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ECHO ACTION
Energy-Conscious Households in ACTION

Intelligent Energy – Europe (IEE)

Final Report Helpdesk

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1 Final report Helpdesk

1.1 Objectives

ECHO ACTION aims at creating a model of active and voluntary involvement of families, local suppliers of energy technologies/services and financial institutes, co-ordinated by the local energy agency, for the implementation of RUE & RES solutions in households (e.g. substantial retrofit of building envelopes and heating plants) and private mobility (e.g. shifts in mobility patterns, use of cleaner fuels, car sharing and car pooling systems).

The Municipality of Karlstad is the leader of Work Package 5, helpdesk, in the project. This final report refers to the whole reporting period, from the kick-off of the project (November 2006) to month 24 (November 2008). The goal of the final helpdesk is to give a report on how the work in the different partner cities has been going and to report the result of the local helpdesks.

In November 2008 an interim helpdesk report was delivered to the project management. It consisted of both information on the helpdesks and the work with the car pooling and car sharing. For the final reports, these two areas have been separated in two – D8 Final helpdesk report – and D9 Data on users of the car pooling and ride sharing system. In order to give a screen shot on the work in progress in spring 2007, a short overview of that will be included in this report.

1.2 General achievements

- Local helpdesks has been organized according to time table in all the partner cities. Berlin is an exception but had acceptance from the project management. The reason is that Berlin changed their local partner during the start up phase of the project and the project was postponed and started in February 2008. The participating households in Berlin get advice until March 2009 and their final meeting takes place in April 2009.
- A form-on helpdesk was created – the local person in charge of the helpdesk was identified by all the partners
- Before the interim report was produced, two questionnaires were sent to the partners from the WP leaders in order to get an overview of the results.
- Results of the first questionnaire were discussed during the 1st PSG meeting.
- The progress of the helpdesks was discussed during the 2nd and 3rd PSG meeting.
- The WP leader has offered advice on issues regarding the local helpdesks and Mobility management.
- A checklist of things to think about regarding starting up a helpdesk was created by the work package leaders. It was sent as a support to the partners.
- In the start up phase of the project there was confusion on the purpose of the European Echo Action Helpdesk and who it was for. We concluded that it would be a forum/network, for the partners, and exist on the internet. AGIRE, together with Berlin, was to be responsible for starting it. AGIRE organised a google chat account for this purpose and almost all partners signed up but no one posted any comments or implemented any activity. Finally the partners concluded that other ways of communication, such as phone and email, worked well and that the European helpdesk, as it was intended, was reluctant.

1.3 Work Package leaders – presentation

The city of Karlstad was assigned the role as leaders of WP 5. Before and throughout the project Karlstad have had a very qualified front office manned by advisors who can give guidance to individuals in person. The helpdesk has been operating for over ten years. The helpdesk is also the advisory centre in environment and consumer guidance questions in Karlstad (Rådrummet). It is open for the public Monday to Friday 11–16 and manned by experts on environmental questions. The cornerstone of the work is the helpdesk's accessibility with generous opening hours and an easy way of reaching the advisors. It lies strategically by the Main Square in the centre of the city. The core is the communication between the public and the city and communicating environment and consumer guidance questions to the public. In total there are twelve officials, five of them especially with EA, working at the helpdesk. EA participants as well as the public can get answers to questions regarding environmental and consumer issues and receive information, for example leaflets, brochures, energy saving advice, maps of bicycle tracks etc. The advice and information given is professional, free of charge, and independent. The front office also includes phone, web site and email where the EA families as well as the public can reach the helpdesk weekdays 08.00–17.00. The website and e-mail are available daily around the clock.

As work package leaders Karlstad has supported the other partners in questions around their local helpdesk and also with information around car sharing, car pooling and other mobility management activities. Karlstad is maybe the partner that has worked most with mobility management issues and also has most experience of it.

1.4 Timetable

The interim report was due November 2007, 12 months into the project, and was delivered in time. The final Report on helpdesk is due 24 months into the project, in November 2008, and is delivered in time. The report on car pooling is due 24 months into the project, in November 2008, and is delivered in time.

1.5 Methods

Questionnaires were used as the form for receiving data on the work in progress in the different partner cities. Three questionnaires were sent during the project period and the helpdesks was discussed on every PSG meeting. Opinions from the discussions were also registered. Each partner has been responsible for starting their local helpdesk, free to ask for support from AGIRE and the work package leaders.

1.5.1 Questionnaire 1 and 2

In order to get an overview of the local conditions of creating a helpdesk in the partner cities, a first questionnaire was sent by email in February 2007. At the kick-off meeting in Venice, Karlstad also was assigned to create a mobility management checklist. This list was created and sent before the first questionnaire. The first questionnaire is attached as Appendix 1 to the report.

To follow up the first questionnaire, and to see the ongoing work with the local helpdesks, a second questionnaire was sent by email in July 2007. This version was more detailed, asking for more in depth information about the helpdesks and the partners work with car sharing/car pooling. The questionnaire, together with the checklists for the partners to partake and get advice from, was sent in early June 2007. The second questionnaire is attached as Appendix 2 to the report.

1.5.2 Final questionnaire

After the 4th PSG meeting in London a final questionnaire was sent in late August 2008. The intention of it was to capture as many aspects of the helpdesks as possible, as it is the base of the final helpdesk report. The final questionnaire, in the end, resulted in answers from all partners and the WP leaders got a good overview on the situation in the different partner cities. It created a good base for the final helpdesk report. The final questionnaire is attached as Appendix 3 to the report.

2. Work package 5 – Helpdesk

2.1 Project plan – description of WP 5

In the project description plan, the following text describes WP 5:

The project helpdesk consist in an additional support of made available to households as specifically regards general information and the “lightest” action that can be implemented. Each partner city, depending on its local needs and conditions, will choose the most appropriate technical way of providing such informative service. Another important part of the helpdesk will be the actual management of the car pooling /ride sharing systems. Helpdesks will be networked with frequent mailing lists and direct contacts managed by AGIRE. The idea is to create a sort of “European Echo Action Helpdesk”, where all issues and questions arisen in each Helpdesk can be discussed and solutions can be found together, with an exchange of experiences, case studies, best practices etc.

TASK: Creation of the project Helpdesks with the following tasks.

1. Support to coordination of project and work groups
2. Support to data collection to monitor energy consumptions of participating families
3. Info desk to participating families and private companies
4. Info desk on RES, RUE and sustainable mobility for general public (citizens) – technical solutions and financing possibilities
5. Definition of the car pooling and ride-sharing system (organized by participating families) and management.

Task 5 is covered in D9 – Data on users of the car pooling and ride sharing system.

2.2 Project plan – function of WP 5

The following text describes the function of the helpdesk, in the project description plan:

Each partner city will open a ECHO ACTION Help Desk, that will serve to the implementation of the project, but will also be a link between the project and the entire city. Helpdesks could be actual front offices, opened one or more days a week, or telephone lines, or just on-line helpdesks, according with the available facilities in the different cities involved in the project. Main functions of such offices will be:

1. *Logistic support* to manage local groups, to organize workshop, meeting with economic and financial partners, to support monitoring activities collection data and information.
2. *Dissemination and diffusion* of best practices applied with the project and monitoring data, at local, national and European level, mainly through web support.
3. *Search for opportunities*, incentives and allowances available at local, national and European level, focusing on energy saving, renewable resources using promotion, systems and technologies suitable for sustainable mobility. All collected information will be organized in a special database and subsequently published on project and local authorities web portal.
4. *Organisation and management of ride-sharing* (s centrally organized hitchhiking) and car pooling. Partners will promote through their local information networks (civic network, local newspaper and magazine, local TV-station, etc.) the presence of the front office/info points.

