raising for the Building Directive (EPBD)

*Duration: 10 months*



# Work Package 1

The activities are :

- (1) Market Analysis
- (2) Market Strategy
- (3) Information & Awareness Raising Activities



# Market Analysis

Market Analysis of 6 regions:

- Styria & the City of Graz
- Region of Berlin
- Greater Dublin Area
- Central Finland
- Region of Rhone-Alps
- Slovenia



# Structure & Framework of WP1 (1)

**(A)** Involve a description and analysis of procedures regarding:

- Erection of new buildings
- Renovation of larger buildings
- Selling and renting of buildings and dwellings



# Structure & Framework of WP1 (2)

## (B) Examination of Total Market in Region

*Aim:* to provide clear definition of market

- Residential Sector
- Public Buildings Government Buildings
  - Government Buildings
  - Local Authority Buildings
  - Other Buildings

Estimate Numbers of Certificates /Timescale  
/Experts & Training



# Structure & Framework of WP1 (3)

## (C) Document Main Features - Calculation Methods for Energy Performance of Buildings

- Methodology for calculating Energy Performance Certificates
- Form of Energy Certificates
- Who is responsible for defining the form and calculation of label



# Structure & Framework of WP1 (4)

## (D) Document Existing Experience with Energy Performance Certificates & Inspection of Boilers and AC Systems

- Who are approved organisations to carry out inspections and surveys?
- What is nature of the organisational aspects?
- Estimation needed experts and training?
- Estimate cost of producing certificate
- Estimate cost of organisational structure to analyse it?



# Structure & Framework of WP1 (5)

- (E) Description of existing minimum energy performance requirements
- (F) Informal Interviews with relevant players
- (G) Informal communication with actors in Government



# Marketing Strategy (1)

Market Strategy will be worked out for each region based on Common Framework developed by CODEMA

Strategy shall be developed for about 2 years

Strategy shall be worked out through:

- Interviews with relevant players
- Informal meetings with relevant groups of actors



# Marketing Strategy (2)

## Purpose of Activity:

- A strategy for wider dissemination than legal obligations
- Professional and dedicated planning of the introduction of energy Performance Certificates into regional market



# Marketing Strategy (3)

## Main Points to be addressed:

- Detailed list of targeted bodies
- How to raise the awareness, attention and interest among target groups
- How can the demand for energy certificates be activated
- Key actors and target groups needs and proposals for support measures
- Pricing the certificates and related services
- Design of the certificates, co-ordinated with national activities
- Detailed regional implementation plan for the information raising activities



# Marketing Strategy (4)

## **CODEMA Task:**

- Develop a marketing strategy template that can be adopted and applied in each country

*Gerry Wardell - Presentation Day 2*



# Information Raising Activities (1)

Activities will be planned in detail based on findings of the market study and the marketing strategy & according to specific situation in country

- Information Folder (printed & on web)
- Workshops
- Informal meetings with relevant groups of actors
- Presentations
- Mailing target groups
- PR activities
- Project website
- E-mail news letter



# Information Raising Activities

## **CODEMA Tasks:**

- Design a trial pilot advert
- Prepare a preliminary sample brochure with graphic designers

*Emma Heskin - Presentation Day 2*



# WP1 Deliverables

- Market Analysis per region
- Marketing strategy per region
- Information Folder per region
- Establishment of web-site
- Both way links to national homepages of project partners
- Workshops per region
- E-mail - newsletters per region
- 5 articles in relevant media in each region



# Work Programme

| Duration of BUDI Project (mths)                                  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 |   |
|--|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|---|
| <b>Work Package 1 (Duration 10 mths)</b>                         | █ | █ | █ | █ | █ | █ | █ | █ | █ | █  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |   |
| Market Analysis  | █ | █ | █ | █ | █ | █ | █ | █ | █ | █  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |   |
| Market Strategy  | █ | █ | █ | █ | █ | █ | █ | █ | █ | █  | █  | █  | █  | █  | █  | █  | █  | █  | █  | █  | █  | █  | █  | █  | █  | █ |
| Information and Awareness Raising Activities                     | █ | █ | █ | █ | █ | █ | █ | █ | █ | █  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |   |
| <b>Work Package 2</b>  |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |   |
| <b>Work Package 3</b>  |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |   |
| <b>Work Package 4</b>  |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |   |
| <b>Work Package 5 (Duration 10 mths)</b>                         |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |   |
| Production of 2 information packages                             |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |   |
| Dissemination and implementation support: housing companies      |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |   |
| Dissemination and implementation support: public administrations |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |   |
| Information Point Activities                                     |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |   |
| <b>Work Package 6</b>  |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |   |
| <b>Work Package 7</b>  |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |   |
| <b>Work Package 8</b>  |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |   |



| Duration of BUDI Project (mths)  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 14 | 2 |
|--|---|---|---|---|---|---|---|---|---|----|----|---|
| <b>Work Package 1 (Duration 10 mths)</b>   |   |   |   |   |   |   |   |   |   |    |    |   |
| <b>Market Analysis</b>   |   |   |   |   |   |   |   |   |   |    |    |   |
| Description and analysis of procedures regarding:                                    |   |   |   |   | X |   |   |   |   |    |    |   |
| (a) erection of new buildings  |   |   |   |   | X |   |   |   |   |    |    |   |
| (b) renovation of larger buildings   |   |   |   |   | X |   |   |   |   |    |    |   |
| (c) selling and renting of buildings and dwellings                                   |   |   |   |   | X |   |   |   |   |    |    |   |
| Examination of market (residential & public)   |   |   |   |   | X |   |   |   |   |    |    |   |
| Calculation methods for energy performance of buildings                              |   |   |   |   | X |   |   |   |   |    |    |   |
| Existing experience with energy performance certs & inspection of boilers/AC systems |   |   |   |   | X |   |   |   |   |    |    |   |
| Description of existing minimum energy performance requirements                      |   |   |   |   | X |   |   |   |   |    |    |   |
| Informal interviews with relevant players  |   |   |   |   | X |   |   |   |   |    |    |   |
| Informal communication with actors in government                                     |   |   |   |   | X |   |   |   |   |    |    |   |
| <b>Marketing Strategy</b>  |   |   |   |   |   |   |   |   |   |    |    |   |
| 1 <sup>st</sup> draft of common framework for market strategy                        |   |   |   | X |   |   |   |   |   |    |    |   |
| Develop marketing strategy at Graz meeting   |   |   |   | X |   |   |   |   |   |    |    |   |
| Final draft of market strategy   |   |   |   |   |   | X |   |   |   |    |    |   |
| Interviews with relevant players   |   |   |   |   |   | X |   |   |   |    |    |   |
| Meetings with relevant group of actors on National level                             |   |   |   |   |   | X |   |   |   |    |    |   |
| <b>Information &amp; Awareness Raising</b>   |   |   |   |   |   |   |   |   |   |    |    |   |
| 1 <sup>st</sup> draft of Information Folder  |   |   |   | X |   |   |   |   |   |    |    |   |
| Final Information folder per country   |   |   |   |   |   | X |   |   |   |    |    |   |
| Establishment of web-site  |   |   |   |   | X |   |   |   |   |    |    |   |
| Links to national home page  |   |   |   |   |   | X |   |   |   |    |    |   |
| Workshops per country  |   |   |   |   |   |   |   |   |   | X  |    |   |
| PR Activities  |   |   |   |   |   |   |   |   |   |    | X  |   |
| E-mail newsletter  |   |   |   |   |   |   |   | X |   |    |    | X |

