

Deliverable Action C5:

# Replication Action Plan



## **1. Introduction**

According to the LIFE Application guide (2016) “Replicability and transferability is the potential of the project to be replicated by other economic actors and stakeholders and transferred to other regions or countries during and after its implementation.” In the project grant agreement replicability and transferability was identified to be connected to two interlinked goals: 1) to learn from the existing best practice and 2) to the lessons learned to be fed back to Europe. The best practice examples and lessons learned resulting from LIFE EconomisE were foreseen to be properly disseminated, with a focus on countries with comparative institutional investor landscape and similar networks with municipalities. The replication and transferability activities were also foreseen to be linked to the After-LIFE plan.

Our approach to replication is to provide inspiration, guidance and advice for planning and implementing similar approaches in different contexts. The project methods are easily replicated elsewhere in Europe, if adjusted to the local context. In a project like EconomisE, where the whole purpose of the project has been to raise awareness and build capacity (and the project is not e.g. building a pilot project where direct communication about details would be needed), replication of our activities is not easy to follow up. However, we are confident that the many participants in various EconomisE events have assimilated knowledge from us and used it in their own contexts beyond those activities that were actually able to monitor.

When the project started and activities were being planned, it was important to realize that we as a project are best able to influence and spread awareness by being integrated in the existing networks of actors on the real estate sector. The fact that Finland is quite a small country where people on the sector know each other is one reason for this. We can best create influence by participating and bringing our message to and already established activities within the sector networks. Information is spread within such network effectively and we do not have to focus our efforts on pushing our agenda from the outside.

Furthermore, we have not only focused on establishing contacts with real estate owners, because questions and policies related to sustainability are usually heavily connected to various companies/sectors. Energy efficiency is on the agenda in connection with investment and other policies, especially when it comes to the institutional investors that have been to focus group of the work of WWF. However, it is not enough to target the institutional owners because managing and renovating a building includes a variety of other actors, such as real estate management companies, maintenance, construction companies, innovative start-ups with new EE solutions, etc. Therefore, it has been important to raise awareness in several levels.

This report presents the project best practices, savings and partnerships that will have a longer lasting influence.

### **Project goals on replicability and transferability**

#### **1. Learning from existing practice**

Learning from existing practice on available started in the beginning of the project. This is done via following activities:

- WWF project personnel contacted colleagues in the WWF network in Germany, Sweden, Denmark the Netherlands and France to learn about the ongoing situation in these countries.

- Participation in the active international working groups within the WWF Network of “WWF Cities”, “Climate&Energy Practise” and “One Planet City Challenge”.
- The review reports produced under action A2 mapped the information available on the existing body of work on investor best practice for asset owners, the energy savings potential of the real estate under management of the Finnish institutional investors, as well as expected climatic impacts on the Finnish building stock. The reports also captured best practice cases and experience from various other countries.
- In order to estimate the path that the Finnish real estate energy consumption should be on in order to be aligned with the Paris Agreement targets the Carbon Real Estate Risk Monitor [tool](#) was utilized.
- Networking with other projects locally and internationally was active throughout the project lifetime, this included LIFE projects as well as many other types of projects (H2020, EFRD, etc.). This enabled learning from other European projects.
- Participating in seminars, conferences and other events internationally and locally.

## **2. Feeding project lessons back to Europe**

Feeding the project results and learning back to Europe, as well as locally in Finland to support local level replication and transferability, is the motivation for participating in various events, projects and work streams internationally. More specifically, this is ensured by;

- Presenting the project in major events that ensured a good visibility for the project. These include, e.g. ReCoTech 2017 & 2019, The Covenant of Mayors Investment Forum on Energy Efficiency 2020 in Brussels & 2019 in Belarus, 5th International conference on Energy Systems in Copenhagen 2019.
- Arranging webinars directed at stakeholders, including the Final seminar of the project.
- Active contacts within the WWF network, participation in the international working groups within the WWF Network of “WWF Cities”, “Climate&Energy Practise” and “One Planet City Challenge”.
- Active dissemination of project materials via events, social media and other media.
- Dissemination of the best practice cases on the energialoikka.fi website. Promotion of energialoikka during project one to one meetings and events where project has been presented.
- Connecting the project learning in the work streams related to Green Recovery and Covid-19, as well as the development of the EU taxonomy which will most likely encourage building owners and investors to speed up the pace of EE renovations and measures related to climate adaptation. This work started during the project lifetime and will continue in the After LIFE phase.