Number 4 is covered in D9 – Data on users of the car pooling and ride sharing system.

2.3 Performance indicators

The next table summarizes the performance indicators, as derived from the Annex I of the project contract. The performance indicators will be discussed further on in the report.

Performance indicators	Quantification of success
Number of households enquiries forwarded to the Help Desks	5 000
Number of additional users of car-pooling and ride-sharing systems (covered in D9)	500

2.4 Decisions made on PSG meetings

2.4.1 Decisions made on the 2nd PSG meeting in Berlin

- A local helpdesk is created in each partner city.
- The local helpdesks are mainly for the local families, is operated by the local partners after local conditions.
- A common, European helpdesk is created and is mainly for the partners in the project. This European Helpdesk lies in Venice, and is operated by AGIRE.
- The partners discussed the issue and concluded that the European helpdesk was to be a sort of forum/network, for the partners. It was supposed to exist on the internet as a sort of chat-forum. AGIRE, together with Berlin, are responsible for starting such a forum.
- Each local partner was to decide which and how many of the five tasks they would carry through in their local helpdesk. However, as many as possible are preferable.

2.4.2 Decisions made on the 3rd PSG meeting in Sintra

On the 3rd PSG meeting some important decisions about the continuing work with the helpdesks were taken:

- The partners together decided to create a template for enquires to the helpdesk, se below. Each partner documents the number of enquires to the Helpdesk in the template.
- The performance indicator is not adjusted (as the WP leaders suggested)
- The European Helpdesk is created. It is supposed to be a forum/network, for the partners and is to exist on the internet as a sort of chat-forum. It is operated by AGIRE.

Month	Number of contacts with EA families	Number of contacts with general public
Until Nov 07		
Dec 07		
Jan 08		
Feb 08		
Mar 08		
April 08		
May 08		
June 08		
July 08		
Aug 08		
Sept 08		

We also decided that the form on contact was to be registered, se below:

Month	Number of email-contacts	Number of phone-contacts	Number of face-to-face-contacts
Until Nov 07			
Dec 07			
Jan 08			
Feb 08			
Mar 08			
April 08			
May 08			
June 08			
July 08			
Aug 08			
Sept 08			

2.4.3 Decisions made on the 4th PSG meeting in London

All partners continue to fill in the template reporting the enquiries forwarded to the Helpdesks. The common EA helpdesk, the google forum on the Internet, is not used at all. All partners agreed upon the fact that there are better ways for the partners to contact each other, for example through mail and phone.

2.5 Local helpdesk

At the 2nd PSG meeting, the partners´ different conditions and possibilities to carry out the five “tasks” of the helpdesk were discussed. It was decided that each local partner was to decide which and how many of the five tasks they would carry out in their local helpdesk. However, as many as possible were preferable. In the second questionnaire (Appendix 2) we ask the partners which of the five tasks they now have functioning in their helpdesk. Most of the partners have implemented a majority of the five tasks. For a full description, see Appendix 6.

Organisation of local Helpdesk

The conditions for a helpdesk looked very different in the partner cities in the beginning of the Echo Action project. On one hand, some partners had an existing helpdesk of some kind and developed it during the project. On the other hand some partners had no existing helpdesk in March 2007.

City of Karlstad, Aller/Commune of Capannori, Bologna and Agire/City of Venice had some kind of helpdesk that they would use in the project. BoRAEM, ENOSL, Carbon Descent, Berlin, Sintra and KREA had no existing helpdesk.

More than halfway into the project the WP leaders learnt that all partners (except Berlin) had started a local helpdesk consisting of front offices, phone lines and website/email.

Karlstad, the municipality of Bourgas, the municipality of Capannori, Berlin, London ENSOI, London Carbon Descent, Kaunas and the municipality Sintra all organize their own helpdesk. AGIRE and the City of Venice organize their Helpdesk together as does ALLER and Comune of Caparonni.

MAGVE and BPE are local banks, and therefore not directly involved in the helpdesk activities.

The three different types of helpdesks arranged in the project: front office, telephone line and a web site or use of email.

2.6 Common European Helpdesk

In the project description plan, the following text describes the European Helpdesk:

“Helpdesks will be networked with frequent mailing lists and direct contacts managed by AGIRE. The idea is to create a sort of “European Echo Action Helpdesk”, where all issues and questions arisen in each Helpdesk can be discussed and solutions can be found together, with an exchange of experiences, case studies, best practices etc.”

Before the 2nd PSG meeting in Berlin there was confusion on the purpose of the European Echo Action Helpdesk. The partners discussed the issue and concluded that this helpdesk was to be a sort of forum/network, for the partners. It was supposed to exist on the internet as a kind of chat-forum.

AGIRE, together with Berlin, was to be responsible for starting such a forum.

After the 3rd PSG meeting in Sintra AGIRE organised a google chat account for this purpose. Almost all partners signed up but no one posted any comments or implemented any activity. The European helpdesk was discussed on the 4th PSG meeting in London. We discussed the fact that it didn't work as planned, the reasons for it and the consequences of it. The partners concluded that other ways of communication, such as phone and email, worked well and that the European helpdesk, as it was intended, was reluctant.

3. Results

3.1 General achievements

The goals/tasks set for the project, regarding the helpdesks, are fulfilled, see below.

For an exact answer from the partners, see Appendix 6. Not all partners answered this question. KREA and ALLER/Comune of Caparoni did not answer these questions that were asked in one of the questionnaires sent.

Task 5 is covered in D9 – Data on users of the car pooling and ride sharing system.

TASK 1: Support to coordination of project and work groups

BERLIN The helpdesk staff organised the meetings with families and the collection and dissemination of information in the field of energy efficiency and RES. Additionally all meetings and project offers were described on website. Families without internet connection got the information by mail.

BOLOGNA This is carried out in particular throughout mailing list system and telephone.

BOURGAS The helpdesk support the working group leaders in organisation of the meetings with families and in the collection and dissemination of information in the field of energy efficiency and RES.

KARLSTAD The helpdesk gives support to the trainers, to the participating families, to the public and to the project as a whole.

LONDON Support to working groups and co-ordination of the project will be provided between the meetings of the working groups and through the helpdesk, by telephone and email.

SINTRA With the email address, the free phone line and the free front offices.

VENICE and AGIRE The project coordination will be provided by the local project partners directly.

TASK 2: Support to data collection to monitor energy consumptions of participating families

BERLIN The helpdesk staff gives the families support in order to measure and control their energy consumptions. Each family can receive forms for self-monitoring through the web site, at the front office in the service centre of GASAG or by mail after phoning the hotline to fill-in periodically to measure their energy consumptions. Also the EA software was used to demonstrate energy saving potentials.

BOLOGNA We are collecting available data from the energy city plan (gas consumption for all single heater plant). We are creating specific tools to monitor energy consumption's of participating families throughout the simplifications of a questionnaire already used by the Tream and KITH project.

BOURGAS The helpdesk staff will provide technical support to participating families to work with software, provided within the project and to monitor the energy consumption.

KARLSTAD The helpdesk gives the families support in order to measure their energy consumptions, but also their ongoing work on mobility management issues. This support also goes for the mobility area. These activities are carried out within the working groups and each family can receive forms (either at the helpdesk or through the web site) to fill-in periodically to measure their energy consumptions and their activities within mobility management.

LONDON Data collection and energy monitoring will be carried out through the helpdesk and through meetings of working groups.

SINTRA We use the three tools of the helpdesk.

