



Raising awareness of residents on energy efficiency measures in Estonia

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Credit and Export Guarantee Fund KredEx

Founded in 2001 by the Ministry of Economic Affairs and Communications self-financing

State guarantee limit for:

- Export guarantees EUR 64 million
- SME guarantees EUR 51 million
- Housing loan guarantees EUR 61 million
 - » Young families
 - » Young specialists
 - » Tenants of restituted buildings
 - » Apartment buildings

27 employees (housing division 7)

What does KredEx do?

We offer:

- Export credit guarantees
- Business loan guarantees
- Equity loans
- Housing loan guarantees
- Loan guarantee for apartment buildings
- Energy efficiency consulting centre**
- Governmental funds for apartment buildings
- Governmental funds for local governments

Grants in housing:

- Multi-apartment buildings
- Local municipalities
- **Raising awareness**

Estonian Housing Development Plan for 2003-2008

Refurbishment grant

- **Purpose of the measure:** to preserve the existing housing stock.
 - **Target group:** apartment unions, apartment owners' associations, housing unions.
 - **Description of activity:**
 1. The state supports repair work related to the reconstruction and restoration of the main structures of pre-1990 apartment buildings, and work to restore the electrical and gas system – 10% of the cost.
 2. Conducting technical inspections – 50 % of the cost.
 3. **Training and information dissemination related to the measure.**
- Implementer:** Estonian Credit and Export Guarantee Fund KredEx

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Seminars supported 2003-2006

	Budget EEK	Budget €	Seminars	Participants
2003	1 400 000	89 476	8	1 121
2004	349 904	22 363	5	1 309
2005	1 193 210	76 260	9	1 062
2006	888 800	56 805	13	614
2007	1 200 000	76 694	14	701
2008	3 093 320	197 699	23	?
Total	8 125 234	519 297		4 807 + ?

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Energy Efficiency Consulting Centre

- Founded in 2006
- Financed from the state
- 2 persons in 2006
- **Purpose:** implementing the energy performance in residential buildings
- **Main goals:**
 - to promote smart energy saving measures in apartment buildings
 - to administer information concerning the energy saving topics for all apartment buildings
 - to find common grounds between different parties related to the further use of energy consumption development in buildings in Estonia.

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Raising awareness on energy efficiency

Target group:

- Apartment associations
- Apartment cooperatives
- Communities of apartment owners
- Housing maintenance managers

Key actors:

- SA KredEx – Energy Efficiency Consulting Centre
- Ministry of Economic Affairs and Communications
- Tallinn University of Technology
- Energy Performance Consultants
- Estonian Union of Co-operative Housing Associations
- Association of Estonian Facilities Administrators and Maintainers

Energy Efficiency Consulting Centre

Campaign in Autumn 2007

Aim of the campaign:

- To raise target group awareness and knowledge how to improve energy efficiency in apartment buildings
- Encourage to ask information and advice about EE from Energy Efficiency Competence Centre
- Wider promotion of energy efficiency measures and EPBD

Duration

- October-November 2007
 - Week 42-43 (outdoor media, TV, Radio)
 - Week 42-45 (seminars)
 - Week 41-45 (TV broadcast)

Energy Efficiency Consulting Centre

2007 Campaign poster

Message:

- "If you want to save your heating costs - refurbish your house"
- Free of charge information about EE from Energy Efficiency Consulting Centre



Energy Efficiency Consulting Centre


Campaign

- **Media coverage**
 - Articles
 - Press-release
- **Outdoor posters**
 - All over the Estonia
 - 9 Citys
- **Radio commercials**
 - 4 Channels
- **TV**
 - Broadcast
 - (TV3 - Nurgakivi)
 - Commercials
 - (ETV, Kanal2)



Outdoor media...

- **Visibility survey**
 - TNS Emor (leading marketing research company)
 - 37% noticed the campaign



The average visibility of 2-week outdoor campaign is approx. 41%*

- Pharmaceutical 38%
- Telecom 23-63%
- Travel & transport 29-33%

* 2006-2007

TV & Radio...

- **TV***
 - ETV (commercial) - audience 100-150 000 per day
 - Kanal2 (commercial) - audience 150-200 000 per day
 - TV3 Nurgakivi (broadcast) - audience 50-60 000 per broadcast
- **Radio (commercial)**
 - 4 channels (3 estonian/1 Russian)
 - 3 times per day - audience Vikerraadio 353 000 per week**

* All 4-year-old and older family members of 275 Estonian families participate in the survey - the total of approximately 610 people. Different regions, different family types, Estonians and non-Estonians etc. are represented proportionally. Every family participating in the survey has a so-called TV meter installed, recording data on TV watching.

** The survey is carried out continuously i.e. weekly. 900 Estonian people aged 12-74 participate in the radio audience survey each month and 3000 each quarter, representing all Estonian inhabitants in that age group.

Supporting activities

Seminars

Spring 2007 (total 324 participants)

- 10.05 Tallinn (Russian)
- 17.05 Tallinn
- 24.05 Narva (Russian)

Autumn 2007 (total 104 participants)

- 16.10 Keila
- 23.10 Põlva
- 30.10 Jõgeva
- 27.11 Haapsalu

Topics

- EPBD and other legislation related to apartment buildings
- energy saving measures in apartment buildings
- Energy auditing
- promotion of the Energy Consulting Centre (KredEx)




Supporting activities (2)

Booklets, leaflets

Website
www.kredex.ee/esk

Direct mailing

2007:

- 7 900 apartment buildings
- 4 300 invitations for seminars

2008:

- Autumn 2008
 - Energy certificate for buildings (leaflet)
 - ~10 000 direct mails
 - Leaflets
 - Seminar invitations






Outlook for the next period (autumn 2008)

Campaign

- In preparation
- New posters
- New TV commercial

Seminars

- Topics – EPBD and other legislation (regulations), energy saving measures in buildings (also public buildings), financing of EE renovation, energy auditing, promotion of the Energy Efficiency Competence Centre),
- Target group – buildings (private, apartment, public) Owners and Maintainers.
- Week 44 - 47 (4 Major counties)



Supporting activities 2008

Website

- 160 visits per day (during the campaign)
- 3 000 visits per months (average)

Call Centre

- 4.5 calls per day

Articles

- 1 press release
- 5 articles in 23 publications

Newsletter

- KredEx Newsletter (quarterly)
- IMPLEMENT News (2 issues)
- E-Newsletter
- Over 400 contacts in list

Export Guarantee

Thank you for your attention!

Contact:

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