



Deliverable 14

KITH Dissemination Plan

Role of information and education in limiting climate change

Paul Kaaijk
ADEME
Valbonne
France
paul.kaaijk@ademe.fr

Rayner Mayer
Sciotech Projects
University of Reading
UK
r.m.mayer@reading.ac.uk

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KITH recommendations

Recommendation 1

Rethink the National Curricula to make time for global issues such as climate change; seek assistance from the educational authorities in identifying strong links between these types of energy education modules and the national curricula; also to provide systematic teacher training for energy education as tools cannot substitute for teacher training

Recommendation 2

Facilitate and animate teacher networks to encourage exchange between teachers on these issues and successful teaching strategies

Recommendation 3

Provide follow-up funding so that KITH is perceived by national energy agencies as a European portal for school material on energy saving and renewable energy

Recommendation 4

Each national energy agency to become "best of class" by adopting best practices and informing the public so enabling them to take action

Recommendation 5

KITH partners to seek funding for dissemination of the KITH resources

Recommendation 6

KITH partners to consider expanding their activities on a national scale (with combined efforts leading to expansion on an EU scale through life- long learning programmes like Comenius

Recommendation 7

Inform the public by examples of typical families that have managed to lower their use of energy while maintaining a high level of comfort

Recommendation 8

Utilities to make available electricity meters that can inform owners of their instantaneous electricity use such as refrigerators and other appliances.

Recommendation 9

Energy advisors to visit home owners for a free evaluation of their building's energy use and renewable energy potential

Recommendation 10

Trade associations to inform their members of the market potential of renewable energy systems and to encourage them to raise awareness amongst consumers

Recommendation 11

Provide training so that installers are qualified to design and install renewable energy sources; ensure the quality of the installers by national or European accreditation schemes

Recommendation 12

Utility companies to provide finance for low energy appliances and energy saving light bulbs which can be paid for by the savings on the energy bill

Recommendation 13

Map potential of local renewable energy sources and suggest ways of encouraging their adoption

Recommendation 14

Promote the adoption of KITH resources in adjacent regions to the EU

1 Background

There is an urgent need to **increase** the diffusion of information and knowledge so that citizens can think globally and will be encouraged to act locally because:

- there is clear evidence of climate change due to the accumulation of greenhouse gases in the upper atmosphere
- the 4th report from the Intergovernmental Panel on Climate Change concludes that the world has to stabilise emission of greenhouse gases by 2015 and then substantially reduce emissions to avoid irreversible changes in climate
- the EU has set an upper limit to the global temperature rise of 2° C
- the prime cause of greenhouse gas emissions is the combustion of fossil fuels which is increasing per capita and with increasing global population
- the world supply of oil and gas is close to peaking whilst demand is still rising
- Article 6 of the UN Convention on Climate Change requires the signatories to inform and educate citizens about the need to reduce energy consumption and use energy more efficiently.

Link between energy and pollution exists because in most European countries, renewable energy sources only comprise a small proportion of the energy mix. The majority of the energy is provided by the combustion of fossil fuels whose gaseous pollutants such as carbon dioxide congregate in the upper atmosphere; other pollutants can affect locally.

Current use of energy is not sustainable as the demand for oil and gas continues to increase whilst the supply capability is starting to peak as available resources are used up. Consequently energy has to be used in a more sustainable manner.

Climate change is a global issue because it is likely to affect every citizen in some way and in some countries more than others. Evidence already exists that areas which are most at risk are low lying and susceptible to flooding, those that receive low rainfall and those that experience tropical winds and hurricanes. Consequences of climate change are likely to increase in severity as the global temperature rises.

Everybody has to do something as climate changes can only be limited if everyone is empowered to do something to limit their energy use and reduce greenhouse gas emissions.

Local authorities do not always realise the need for information and education at local level.

2 Introduction

The dissemination plan” addresses what is required to:

- Disseminate the approach and tools as developed and tested during the project on a larger scale that is more schools and families and in more countries
- Discusses the barriers that have been identified as hindering the effectiveness of the proposed actions, and proposes recommendations on how to overcome these barriers.

The main focus of the project is to address the concern of climate change and the depletion of natural energy resources by raising awareness and informing and educating teachers, students and their families so that they can do something in their homes to save energy and help their country and the EU to reach their Kyoto targets.

The project is focussing on three goals:

- to increase awareness among teachers and pupils through the offering of educational material on climate change, energy saving and renewable energy at schools
- to offer the families of these pupils information and advice on how to save energy and install renewable energy systems at their homes

- to indicate barriers and to present recommendations in order to increase the potential for effectiveness and thus success of these actions.