VENICE and AGIRE Energy consumption monitoring will be carried out within the working groups. Each family will receive a recording book to fill-in periodically with their energy consumptions. Monitoring will be analyzed and compared during the working groups with the trainers.

TASK 3: Info desk to participating families and private companies

BERLIN The helpdesk is an information desk to participating families and private companies. BEA has established a local network of RUE and RES technology suppliers and energy service providers that are active in the local market. All in all, 57 suppliers have contributed to the ECHO Action project. BEA has actively involved the private companies in the ECHO ACTION project. Supported by BEA helpdesk staff information and individual consultation to the participating families and to the private companies were provided, jointed to the project activities.

BOLOGNA The free front offices will support the participating families and the private companies

BOURGAS The helpdesk is an information desk to participating families and private companies.

It is to provide information and individual consultation to the participating families and to the private companies, jointed to the project activities.

KARLSTAD The helpdesk is to provide information and individual consultation to the participating families and to the private companies, jointed to the project activities.

LONDON All non face to face communications relating to the project will be carried out through the helpdesk.

SINTRA The free front offices will support the participating families and the private companies.

VENICE and AGIRE The front office will support the participating families and the private companies

TASK 4. Info desk on RES, RUE and sustainable mobility for general public (citizens) – technical solutions and financing possibilities

BERLIN The helpdesk provides information and consultation on RES and RUE and sustainable mobility for the EA families. Via front office and website these information were available for the general public as well.

BOLOGNA Service already offered free charge for all citizens, and now in particular for the participants on Echo Action.

BOURGAS The helpdesk provides information and consultation on RES, RUE and sustainable mobility for the general public as well.

KARLSTAD The helpdesk provides information and consultation on RES, RUE and sustainable mobility for the EA families and the general public as well.

LONDON Participating households and the general public will be able to gain information regarding RUE/ RES and sustainable transport through the helpdesk, via telephone and email.

SINTRA Used the three tools to give RES, RUE and sustainable mobility solutions for general public and echo action families.

VENICE and AGIRE The helpdesk provides information on RES & RUE and have spent time on the particular project the families are interested in. But the helpdesk will not provide information on the financial opportunities. On this issue, there will be a full meeting devoted to the meetings with the banks, and additional details will be provided by the bank consultant.

AGIRE and the City of Venice also commented on that they have excluded some tasks:

Task 1: Coordination – performed by the local steering group and in particular the City

Task 2: Monitoring – performed by the trainers and the families

Task 4: Financial packages– by the bank, with special meetings and additional appointments

General achievements besides the five tasks above

- Local helpdesks has been organized according to time table in all the partner cities. Berlin is an exception but had acceptance from the project management. The reason is that Berlin changed their local partner during the start up phase of the project and the project was postponed and started in February 2008. The participating households in Berlin get advice until March 2009 and their final meeting takes place in April 2009.
- The local person in charge of the local helpdesks was identified
- The work package leaders have offered advice on issues regarding the local helpdesks and Mobility Management.
- A checklist of things to think about when starting up a helpdesk was created by the work package leaders. It was sent as a support to the partners.
- Three questionnaires were sent out to the partners in order for the work package leaders to write the interim help desk report and the final helpdesk report.
- In the start up phase of the project there was confusion on the purpose of the European Echo Action Helpdesk and who it was for. The partners together concluded that it would be a forum/network, for the partners, and exist on the internet. AGIRE, together with Berlin, was to be responsible for starting it. AGIRE organised a Google chat account for this purpose and almost all partners signed up but no one posted any comments or implemented any activity. Finally the partners concluded that other ways of communication, such as phone and email, worked well and that the European helpdesk, as it was intended, was reluctant.
- The performance indicators were reached.

3.2 Identified problems and corrective actions taken

– Response on questionnaires

On the whole the deadlines on sent questionnaires have not been respected. For that reason, an incomplete report on the helpdesk situation had to be presented at the 1st PSG meeting in Berlin. After the meeting, all partners answered the questionnaire and a complete interim report could be delivered. A form-on-helpdesk was created which listed the contact persons for the different helpdesks in the partner cities. The final questionnaire was sent in August 2008, with a set deadline to September 29th. Two partners respected the deadline and the WP leaders got the latest answers November 28th. However, the final helpdesk report was delivered in time.

– Confusion on number of helpdesks

At the start, the WP leaders experienced uncertainty of which partner had an own helpdesk, and which partners shared helpdesk. Through email conversation with the project management and the creation of the form-on-helpdesk the misunderstanding was cleared.

– Measure helpdesk activities

Not knowing how the partners “measure” their different helpdesk activities and not knowing if the helpdesk is offered to only the EA families or the general public. The issue was discussed at the 3rd PSG meeting in Sintra. In order to get an overview of the status of the performance indicators and to measure how many requires reached the helpdesks, the WP leaders distributed a form/template which the partner cities used thereafter. A similar template is used to measure the Mobility management activities. The template made all the partners report their helpdesk activities in the same way. The templates are attached as Appendix 8.

– The work in Berlin

The helpdesk in Berlin didn't follow the time table, but had acceptance from the project management. The reason is that Berlin changed their local partner during the start up phase of the project and the project was postponed and started in February 2008. The participating households in Berlin get advice until March 2009 and the final meeting takes place in April 2009.

– The European Help Desk

The European helpdesk didn't work as planned. On the 3rd PSG meeting in Sintra the partners concluded that other ways of communication, such as phone and email, worked well and that the European helpdesk, as it was intended, was reluctant. This will be further developed in 3.7.

– Delays in the working groups

Some of the work in the working groups has not ended when this report is written. This means that some information can be lacked in this report.

3.3 Description of the local Helpdesks

Below follows a description of the local helpdesks in the partner cities during the project time. Some partners used an already existing helpdesk and developed it in line with the Echo Action demands. Others started their helpdesk from scratch.

Firstly, an overview of how the local helpdesks look like, the staff and opening hours, if it is open for the EA families only or for the public as well, will be given. Secondly, a description on how the local helpdesks has improved during the project follows. Thirdly, the partners' experiences from working with the helpdesks are described. Not all partners answered this question. Finally, the marketing of the helpdesks throughout the project is described. It has been essential for its success.

3.3.1 Berlin

Berlin changed local partner between October and December 2007 and due to that the project not started until February 2008. The participating households in Berlin get advice until March 2009. The final meeting takes place in April 2009. The current Berlin helpdesk is organised in "five" ways:

- a. Front office in the service centre of GASAG (gas utility) – open for all customers, open Monday, Wednesday and Friday 10 am to 6 pm Tuesday, Thursday from 10 am to 8 pm. Saturday from 10 am to 4 pm. The front office has existed for many years and is well known in Berlin. The tasks are the same as for the EA helpdesk. 10 people work at the front office. (This staff is not a financial part of the EA project)
- b. Energy advice through tips on website – public. Open daily around the clock
- c. Telephone hotline by the BEA – the special number is open only for the project and is only communicated to the participants. Open Monday to Friday from 9 am to 5 pm.
- d. Contact form via internet – only for participating families. Open around the clock.
- e. Moderated chat room on website – some detailed information in the chat room are in a closed area only for participating households. Open around the clock

The staff required for **b – e** are three experts and three assistants of the BEA. The target groups are owners of one- and two-family houses which are customers of the gas utility as well as all interested owners. All information at the helpdesk is free of charge. Date of start is 1st of February 2008.

Improvements: The already existing front office was used as it was and the other solutions for the helpdesk were founded specifically for the project.