- WWF European Policy office together with other European WWF offices are working on developing guidance and ranking of Asset Owners (institutional investors). WWF Finland will participate in this work and ensure that the EconomisE learnings will be transferred to this work stream.
- Transferring the project results into other projects and project applications.
- Continued encouragement of building owners and investors to commit to the Paris Agreement and set science based targets.
- Sykli's training materials will be revised and updated and used for relevant work streams in the future. The training material gathered and piloted during the project is still valid, and with some adjustments will be used in upcoming trainings and projects. There is still a great need of further information in order to tackle the bottlenecks of energy efficiency investments in municipalities, so the topic will be kept surfaced through other projects, trainings, and communication measures.
- Continued cooperation with KTI to ensure long-term follow up and development of the project score card work.

### **3. Project materials supporting replication**

The materials produced during the project are available on the project website <https://wwf.fi/en/economise/>. The website will remain operational for at least 5 years after the project end. The videos, webinars and the podcast produced in the project are also made available in WWF Finland's Youtube channel.

The project materials will function after the project end, so that they can still be utilized by the partners to communicate about energy efficiency and climate proofing of the building stock in various other occasions. The [video produced in August 2020](#) is one good example of such a tool that will be utilized in the After-LIFE period. The video introduction and hashtags have also been optimized so that it will show up in related searches. We have also prepared a short flyer type summary about the [EconomisE Scorecard](#) that is easy to use in various events.

These materials will support replication by providing information about the project topics for anyone interested. They have and will be actively disseminated via e.g. the activities presented in chapter 3. The contact information of the project partners will be updated in the end of the project so that direct contacts to the project staff is possible. The website will act as a place for easy reference for the partners in any contacts regarding the topic.

Furthermore, the energy efficiency solution cards created as a result of the activities of SYKE will remain available in the energialoikka.fi portal, which is integrated in various other projects and activities of SYKE. SYKE has promoted the portal to the Hinku and Fisun municipalities via the project activities and encouraged the municipalities to add their own "energy leaps" on the website. WWF has also presented the website in the face-to-face meetings of the project, as well as events. During the project we received a couple of contacts from people working with EE about the solution cards.

Sykli's Guide of Energy Efficiency Investments for Municipalities was sent out to nearly 300 Finnish municipalities in March 2019 and it has been disseminated in the events that the project partners have

participated in (5th International conference on Energy Systems in Copenhagen, RecoTech 2019, The Covenant of Mayors Energy efficiency forum 2020, the final project webinar). The Guide will continue to be used in targeting more municipalities in Finland and the translated version will be available for wider use.

Sykli has also produced a report that analyses the responses to the survey presented under action A3 in more detail (Annex 11). The report was done as the responses are considered very valuable and can be used to draft recommendations that have a wider dissemination value. The data gathered via the survey is supplemented with other data and an evaluation of the influence of the Covid-19 pandemic to energy efficiency of the building stock.

The educational materials of Sykli will be in circulation beyond 2020 and the updates, due to changes in national regulations regulation or other, will be introduced. The training package will be resurfaced later on in other target groups trainings.

The educational videos targeted for municipal decision makers (and other interested parties) are launched in early 2021 utilising the buzz caused by the municipal elections in April 2021. These three videos include the main messages regarding energy efficiency investments, the relationship of indoor air quality and energy efficiency, and building's life cycle. The videos also advertise the guides prepared during the project, which will be available online (and some printed copies for special purposes).

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