Kyoto in the Home aims to empower every citizen to do something to limit their energy use and reduce greenhouse gas emissions. By its actions Kyoto in the Home will help EU citizens to think globally and to encourage them to act locally and to make a contribution to limit climate change.

3. Dissemination plan

The Kyoto in the Home project has developed and tested resources for increasing awareness and inciting the public to address the challenges of energy savings and the adoption of renewable energy. As the project has ended, this deliverable will propose actions to ensure that the results of the project can be disseminated in a broader way. The idea is that more schools could find the KITH resources appealing and that these resources should be proposed to more EU countries. This will not happen automatically.

In addition the project has made clear that dissemination alone will not do the job, barriers have been identified that effectively block the realisation of energy savings and renewable energy, even when the public has developed a need for these. In order to be effective this dissemination plan also looks beyond the direct project goals and addresses the following categories of barriers:

- Awareness
- Up scaling of the Kyoto in the Home approach
- Realisation of energy savings and production of renewable energy
- Other regions.

Barriers were identified for each of these categories. This plan proposes recommendations to overcome them.

	Barrier	Recommendation
Awareness	Lack of time and skills to fit the Kyoto in the Home material in the school curriculum (see D 7)	<i>R1 Rethink the National Curricula to make time for global issues such as climate change; Seek assistance from the educational authorities in identifying strong links between these types of energy education modules and the national curricula. Also to provide systematic teacher training for energy education as tools cannot substitute for teacher training.</i>
	Local authorities do not always realise the need for information and education at local level	<i>R2 Facilitate and animate teacher networks to encourage exchange between teachers on these issues and successful teaching strategies</i>
	KITH website: Maintain for a minimum of two years and enable other countries to be included on the project website; participation in activities like the annual Green Week	<i>R3 Provide follow-up funding so that KITH is perceived by national energy agencies as a European portal for school material on energy saving and renewable energy</i>

	Consumers able to ask the correct questions so that they receive appropriate advice and can decide what will be the most sustainable solution		<i>R4 Each national energy agency to become “best of class” by adopting best practices and informing the public so enabling them to actually take action.</i>
<i>Scaling up the Kyoto in the Home approach</i>	Involve other (CEE) countries: discuss with educational authorities and likely budget holders		<i>R5 KITH partners to seek dissemination funding</i>
	The curriculum of <u>every school</u> in the participating countries should require students to reflect on how their actions and use of energy can affect the global climate and why action is required		<i>R6 KITH partners to consider expanding their activities on a national scale (with combined efforts leading to expanding on an EU scale).</i>
<i>Realisation of energy savings and production of renewable energy</i>	Information to be available in every community of a type which can inform and educate citizens and encourage them to save energy and to install small scale renewable energy sources to replace fossil fuel sources in their homes		<i>R7 Inform the public by examples of typical families that have managed to lower their use of energy while maintaining a high level of comfort.</i> <i>R8 Utilities to make available electricity meters that can inform owners of the actual electricity use such as refrigerators and other appliances. This may form a incentive to replace these appliances or to use them more wisely</i>
	Reducing fuel poverty can be achieved by using energy in a more sustainable manner. This requires the appropriate organisations to inform and educate how energy can be saved and to make funding available to purchase energy efficient appliances to reduce energy consumption		<i>R9 Energy agency advisors to visit home owners for a free evaluation of their building’s energy use and renewable energy potential.</i>

	Installers understand the potential of renewable energy sources and are able to decide which the most appropriate source for any home	<i>R10 Trade associations to inform their members of the market potential of renewable energy systems and to encourage them to raise awareness amongst consumers</i>
	Installers possess sufficient training so they are able to identify opportunities for saving energy before sizing the renewable energy source	<i>R11 Provide training so that installers are qualified to design and install renewable energy sources; ensure the quality of the installers by national or European accreditation schemes</i>
	Utilities should consider investing in reducing the demand rather than increasing the supply	<i>R12 Utility companies to provide finance for the replacement of appliances and energy saving light bulbs which can be paid for by the savings on the energy bill.</i>
	Local authorities should encourage the installation of small scale renewable energy sources by minimising planning requirements	<i>R13 Map potential of local renewable energy sources and suggest ways of encouraging their adoption</i>
Other regions	Other regions should consider adopting the approach of Kyoto in the Home such as those around the Black and Caspian Seas	<i>R14 Promote the adoption of KITH resources in adjacent regions to the EU</i>

4. Conclusions

This dissemination plan was approved at the final project workshop and represents the consensus of the participants and the project partners.

The principal viewpoint is that this work should continue as the need for limiting climate change is becoming ever more apparent.