Experiences: The households are very different to each other which mean that we also need different instruments to communicate with them. It is necessary to give every individual household the right instruments – a combination of instruments with and without individual contact. Berlin is working with BEA staff only and they have knowledge and can give advice in all fields (heating, electricity, mobility). The website and email is available around the clock which creates a good service. The BEA staff is "only" available if the burro is open. To extend these periods, BEA is working together with GASAG service centre. The GASAG service centre is well known and also available after the EA project. The main focus of the helpdesk in Berlin is not the front office and the geographical place of the helpdesk is not of prime importance. All participating households are living around the city centre of Berlin. The GASAG service centre lies in the middle of Berlin so that all participating households have nearly the same way. One difficulty is that there can not be one instrument for all participants as the participants are so difficult. The expectations of the participants are very high – they want the best advertise for the lowest effort. Several experts are necessary to give advertise in the fields of heating, electricity and mobility. This makes cooperation with individual consultants on the spot complicated. To work together with the GASAG service centre is an advantage, but often the staff in the centre does not know if a customer is also an EA participant. All households have had the same way to the front office, but the way is too long for most of the households. For a city like Berlin, 10 to 15 front offices are needed.

Marketing: To promote the possibility to get advice via the chat room on the website, an email newsletter was started in August 2008.

3.3.2 Bologna

Bolognas helpdesk is called the “Show-room of energy and environment”. It is located in the “Aldini - Valeriani e Elisabetta Sirani School Institute” (a traditional secondary technical school with more than 2000 students). The main objective is to direct the city policies and energy city plans towards a virtuous process of decreasing energy consume, even by means of sound energy policies and actions. The specific objectives, as concerns education and dissemination activities, are to promote renewable energy and energy saving technologies using an attractive and communicative interface, which allows direct contact between visitors and the technology. The principal activities are:

1. Two permanent exhibitions about global warming and energy saving in the city
2. Training courses for school and teachers
3. Energy advisory for citizen
4. Training courses for experts

The specific target groups of the Show-room are students and teachers: the programme of environmental education for all schools offered by the Municipality in partnership with other local companies and institution and local utility. The daily training course (free of charge) was followed by more than 1500 students in the two last scholastic years. Several classes implemented the experimental handbook developed during the European project Kyoto in the Home (www.kiotoinhome.info). The Show-room is a consultation centre for citizen and families in Echo Action and is open once a week in the afternoon (on Thursday until 8 pm). One skilled worker is employed in the Show-room and if necessary another qualified person can help. We have organised face-to-face meetings at the helpdesk and have special working meetings to aggregate purchasing groups for each specific action that subscribers intend to realise. The participants in EA got more detailed assistance during these face-to-face meetings, with technical analysis of typical situation, technical recommendations and opportunity of investments. For some subscribers we have done some inspection of households for analyse: criticality, pre-feasibility studies, estimate of requested actions.

Improvements: The activity of the show-room is directed especially to schools. After the EA project we have developed the helpdesk in the show-room to also target EA families and citizens:

- Information desk for citizens in order to give information and suggests about renewable energy and energy saving technologies using in home.
- Initiated a contact with companies and local market actors sector to transmit information to citizens on products and offers.
- Increased the number of seminar and meeting aims to schools, citizens and companies on RUE, RSE and sustainable mobility.

The helpdesk was extended as well as the staff. A specific day dedicated for it to be the EA information desk was set – on Thursday afternoon it is possible to reserve face-to-face meeting, by telephone or e-mail

Experiences: Bologna has extended their already existing helpdesk and find that an advantage. The fact that the helpdesk is situated in the suburbs north of the centre of Bologna also makes it convenient for most members because it is easy to access public transport and car parking's.

Marketing: The helpdesk has been marketed by email, the web site and meetings.

3.3.3 Bourgas

Bourgas has arranged an informal front office located in the Bourgas Regional Agency for Energy Management office. The project staff provides information and consultation to the households via phone as well. The target groups are households participated in the EA project, so for the representatives of the local and regional authorities, local business groups, students and teachers, general public. Special attention has been devoted to the EA households. The helpdesk is free of charge within the project duration. It was officially launched on June 1st, 2007 and is open one hour per day, three days per week. The staff has been one receptionist and one external expert. The project administrative assistant and junior expert have been working as receptionists in the local helpdesk. The main responsibilities of the receptionist have been to registered all phone calls and visits to the helpdesk office, to provide information and consultation if the topic is in her competency, to transfer the questions, which are not in his/her competency to the relevant experts. The external experts, specialized on energy efficiency, renewable energy sources and technologies, mobility, etc. have been involved when the special questions have been addressed to the Helpdesk.

Improvements: When the helpdesk was opened the users required information or asked questions related mostly to the first level intervention – practical advices on how to save energy, introduction of energy efficiency measure at home and etc. After six months more information has been gained, and a summary of FAQ (frequency asked question) was developed and a data base on the renewable technology suppliers was established. This allowed the project team to serve the helpdesk users more efficiently. Information on renewable energy technologies has also been provided.

Experiences: A front office and phone line are the best forms of helpdesk for Bulgaria and it is located in a good geographical place in the city centre. However, more energy experts are required.

The disadvantages are that most of the people wanted to be served outside of the opening hours of the helpdesk. To give answer to questions in time were also difficult.

Marketing: Several channels have been used in order to market the helpdesk to the families. For example: publication in the Bulgarian version of the project web site, by leaflets distributed during the working group meetings and via email.

3.3.4 Capannori

Capannori has a set help desk inside the City Hall where participants of EA and citizens could get information. The helpdesk is dealing with issues of sustainable development. It offers information not only to families involved in the project, but also citizens and the public administration. The participants in EA get longer and more detailed assistance during face-to-face meetings at the helpdesk, with technical analysis of their situation. The helpdesk is opened twice a week for sixteen hours, considering the activities of the front and back office, meeting face-to-face, phone and email. One person work inside. At the start up the project a mobile helpdesk was also used to advertise the initiative during fairs, markets and public events. Therefore many contacts have been obtained through informal contexts.

Improvements: The helpdesk has been improved during the project realizing a dedicated database about the European, regional and local funding to cut down on the energy.

Experiences: The advantages have been the itinerant nature of the helpdesk – to use both a stable helpdesk inside the municipality and a mobile help desk, capable to offer information during the public events, such as sustainable conferences, meeting, fairs and markets was also used. In the future we have to be able to stabilize this itinerant nature, creating many help desks in the territory.

Marketing: The Capannori helpdesk has an itinerant nature. The stable helpdesk inside the Municipality was used above all to promote the project (start up the project). A mobile helpdesk was used, capable to offer information during public events such as sustainable conferences, meeting, fairs and markets. Even the mayor registered in the EA project during an event. We used a methodology of work based on personal relationships and contacts. The fact is that many people don't come or call the helpdesk, instead they called directly to the mobile of helpdesk officer.

3.3.5 Karlstad

Karlstad has a very qualified front office manned by advisors who can give guidance to individuals in person. The helpdesk has been operating for almost over ten years. The helpdesk is also the advisory centre in environment and consumer guidance questions in Karlstad (Rådrummet). It is open for the public Monday to Friday 11–16 and manned by experts on environmental questions. The cornerstone of the work is the helpdesk's accessibility with generous opening hours and an easy way of reaching the advisors. It lies strategically by the Main Square in the centre of the city. The core is the communication between the public and the city and communicating environment and consumer guidance questions to the public. In total there are twelve officials, five of them especially with EA, working at the helpdesk. EA participants as well as the public can get answers to questions regarding environmental and consumer issues and receive information, for example leaflets, brochures, energy saving advice, maps of bicycle tracks etc. The advice and information given is professional, free of charge, and independent. The front office also includes phone, web site and email where the EA families as well as the public can reach the helpdesk weekdays 08.00–17.00. The website and email are available daily around the clock.

