

Deliverable action F1

After-LIFE Plan

EconomisE



LIFE16 GIC/FI/000072

Project data

Project location	Finland
Project start date	15/06/2017
Project end date	31/01/2021
Total budget	897 407 €
EU contribution	538 444 € (60%)
Project beneficiaries	WWF Finland, Sykli – The Environmental School of Finland and The Finnish Environment Institute

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Environmental Problem targeted

LIFE EconomisE was a 3.5-year project funded by the LIFE Programme of the European Union working on improving energy efficiency and climate resilience of buildings. The project activities focused on demonstrating how influencing financial flows for the decarbonisation of building stock can deliver significant contributions towards 2020 and 2030 Climate and Energy targets, with special emphasis placed on working within the Paris Agreement's temperature goals of 1.5/2 °C.

Buildings have an enormous role to play in the EU's attempts to slash greenhouse gas emissions. According to the Finnish Climate Panel (2014), by increasing the energy efficiency of the existing buildings and ensuring the high low-carbon standards for new buildings, 45-52% cut in energy consumption by 2050 can be delivered. It is estimated that deep energy renovation of existing buildings is the most important task for energy savings in the building sector since it is expected that the buildings that are in place today will form 70 % of the building stock still in 2050. Considering the age distribution of the building stock and the rate of new construction, the focus on improvements should be targeted to renovation of existing buildings, in particular residential buildings, service and public buildings - of which municipalities own a large share.

A central barrier is that the buildings market is large and highly disaggregated. To many actors the value of energy efficiency is often obscured and it is perceived as intangible concept. The various stakeholders need to share the same overall goal of improving energy efficiency of the particular building. Bringing the right people around the same table at the same time is a challenge. As one way to tackle the issues, efforts to improve the understanding of the policy-makers in municipalities about the real benefits of energy efficiency are a key solution. The institutional investor community is generally a more organised community as the buildings are managed professionally, which opens the door to improve the way investors contract property management firms. As the owners of a significant amount of the Finnish building stock, they can best set the vision how their buildings must be managed. However, ensuring the necessary finance and creating business models to reap the inherent cost-effectiveness of energy efficiency remains a bottleneck.

The Project Objectives

The project main objectives included;

- (a) enabling coordinated multi-stakeholder action with the use of the EconomisE platform in order to develop new projects and business ideas;
- (b) cooperation with the institutional investors to bring about a shift towards low-carbon investment, explicitly focused on decarbonisation of buildings and improved climate resilience;
- (c) empowering decision-makers and civil servants in the cities and the municipalities to make investment decisions concerning building stock that take into account best practices and life cycle assessment.

Dissemination of project materials & the After-LIFE phase

The various reports and studies completed in the project were widely disseminated via events, as well as project social media activities and networking efforts. They will of course remain to be available via the project website www.wwf.fi/economise & www.wwf.fi/en/economise.

Sykli's Guide of Energy Efficiency Investments for Municipalities was sent out to nearly 300 Finnish municipalities in March 2019, along with an offer of the free EE trainings, and it has been disseminated in the events that the project partners have participated in the project (e.g. 5th International conference on Energy Systems in Copenhagen, RecoTech 2019, The Covenant of Mayors Energy efficiency forum 2020, the final project webinar), and Sykli has also distributed the report during events of other projects that they are working on. The Guide will continue to be used in targeting municipalities in Finland and the English translated version will be available for wider use and promoted when participating in international events.

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 findings of the report have been presented in various events, e.g. the project final seminar and the webinar to the WWF Cities network and One Planet City Challenge working group, as well as invited cities that WWF works in January 2021. In



the After-LIFE phase the report will remain in circulation Sykli's other work, e.g. other projects and events.

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

The educational videos targeted for municipal decision makers (and other interested parties) were launched in early 2021 utilising the buzz caused by the municipal elections in 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). The videos will be utilized to present EE issues in a short, simple manner in the future.

The animation video produced in 2020 to be utilized in the project virtual events & dissemination will remain in circulation via the WWF Finland YouTube channel and utilized in relevant events in the future.

