

WP 5 Online Campaigning

Deliverable 5.2

Topic 3 Energy-efficient-flat

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Topic Introduction

This is the concept version of Framework Topic number 3. During our phone conference we will discuss which articles we should use for this topic. Please insert your remarks in this document if you think it necessary, to improve or to adjust this topic framework.

How do young people actually live in our country?

- Timetable: publication early February.
- Possible connection: Simultaneous distribution of a new press release about the SMERGY campaign.

Press release

Main topic of the press release: How to find an energy efficient flat?

- Because they start with studies or their parents get them on their nerves thousands of students or young people are looking for a new flat.
- But it is known that it is not very easy to find a new flat or shared flat. Housing shortage, exploiting rents or students start camping on the campus...In many cities it is difficult to find an affordable and suitable home.
- Are you finally invited to a house viewing you should not sign blindly the tenancy agreement. Especially when it comes to energy costs, there are some important things you should have in mind or you will be surprised afterward by high energy costs.
- Our service: SMERGY offers a free checklist for download on the website.
- Also for young people who are not looking for a new flat the campaign website offers a lot of tips and tricks how the energy costs can be reduced very easy.

List of articles we propose for special topic 3:

Article 1: New flat new luck?

- How to find a nice and energy efficient student flat? We also offer a Checklist: Please have a look at this things: are the windows sealed?...
- See our translated Checklist for more details on the article.
- You can also make a picture gallery about this topic. You can describe with pictures step by step how you can check the flat.

Article 2: In what kind of student flat can you live?

- Picture gallery with short texts underneath: We provide the various residential forms (advantages and disadvantages) and a few prime examples. New or old house, dorm/shared flat, living alone, staying at the parents' home.
- Modern buildings from the 70s
Benefits:
 - More modern facilities for heating or hot water.

- More modern windows with double glazing.
- Possibly better insulation.

Cons:

- Often ugly eyesores from the 70s.

- Old Building

Benefits:

- Good thermal insulation (if restored).
- Efficient heating system (if restored).
- New windows (if restored).

Cons:

- Poor insulation (without renovation).
- Old and inefficient heating system (without renovation).
- Poor window (without renovation).

- Student Residence

Benefits:

- No additional payments: In many halls of residence, the costs for heating, water, electricity, garbage disposal, etc. as a flat rate.
- The additional costs are not divided by the number of roommates. You will not be harmed if your roommate heated with the windows open.

Cons:

- Often rooms in dormitories are already furnished. If you like it is a matter of taste.

- Shared Flat

Benefits:

- The additional costs for electricity, heating and garbage collection are divided by the number of residents. This can be beneficial because you do not have to pay alone for the cost of the refrigerator for example.

Cons:

- If you have energy wasters as roommates, the costs can be quite expensive for you.

- Living Alone

Benefits:

- No energy wasters around you!

Cons:

- You have to carry alone all energy costs and additional costs for electricity, heating or garbage disposal. If you are very frugal you can keep this quite low, at least.

- Living with parents

Benefits:

- Mommy and Daddy pay the energy costs.
- There is always a full refrigerator and clean laundry.

Cons:

- As in George Orwell's book "1984" you are constantly monitored by your parents.
- Own parties? Only when mom and dad are on vacation.

Article 3: Working together to green your own home!

- General tips how to save electricity and heating energy in your apartment. For example LED ... please make many references and links to the SMERGYmeter.
- Tips for a sustainable living space.

Article 4: Switch to green energy and what is green energy?

- Article: About how you/students can switch their energy provider and/or invest in energy-efficiency.

Article 5 Your student room 'back in the days' and today

- Article: short article about studentrooms back in the days, more or less a translation of this article <http://www.bbc.co.uk/news/magazine-21425200> . linking to article 2: old and new student homes.
- **Competition possibility:** "Send us a photo from your student house back in the days, like 10 to 20 years ago, and a photo in present time. We will selected three winners and maybe you're one of them. You can win..."