Improvements: In order for our already existing helpdesk to fit the EA project we have increased the opening hours, hired extra staff and also extended our telephone hours. The participants to the EA project

also got more individual advice, detailed assistance during face-to-face meetings at the helpdesk, with technical analysis of their situation, inspection of households, technical recommendations, etc. The group meetings have also been dedicated to the EA families. The tools we developed during the EA project are also a part of the improved helpdesk: pamphlets, handbook and minutes. At the front office the participating families also was offered exhibitions with different themes on energy and transport issues. The developed, and regularly updated, website is also a part of the improved helpdesk.

Experiences: The helpdesk has been operating for over ten years and is well-known for the general public. It is very qualified and manned by advisors who can give guidance to individuals in person. It lies strategically in the centre of Karlstad, by the main square, and is easy to access by public transport. One negative side of a good practise is that the experts may not be available all the time on the opening hours. They might be on meetings, on the phone etc. The helpdesk is an information and consultation desk not only for the participating families, but also for the main public, for local and regional authorities, business, students and teachers. The primary target group however is private persons. It has been a meeting point for the EA families and many of the trainer's meetings have been arranged at the front office. During the project the function of the helpdesk has been strengthening: we have developed the website, created a new information folder, increased opening hours, increased phone hours and hired more staff.

Marketing: Various channels have been used in order to market the helpdesk to the families and the general public. For example: the national website, brochures, local media, meetings, email, face-to-face meetings, posters, leaflets, letters and any other specific EA correspondence.

3.3.6 Kaunas

KREA's environmental engineering specialist is in charge of the helpdesk that open office from 8 am till 5 pm. The helpdesk is open for EA families and other interested persons and is free of charge.

Improvements: No

Experiences: We believe that there are more advantages than disadvantages. The staff is educated and communicative. The availability of the helpdesk is good – available on working days and working hours. The geographical place of the helpdesk is also good – it is not located in Kaunas city centre, but it is located near the Lithuanian Energy Institute.

Marketing: The helpdesk was introduced at all meetings with the EA families. During the meetings they were told about the importance of the helpdesk, and that people can always contact it in case of trouble.

3.3.7 London (Carbon Descent)

Carbon Descent's helpdesk consists of phone and email. It is open for participating households only, is free of charge and has been operating since September 2007. The phone line is open Mon to Fri 9am – 5pm and the email around the clock. All five EA trainers are staff.

Improvements:

Experiences: Email is particularly useful as helpdesk as it can be used at any time, and queries can be forwarded to the best expert. The participants can contact their own trainer, who is someone they know, and this gives people confidence.

Marketing: People were encouraged to get in contact through the helpdesk when they had any questions, requests or suggestions relating to energy saving and the EA project. We have done this repeatedly throughout the project, both by email, and face to face at meetings. The helpdesk contact details were also included on all leaflets and literature produced for the project

3.3.8 London (ENSOL)

ENSOL's helpdesk consists of a phone line and e-mail. It is open for both participating EA families and for the public and is free of charge. It started in June 2007. It is open Monday till Friday 8am – 7pm and one person work at the helpdesk.

Improvements: The helpdesk was extended from 2 to 3 members of staff who could be contacted via email and provide EA specific information and support. We also had three extra members of staff briefed and

trained in order to accept EA specific inquiries. This made a total of 5 members of staff able to accept enquiries. This also made it possible for us to accept inquiries much earlier and later into the evening 5 days per week. From 8am – 7pm, where previously it had been 9am to 5pm. We are also close to completing a centre where EA participants and the general public interested in the project can stop in to discuss aspects of the project or collect relevant resources.

Experiences: It was easy to establish a helpdesk due to past experience and options available. The helpdesk was easily available for the households. Most households preferred to communicate at the workshops and only really contacted the helpdesk for very specific detailed information. However, we found households made good use of the helpdesk when they did contact it. To have a helpdesk far from the central areas is not very practical to face to face visitors.

Marketing: The helpdesk number was marketed on all communications to households and the general public; Posters, leaflets, email, letters and any other specific EA correspondence.

3.3.9 Sintra

The helpdesk is a mixture of phone, open office and email. The goal is to give technical support for the EA families and later to the population of the Municipality of Sintra, in questions related to the efficient use of energy, renewable energies, doubts about the electric and gas invoice, how to save energy, etc. AMES also opened a free front office in the same front office that the city council has for other questions like juridical help, information's about licenses, social habitations, etc. EA families frequently use these helpdesks to clarify some doubts. The services are completely free of charge. The helpdesk was initiated in November of 2006. The hours of operations are 9 am to 17.30 pm. The staff required is four persons.

Improvements: No

Experiences: The main advantages of the local helpdesk are that it is accessible to all, allow increased contact with the population and facilitates the access to information, it is a good form of communication, demonstrated our willingness to help and ensure efficiency and speed of the process.

The principal disadvantages are that as a free service it is a subject of abuse. The lack of knowledge of the population leads to very general questions.

Marketing: The helpdesk has been promoted by posters, leaflets, AMES web page, articles in newspapers, through the City Hall of Sintra and with the population of the Municipality. In every meeting with the families, we disclose the number and email of EA.

3.3.10 City of Venice and AGIRE

AGIRE's helpdesk works with phone assistance. If a customer needs a more exhaustive consultancy we schedule him/her an appointment in our office with one of the expert technicians, who analyze his/her situation. The helpdesk started in November 2007, is open for both EA families and the public, is free of charge and open 9 am to 18 am. One person mans the helpdesk and schedules the appointments. Two technicians are there during the face-to-face meetings. (Two engineers, two architects and one person for the public relations).

Improvements: The already existing helpdesk has been further developed and improved thanks to the EA project: we increased the technical staff, we organized some events to inform the public about the EA helpdesk, the services offered by the helpdesk to participants of the EA project have been improved, offering also the possibility of receiving for free the visit of the engineers/architects of AGIRE at home, in order to evaluate the possible results of "third level" actions.

Experiences: The best form of helpdesk is the meeting face to face with the participants for checking and understanding better what they need. The fact that the office is centrally located is also an advantage.

Marketing: To promote the EA helpdesk service to the family we planned several events, published some news items on the local newspapers, printed numerous informative flyers, leaflets, brochure, opened a network of information centres where the participants and general public can find information about our helpdesk and find all our contacts.

3.4 Enquires to the Helpdesk

Sept 07 – Sept 08	Nr of contacts with EA families	Nr of contacts with general public
BERLIN	621	9987
BOLONGA	393	136
BOURGAS	214	170
CAPPANNORI	228	12
KARLSTAD	790	6500
KAUNAS	183	371
LONDON CD	249	10
LONDON ES	736	342
SINTRA	1374	152
VENICE	358	462
IN TOTAL	5146	18142

3.4.1 Form on helpdesk

During the project the partners filled in enquires made to their local helpdesks. If the enquires were made by EA families or the public have not been separated. Thus, there is a margin of error in the numbers below. Some partners have noted enquires from EA families only and others have put together the answers from the EA families and the general public. This is however not the most important aspect, the most important thing is to see the proportions of the ways of communication.

Sept 07 – Sept 08	Number of email-contacts	Number of phone-contacts	Number of face-to-face-contacts
BERLIN	258	505	335
BOLOGNA	420	132	74
BOURGAS	31	233	148
CAPPANNORI	48	135	45
KARLSTAD	434	119	237
KAUNAS	36	338	180
LONDON CD	213	50	0
LONDON ES	505	574	0
SINTRA	1139	235	152
VENICE	12	357	437
IN TOTAL	3096	2678	1608

3.4.2 Performance indicators

The project reached its performance indicators: the numbers of household enquiries forwarded to the helpdesks were supposed to be 5 000. The number of contacts with Echo Action families at the helpdesk have been 5 142. The number of contacts with the general public at the helpdesk are astonishing 18 142! This means that during the project time of 12 months the helpdesks have had approximately four enquires a day.