Furthermore, the energy efficiency solution cards created as a result of the activities of SYKE will remain available in the project website and utilized in SYKE's continuing work with energy efficiency to present a quick overview with best practice cases. The solution cards are included in the basic package for municipalities that SYKE presents to all new HINKU municipalities to support their work on climate related issues, as well as to municipalities considering joining the HINKU network. The energialoikka.fi portal, which is integrated in various other projects and activities of SYKE, will also remain to be a source of information & a tool for anyone to upload their own "energy leaps". SYKE has promoted the portal to the HINKU and FISU 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. The promotion of the portal will continue in the After-LIFE phase via relevant events and meetings and aims at highlighting best practices and benefits of energy efficiency renovations.

We have also prepared a short flyer type summary about the EconomisE Scorecard that is easy to use in various events and meetings.

These aforementioned materials, and all the other materials produced during the project but not specifically mentioned here, will support replication and transferability of project results by providing information about the project topics for anyone interested in the years to come. They will also be an important source of information in future activities (e.g. new projects) where the project results and learnings are integrated to.

Focus of the After-LIFE activities

The following pillars have been identified for an effective After-LIFE dissemination strategy;

The Project website, which is available at www.wwf.fi/economise (in Finnish) & www.wwf.fi/en/economise (in English), will be online for five (5) years after the end of the project. The website will not be actively updated, but the news section of the website will always present the latest energy efficiency related articles published at the WWF website. It will act as a good reference point for energy efficiency and climate resilience of buildings work in the future.

Events, meetings, conferences: One-to-one meetings with institutional investors, contacts with building sector associations, such as Rakli and KiraHub, the HINKU and FISU municipalities will continue in the After-LIFE stage and the EconomisE learnings will be integrated in these (see below for the strategic goals). The project results will remain to be presented in conferences, mainly under new projects continuing the same topic. This will ensure a larger uptake on the project results in the years to come.

New projects & work streams: Strategically, the topic of energy efficiency in buildings will remain on the agenda of all project partners and this will ensure that the project results will be disseminated and integrated in the future work in the After-LIFE stage.

For SYKE and Sykli this means integrating the project results in various other projects and work streams, such as LIFE IP Canemure for SYKE where synergies were already identified during the EconomisE implementation. SYKE's work on Hinku municipalities EE investments will also continue because some of the municipalities contacted and advised during the project still have unrealized plans born from the project for EE renovations. As mentioned above, Sykli will continue training activities utilizing the EconomisE training package. Furthermore, Sykli has submitted two new project applications where the focus is on energy efficiency of buildings and municipalities. The EconomisE results will be utilized and materials disseminated via these projects (if funding is received).

The EconomisE Score card is an important After-LIFE activity, which will live on via the yearly KTI responsibility barometer.

[WWF Finland's new strategy](#) for 2021 – 2030 places the EE related work under the Climate Programme, which is a new WWF Finland Programme that started on 1.3.2021. The legacy of EcomisE is integrated into the climate work, the specific content of which at the time of writing is still being planned. However, in the aforementioned strategy, the EconomisE work is integrated under the specific 2030 goals of;

- Significant companies have transformed their operations in accordance with science-based low-carbon targets.
- Finnish institutional investors operate in alignment with the 1.5 °C limit to global warming.

The goals have strong linkages to the continuing work with encouraging companies to set science-based targets for their activities and directing financial flows to align investors' business with the Paris Agreement goals. The institutional investors in Finland will remain to be one of the important target groups for the finance related work. The work on aligning institutional investors' investment portfolios is a clear strategical goal, which also includes the investors' real estate portfolios. Furthermore, the project learnings have brought input for WWF's activities with politicians and decision-makers and the energy efficiency of buildings will remain to be on the agenda with meeting with politicians. The new EU taxonomy, which is briefly presented in the project report "Assessment of the realized savings" from the building sector perspective, will be one major focus in the coming years. The project results will also be integrated in the international network of WWF via participating in the WWF international working groups.

Via these multifaceted activities we can ensure that the LIFE EconomisE project lives on in the After-LIFE stage and the results gained will receive a larger uptake internationally, as well as domestically.



This publication reflects the views of the EconomisE project partners only and not those of the EASME or European Commission.