Photo gallery 1: Top 5 sustainable student housing around the world

- Photo gallery about the most beautiful and sustainable student homes. This photo gallery will have very short introductions with every photo. Also linking to article 2: old and new student homes.

source: <http://www.theguardian.com/artanddesign/architecture-design-blog/2013/sep/02/worlds-best-student-housing-top-10-architecture>

Photo gallery 2: Top 5 Most impressive sustainable university buildings

- Photo gallery about the most beautiful and sustainable university buildings around the world. This photo gallery will have very short introductions with every photo. Source: <http://www.bestmastersdegrees.com/50-most-impressive-sustainable-university-buildings>

Checklist for house tour

Discover quickly and easily hidden energy traps

Whether shared flat, sublet or own apartment: During the apartment viewing you should be focused and not sign blindly the tenant contract. In terms of energy costs, there are some things you should pay attention to. Then you will not be surprised in a bad way from your annual energy costs. Our checklist will help you to discover energy guzzlers and to evaluate the condition of the apartment.

The condition of the apartment:

- The apartment has only a few exterior walls? 😊 😐 😞
- The apartment is not above the basement or under the roof? 😊 😐 😞
- No wet places discovered in the apartment? 😊 😐 😞
Info: moisture can quickly lead to mold growth. This is not only disgusting, but also can endanger your health. Reasons for this are either poor ventilation of the rooms or structural defects.
- The windows are easy to open and close? 😊 😐 😞
- The windows are double glazed least? 😊 😐 😞
- The seals on windows and doors are in good condition? 😊 😐 😞

Info: Make the test paper! Lay a thin sheet of paper on the lower portion of the window frame. Now close the window and try to pull the sheet out. Is it firmly, the window is tight. Can you pull it out easily, the seal of the window is bad.

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The condition of the entire house:

- The outer shell of the house is insulated? 😊 😊 😊

Info: Whether the building is insulated or not you can check with the property manager or landlord.

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Heating:

- Ask your future roommates or the owner about the additional costs for heating, water, garbage collection ... Are these well-calculated?

Too low? 😊

Costs fit? 😊

You get money back? 😊

Info: According to the German Tenants' Association, the average operating costs in Germany are at 2.20 euros per square meter.

- The radiator can be opened easily? 😊 😊 😊
- During the winter months: The heating element heats up quickly and makes no noise as bubbling or pipes? 😊 😊 😊

Info: If the radiator is only warm at the bottom and stays up cold above, it must be vented.

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Water:

- The water pressure is good? Just try a water tap. 😊 😊 😊
- The hot water comes quickly out of line? 😊 😊 😊

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Energy Performance Certificate

- Category of energy efficiency class for the apartment?

A + to B: 😊

C to E: 😊

F to H: 😊

A + and the color green mean low energy consumption, the Class H and red represent a very high energy consumption.

Info: The actual energy costs are always related to the user behaviour, the weather (cold or mild winter) and the location of the apartment (under the roof or in the middle).

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Electricity costs:

- In shared flats electricity costs are divided by the number of roommates. Do you live along with energy wasters? Ask for the monthly rate and compare it.
- In many shared flats the usual household appliances are already present. Although retro appliances from the grandparents look chic but are bad for the wallet. The devices are not older than 5 years? 😊 😊 😊

Number 😊	Number 😊	Number 😊
Total points 😊	Total points 😊	Total points 😊

Maximum score: 14

Rating:

These three categories help you to rate the visited apartment in terms of energy consumption.

Piggy Bank: 14- 9 points: The apartment has at least 9 points? Then the whole flat and the technical equipment make a good impression. You can move in with a good feeling. Bad surprises are unlikely but if you were proved wrong use our online guide www.be-smergy.de/smergymeter.

Midfield: 8 - 5 points: The apartment is located in the midfield. Some items can be improved. This can happen by simple changes of the behavior of the occupants or the property management can fix or improve some things on the apartment. Your energy costs may be somewhat higher than average. To reduce them, you should implement our tips on www.be-smergy.de/smergymeter.

Cost trap: 4 - 0: Here something seems not to be alright in terms of energy consumption. Maybe it is a flat of energy wasters, or the condition of the apartment is really bad. If you move in here, you should definitely reserve some money and budget for future energy costs.

The SMERGYmeter - Your Online Check

The SMERGYmeter shows you how you can save energy in your own home. Our tips and actions can be quickly and easily implemented with little money.

www.be-smergy.de

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