3.4.3 Most required topics

The contacts to the helpdesks in the start up phase of the project were generally around initial information about the project, response to mailings and response to invite to workshops. Later the ways to find more in depth information around the project became the topic requests. On the whole enquires around RES and RUE have dominated. Questions on mobility as car pooling and car sharing and other mobility management activities have not been many.

The local helpdesks have had a variety of topics as the families in the project have worked with different and varied measures. The partners and countries have had different conditions to start the helpdesk and the nature of enquiries that were most asked for also varied a lot.

BERLIN

The topics are concentrated on the organisation aspects of the project and the main topic is heating. All activities in the project until September 2008 has been organised in this field. In October, the first mobility workshop took place, and in November the first on energy.

- General information on the project and organisation aspects and details to take part in the project
- Participation in workshops
- Face-to-face advice through experts
- Using special offers of energy saving measures
- Details of energy refurbishment
- Energy performance certificates
- Insulation of houses: possibilities and economy
- Modernisation of heating systems – gas in combination with solar energy, heat pumps
- Using of LED lamps

BOLOGNA

- How to subscribe and compile questionnaires
- Times and schedules of working groups and meeting
- Energy saving lamps
- Financial incentives
- Energy-saving interventions (especially replacing boilers, fixtures, small insulation, photovoltaics)
- Requests for advice of experts

BOURGAS

- Explanation of the project concept
- Practical advice on how to save energy at home
- Energy efficiency measure – insulation putting, windows replacement
- Renewable energy sources – what kind and what advantages and possibilities for utilization there are.
- How to implement renewable energy technologies at home (photovoltaic system, sun collectors, gas boilers)
- Financial opportunities – grant, loans, and credit lines supports energy efficiency measure.

- How to incorporate energy efficiency and energy saving to the school curriculum.

CAPANNORI

In the beginning of project – information about the EA

Later – ways to find and obtain funding (European, regional and local funding) to carry out the actions

KARLSTAD

Almost all enquires to the Karlstad helpdesk has been about advice regarding different measures. Very few questions were about the project itself. We conclude that the information on the project was well described on meetings and during working groups. The families in Karlstad focused on measures around energy and transport, however also included measures around both ecological food and waste disposal as well. Most required topics at the Swedish helpdesk:

Energy:

- How to save energy at home – Use of low-energy bulbs, to switch off standby, to measure how much electricity your household consumes
- Eco friendly heating alternatives for the house – for example Replace oil and electricity powered boilers.

Transport:

- How to reduce the use of the car by using alternative ways of transport such as walking, biking, using the bus or go by train.
- Eco driving

How to eat more environmentally friendly:

- Green products – the families have looked for green products when shopping
- Local produce – the families have bought as much food grown and produced locally as possible. They have looked at product with the KRAV label but also looked to see how far it has been transported.
- Fairtrade products.

Waste:

- Sorting at source – by sorting waste at source the families have reduce the impact on the environment because resources are saved when materials are recycled. By sorting electrical items and hazardous waste you avoid leaks of environmentally hazardous substances.
- Compost – Many families that live in their own house have started their own compost. Compost can be used as new earth and the nutrients come to good use in new plants.

KAUNAS

- Heat pumps
- Solar collectors
- Insulation buildings and flats
- Balancing of heating system

LONDON CD

- Secondary glazing of sash windows
- Solar thermal and PV
- Logistics of meetings
- Data collection

LONDON ES

- Specific insulation (loft and wall)
- Grant information
- Renewable energy
- Workshop information
- Heating information

VENICE

- Solar panel: 53
- Photovoltaic panel: 84
- Energy saving roof: 73
- Heating system: 131
- Energy retraining: 31
- Refrigerator: 22
- Helping in compilation of incentives/grants applications: 24
- Windows and shutters: 82
- Other required topics (legislation, specific technical regulation)
- General topics: 314

3.5 The importance of the helpdesk

In order to find out the importance of a helpdesk, as a way of communicating with the families in a project like Echo Action, we asked the partners to rate the different ways they had communicated with the families. The alternatives we gave were “meetings with families”, “visits to their home”, “helpdesk”, “questionnaires”, “newsletters” and “web site”. The ways of communication was rated from 1 – 6. The most important way was given the number 1. The ratings will be discussed further in the chapter 4.

Most valuable ways to contact/communicate with the families:

BERLIN 1. Visits to their home 2. Newsletters, website and meetings with families 3. Helpdesk and questionnaires	BOLOGNA 1. Helpdesk 2. Meetings with families, visits to their home and website 3. Newsletters 4. Questionnaires
BOURGAS 1. Helpdesk and meetings with families 2. Visits to their home 3. Newsletters and website 4. Questionnaires	CAPPANNORI 1. Help desk 2. Meeting with families and questionnaires 3. Website 4. Visit their home and newsletter
KARLSTAD 1. Meetings with families and visits to their home 2. Helpdesk 3. Questionnaires, Newsletters, Website	KAUNAS 1. Meetings with families 2. Questionnaires and newsletters 3. Visits to their home, website and helpdesk
LONDON ES 1. Meetings with families and visits to their home 2. Helpdesk 3. Website 4. Questionnaires and newsletters	LONDON CD 1. Meetings with families 2. Visits to their home 3. Questionnaires 4. Helpdesk 5. Website 6. Newsletters
SINTRA 1. Meetings with families 2. Visits to their home 3. Questionnaires 4. Helpdesk 5. Newsletters	VENICE 1. Helpdesk, meetings with families, visits to their home 2. Questionnaires, website 3. Newsletters

Summary most important way of communicating with the families

1. Meetings with families	=	52
2. Visits to their home	=	36
3. Helpdesk	=	35
4. Questionnaires	=	27
5. Web site	=	27
6. Newsletters	=	26

3.6 The European helpdesk

The European helpdesk has not worked as expected in the project. Below are the partner's explanations to way. Initially, there was confusion on the purpose of the European Echo Action helpdesk. The partners discussed the issue on the 2nd PSG meeting and concluded that this helpdesk was to be a forum/network on the Internet, for the partners. AGIRE, together with Berlin, was to be responsible for starting such a forum. After the 3rd PSG meeting in Sintra AGIRE organised a Google chat account for this purpose. Almost all partners signed up but no one posted any comments or implemented any activity. The European helpdesk was discussed on the 4th PSG meeting in London. We discussed the fact that it didn't work as planned, the reasons for it and the consequences of it. The partners concluded that other ways of communication, such as phone and email, worked well and that the European helpdesk, as it was intended, was reluctant.

BERLIN An international helpdesk for normal people from different countries is difficult because the language

BOLOGNA We don't know. The most difficult part in organising a European helpdesk is that there are not the same differences in each country.

BOURGAS It is very difficult to organise an EU helpdesk in such way, in order to serve all partners. The local situation and the problems are different in the partnering county.

CAPPANNORI The EU helpdesk could provide strategic tools to achieve a thematic platform of exchange, to discuss and spread the European guide line, the actions and the results obtained.

KARLSTAD It was not clear in the beginning for which the international helpdesk was created – if it was for the partners or for the EA families. As the project went on it became clear that it was intended for the participating partners. However, the partners managed communicating by email and phone and didn't need the European helpdesk. In order for an international helpdesk to function properly a clear goal and intention for it has to be set. Maybe some obligatory information has to be put on it in order for the partners to find information. Another viewpoint is the language barriers.

