

Project Partners

In Implement, partners from the seven EU member states Netherlands, Denmark, Czech Republic, Germany, Hungary, Italy and Estonia take part:

Province Groningen
The Netherlands
www.provinciegroningen.nl



Ecofys Netherlands BV
The Netherlands
www.ecofys.com



EnergiMidt
Denmark
www.energimidt.dk



Enviros, s.r.o.
Czech Republic
www.enviros.cz



Berliner Energieagentur GmbH
Germany
www.berliner-e-agentur.de



Housing Initiative for
Eastern Europe (IWO e.V.)
Germany
www.iwoev.org



ENERGIA KLUB Environmental
Association Hungary
www.energiaklub.hu



Etna Ambiente s.r.l.
Italy
www.etnambiente.com



SA KredEx
Estonia
www.kredex.ee



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For more detailed information please visit the projects' website:

www.epbdinaction.eu

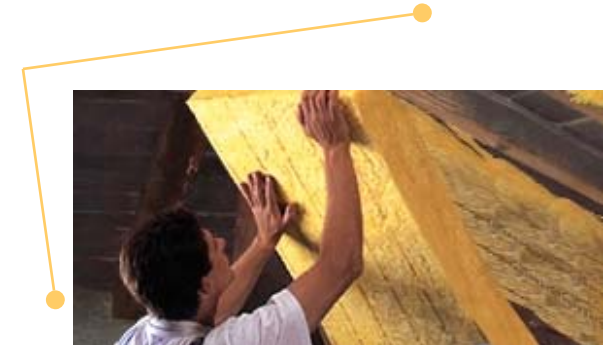
To learn more about the national campaigns, please directly visit their websites:


NL: www.wonenplusplus.nl/groningen
DK: www.energimidt.dk/emweb/Privat/Raadgivning/EU+projekt/
CZ: www.enviros.cz/projects/iee/implement
DE: www.energetische-sanierung-berlin.de
HU: www.lakcimke.hu
IT: www.implementsicilia.eu
EE: www.kredex.ee/esk

The Implement project started in January 2007 and has a duration until December 2009 (36 month).

Intelligent Energy  Europe

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Intelligent Energy  Europe

About Implement

IMPLEMENT is a project co-funded by the European Union under the Intelligent Energy - Europe Programme.

The Energy Performance of Buildings Directive (EPBD), as part of European policy to stimulate energy efficiency in housing, offers vast energy saving potential. However, presently the awareness amongst actors in the housing sector, in particular regarding the possibilities of the EPBD and energy certificates for houses, is low. More specifically, house owners – private persons, homeowners' associations or housing associations – don't have the knowledge or tools to use the energy certificates and thus the potential effect of the EPBD is at risk.

IMPLEMENT aims to avoid this problem via information and sales campaigns in 7 EU Member States, where homeowners and professionals are informed about home energy certificates. Information on appropriate financing mechanisms and implementation of energy saving measures will be offered by networks of professionals. Shining examples of how the EPBD can be turned into energy savings and provide experience on how home owners can be informed and stimulated towards energy efficient retrofitting, will be set.

Key Objectives

The objective of IMPLEMENT is to maximize the effect of the EPBD through information and sales campaigns in seven EU Member States. Via these campaigns, house owners are informed by networks of professionals about the possibilities of the energy certificate for improving their houses, and about the implementation of energy saving measures and appropriate financing schemes. IMPLEMENT translates the global goals of the EPBD to solutions that address everyday issues like health, comfort and energy bills.

How do We Work?

The campaigns are executed in all seven partner countries. Their implementation is centralised and includes mutual feedback sessions and evaluations. Although the campaigns are held in very different conditions and are targeted at different market segments, they provide an appropriate approach to the challenge of 'making the EPBD live', by using the effects of energy saving - better comfort, better indoor climate, lower energy costs, increased property value, improvement of the neighbourhood - as sales argument to the owners. All campaigns are innovative whilst fully complementing national activities and certification procedures. To learn more about the national campaigns, please find their addresses on the reverse side.

Target Groups and Key Actors

- Owners of existing residential buildings: i.e. owners of single-family houses as well as multi-storey houses. This means individual private house or flat owners are addressed, as well home owners associations and housing companies that rent out flats.
- Relevant market actors will be directly involved in the realisation of the campaigns: energy companies, banks, construction companies, architects, technical firms etc. Also local and regional authorities play an important role in IMPLEMENT.

Expected Results

- Set of marketing campaigns in seven EU countries, in which EPBD certification is promoted in the housing market
- Information on energy performance improvements to house owners;
- Network of local market actors, experienced with marketing energy saving measures;
- Marketing strategies, financing schemes and tools, customized per country;