KAUNAS Misunderstood the question

LONDON CD It is not easy to know how this would work, as the conditions are so different in the various countries. The helpdesk could function as a forum for participants in different countries to share experiences and ideas.

LONDON ES Not sure, it depends on the needs of the participants. We may have been attempting to provide a service which was not essential.

SINTRA We do not think a European helpdesk is necessary as we are a working group with internal forms of communication. Those kinds of relations give us confidence to communicate in informal way.

VENICE Not answered

3.7 Effort put into the project: transport vs energy

We asked the partners to value the effort put into the project regarding the transport part vs the energy part (in percent). The results are presented below and naturally mirror the most popular topics to the helpdesks. These results are more commented on in chapter 4.

	TRANSPORT	ENERGY
BERLIN	15	85
BOLOGNA	40	60
BOURGAS	30	70
CAPANNORI	10	90
KARLSTAD	50	50
KAUNAS	10	90
LONDON CD	30	70
LONDON ES	30	70
SINTRA	20	80
VENICE	15	85

4. Conclusions

4.1 Different conditions

The conditions and starting points of the local helpdesks in March 2007 looked very different in the partner cities – all partners had different conditions and possibilities. Some of them already had a functioning helpdesk, some were planning one and some had not started at all. The guiding principles and tasks of what was expected at the helpdesks were decided on the 2nd PSG meeting in Berlin: each local partner was to decide which and how many of the five tasks (in Appendix I from the project plan) they would carry through in their local helpdesk. However, as many as possible are preferable.

Looking back, every partner city has started a local helpdesk and as expected, it looks different due to different local conditions. Most partners have implemented a majority of the tasks mentioned above in their helpdesk. Most partners used already existing channels and locations to start their helpdesk. Most of them have also broadened their target group and not only target families involved in Echo Action but also the general public. Three various types of helpdesks has been arranged – front office, a phone line and a web site with email. However, a majority of the partners use a combination of all three.

4.2 Transport vs. energy

When the partners valued the effort put into the project, transport vs. energy, the results clearly show that the issues on energy have been heavily prioritised. Why is that? Perhaps the mobility issues were not marketed enough towards the families? The partners from London argue that this was due to the initial feedback from questionnaires to households as to what their interests and needs were. Karlstad has the same experience – the participating families have been more interested in issues around energy.

One important aspect of this issue is that it is generally experienced as easier to change ones use of energy than changing travel habits. The reasons are primarily two:

1. There has to exist physical conditions for changing travelling patterns. Is there public transport available? Are there special roads to bike and walk on? Are there any pavements?
2. The second crucial factor is people's family situation. A single household or a household of two can generally plan their travelling better than a household with children on day nursery or in school. The geographical place of your house is also of importance – if you live on the country side, with poor chances of using public transport etc, or in a city centre.

4.2.1 Energy companies involved

Nine cities are involved in the Echo Action project and there are ten local help desks. Five of them are, or are working closely together with established energy companies: AGIRE, Berliner Energieagentur GmbH, Kaunas Regional Energy Agency (KREA), ENSOL and SEA (now Carbon Descent). This also added to the fact that the energy issues have been prioritised. Energy companies are naturally not use to working with transport issues.

4.2.1 Local conditions

The WP leaders has good experience working with mobility issues which probably is the reason why Karlstad is the only partner that value the effort put into the project regarding transport vs. energy to 50/50. During the project time the WP leaders produced checklists and guidelines that were sent to the other partners. Karlstad also, early in the project, promoted other mobility management activities, as a complement to car pooling and car sharing. Looking at the numbers of people in the project who tried a mobility measure, on one hand you can argue that it is a failure that the partners did not accept the guidelines and the advice. On the other hand the interests in accepting the mobility issues were very low and the work package leaders did not get many questions.

Local conditions also, in some cases, explain the lack of mobility initiative. In Sintra for example, the city's geographical situation makes it difficult to implement biking or walking to work or other mobility management activities. The conditions for these kinds of activities are very different in the partner cities and in some cities car pooling and car sharing never have been tried.

We can establish that energy issues have dominated Echo Action. However, it is important not to forget the actual work that has been carried out in the area of transportation. Some partners argue that the information given to the families was well received and has sparked some positive initial changes. It is also important to remember that to give up a car or changing transport mode is a big decision. The participants will continue to think about the advice given, and will perhaps take action long after the end of the Echo Action project. More conclusions on car pooling and car sharing will be covered in D9 – Data on users of the car pooling and ride sharing system.

4.3 Enquires to the local helpdesks

Generally, the contacts to the helpdesks in the initial phase of the project were around initial and practical information about the project, response to mailings and response to invite to workshops. Later the ways to find more in depth information around the project became the topic requests. On the whole enquires around RES and RUE have dominated. The local helpdesks have been approached with a variety of topics as the families in the project have worked with different and varied measures. The partners and countries have had different conditions to start the helpdesk and the nature of enquiries that were most asked for also varied a lot.

4.4 The importance of the helpdesk

In order for us to value the importance of the help desk in the project, the partners rated the different ways of communicating with the families. They could rate the importance of “meetings with families”, “visits to their home”, “helpdesk”, “questionnaires”, “newsletters” and “web site”. Below is a summary:

- | | | |
|--------------------------------|---|---------|
| 1. Meetings with families | = | 52 |
| 2. Visits to their home | = | 36 |
| 3. Helpdesk | = | 35 |
| 4. Questionnaires and web site | = | both 27 |
| 5. Newsletters | = | 26 |

A majority of the partners valued “**Meetings with families**” as the best way of communicating with the families. The municipality of Caparonni for example, writes: “The most important channel of contact is personal relationships, established during public events or during the meetings with the families”. Many of the Swedish trainers also witness of the importance of the personal contact with the families. Berlin agrees on this but also notice another aspect of the issue – the difficulty to get people to join the meetings.

“**Visits to their home**” was also high up on the ranking list. This way of communicating with the families is however impossible to carry through among all the families. The capacity in the project is not enough to visit all participating households and only a few partners had the opportunity to visit some families in their home.

“**The helpdesk**” also had an important part in the communication with the families, however maybe not the crucial function that was initially expected. Alternative ways of communicating was found. However, this does not mean that the helpdesks have not been important; it has only taken another role than expected from the beginning. Bologna argues that mailing list systems and telephone lines are good ways of reaching the families. Berlin puts it like this: “In Berlin the helpdesk is important, even if it’s not used intensively. It is difficult to say, which action is most important for the contacts with the families. There is a big difference between the contact from the project management to the households, and vice versa. Questionnaires are important for the management, as a lot of information could be selected efficiently. However, questionnaires are not equally important to the households – we have sent out a questionnaire and only three percent answered. Newsletters are a very effective way for the management to inform the households. However, we lack feedback and don’t know how regularly they are read. The website is very important and a lot of detailed expert advice is put here.”

4.5 Experiences, difficulties with the helpdesk

One of the difficulties with the helpdesk is related to the working time of it. People often want to be served any time of the day, and not only when the helpdesk is open. In this matter, web site and email are crucial communication channels. Berlin mentions that the households are very different from each other which mean that they also need different instruments to communicate with them. It is necessary to give every individual household the right instruments – a combination of instruments with and without individual contact. The expectations of the participants are very high – they want the best advertise for the lowest effort. Several experts are necessary to give advertise in the fields of heating, electricity and mobility. This makes cooperation with individual consultants on the spot complicated.

4.6 Factors of success for a well functioning helpdesk in a project such as Echo Action

Below are some general conclusions drawn from the overall results from the questionnaires answered by the partners, but also from the viewpoint of Karlstad.

1. Free of charge and impartial

All the local helpdesks in the project have been free of charge which we believe is a very important fact. For a common helpdesk to function correctly it is important that it is free of charge and impartial.

2. Generous opening hours and strategically located

The helpdesk must aim to be opened when people want, and can visit and it should also be easily available for the families in the project but also for the general public. Preferably it lies strategically in the city centre and is easy to access through public transport, by bike, by foot or by car. This fact however depends on the size of the city. It is comparably easy to locate a helpdesk close to people in a relatively small town as Karlstad, but very difficult in a big city like London or Berlin. For a city like Berlin, 10 to 15 front offices are needed. This fact has been tackled in different ways by the EA partners: for example in Bourgas, the helpdesk is located in a good geographical place in the city centre, in Bologna the helpdesk it is situated in a place where it is convenient for most members to reach it by public transport and car parking. Capannori has both a stable helpdesk inside the Municipality and a mobile helpdesk used to offer information during public events. As many people do not come or call the stable helpdesk, they can be targeted directly in the mobile of helpdesk.

3. Quick and correct answers

To stay trustworthy the staff at the helpdesk has to be able to give correct answers in a reasonable period of time.

4. A broad base of knowledge on different environmental questions

An important issue around how to build a well functioning helpdesk is to have a broad base of knowledge around environmental questions. There are many advantages in gathering various competences on sustainable society in one place. Often, people that are interested in environmental questions want to know more, in various areas. It is favourable that the helpdesk staff has knowledge about and understands the complexity of the problems and questions that will arise. A well functioning helpdesk should be able to meet the increasing demands. To stay trustworthy in the visitor's eyes it is important that initially come up to expectations.

5. Collaborate

Networking is important. It creates a broad basis of competence and questions can be redirected to experts directly. If you do not have the time, the organisation nor the money to develop a helpdesk of your own – try to work with other partners. You find strength and support in others and also a broader competence. For example, Berlin has collaborated with the local gas utility, and Karlstad has taken support in other departments in the Municipality. If you are a private company – try to cooperate with the municipality or other authorities. Often, the government administration or the municipality have experience working with environmental questions and can give support.

6. Communicate

With the families and the public

Serve the families and the local media with information – be offensive with the technique that is available – email, web site and so on. The helpdesk serves an important purpose as the core and a meeting point of the project. In Karlstad the helpdesk has worked as a basis in the communication – both with the families, but also with the public.

With local media

Use local media to spread information about the helpdesk

Ways of developing the helpdesk

The local helpdesks can easily develop, for instance by broaden it with closely related areas. One example is with consumer guidance in Karlstad. To have a mobile helpdesk is also a good way of using the helpdesk, it creates flexibility and helps target more people. Caparonni has used a mobile helpdesk in the project.

4.7 From a project oriented help desk to a long-term helpdesk

Many of the partners will continue to run their help desks, however, some partners will close it down. Money, resources and well educated staff are needed in order to make a helpdesk function in a good way. A disadvantage with operating a helpdesk for a limited period of time (one year) is that it is too short to be able to carry through major changes. One year is too short to work with a helpdesk on environmental issues.

1. Financial support – a long-term solution is needed

In order to work on a more long-term basis, a permanent funding has to be settled. For example, the Advice Bureau in Karlstad is a part of the Municipalities Environmental department and for that reason a helpdesk which will last. A helpdesk is not supposed to be run in a project form but instead long-term. It is good help if an authority is involved in the work as well. The dream helpdesk demands more money to invest and more staff.

2. Start narrow, broaden later

When starting a helpdesk, it is preferably to initially focus on one specific area, for example energy. We believe this is the most efficient way of running an organisation like that. Further on, when the activities have extended, it is good to widen the areas of interest.

3. Use the available technology

“24-hour service” etc.

4. Make follow ups

Follow up your work regularly – are we focusing on the right things? Do we have the right target group? Are they pleased? Document the results and the work you do.

4.8 Checklist – important issues when starting up a helpdesk

- High accessibility
- Information can be spread through many channels
- Generous opening hours
- The personnel is available a lot
- You can pre book meetings
- You can mail round the clock
- Free advice through phone, email and face to face
- Collaborate and network with municipalities, organisations and government

5. Future

5.1 The helpdesk in the future

Will the partners keep their helpdesks after the Echo Action project is over?

BERLIN The BEA has no capacity for a continuing the helpdesk without payment for it. BEA and GASAG will check at the end of the project if it is possible to continue the work together.

BOLOGNA The local already existing helpdesk was just increased, and we will preserve this free service for all citizens. The contribution to the EA project is to continue the contact with companies and implementing the technical support.

BOURGAS We will continue to keep our helpdesk in the same way. Unfortunately it is impossible on this stage to be located in a separate office space.

CAPANNORI Yes, the helpdesk should stress the European level and strategies, spreading the results obtained in different countries involved in the project. We will do our most to repeat the measures attain by European partners in the local context.

KARLSTAD Yes, the helpdesk will continue, however, it will go back to the status it had before the project. The opening hours and the phone hours will go back to original, and the extra staff will go back to their regular work.

KAUNAS Yes, in the same way.

LONDON CD No, without funding we will be unable to maintain it.

LONDON ES This depends on how we choose to develop the work we have started on the project. Enquiries will naturally tail off, however, we will keep it in a similar form but with just two email addresses only and one dedicated member of staff. This will operate for 12 months and reviewed thereafter.

SINTRA Yes, will probably keep our helpdesk with the same method of operation.

VENICE Yes, in the same way.

5.2 Dream helpdesk

As Echo Action is a pilot project it is interesting to find out some advice for the future. What would the partners dream helpdesk look like and how would it differ from the current one?

BERLIN

Consulting via website centralized. Answers on questions via email are given only in a secured part of website (for participants only) to activate the communication between participants via forum. Front offices are available in each district of Berlin. One central telephone hotline is available with different extensions for each front office. Enough staff for visits at home once per month for each participant.

BOLOGNA Our dream-helpdesk is open to all citizens and is able to give any kind of technical and financial information on issues of RES and RUE. However, this implementation requires an increase of multidisciplinary staff to be involved and an appropriate campaign of information (so more money to invest).

BOURGAS

It is better to organise the helpdesk in different buildings rather than an independent office. One day per week could be assigned for different topic. Then the necessary specialist could be available to answer to all the questions.

CAPPANNORI

The current helpdesk has been very useful to strike the target group, above all in a local context: it was less effective the creation of an accurate interface with EU affairs. For a future next project, EA2, we suggest to build a tool, a platform or chat, capable to link and create a dialogue among European citizens involved into a project. So the citizens of Capannori and Karlstad, after they have exchange the different solutions attain in their country, could suggest and raise open and sharing solutions.

KARLSTAD

A “dream helpdesk” looks a bit like the existing advice centre in Karlstad, with educated staff and generous opening hours. A service phone is open from early morning till late night 7.30 am to 23 pm. The helpdesk has an interactive website and the staff at the helpdesk is specified on the project. It is easy for the public to use computers and possibilities to check their CO2 E-score. The helpdesk has branches around Karlstad and reaches the families that have difficulties coming to the town centre. As Karlstad suffers from the risk of flooding in the future, the helpdesk, in the extension could be a sort of “climate centre”. The consumer advisors could also take a larger part as consumption and environmental questions are closely related.

KAUNAS A more well-known helpdesk with many requirements.

LONDON CD

It would be a drop-in centre, with interesting displays and information available in written form, as well as advisers. It would be situated in a place near to where most participants live, and easily accessible by public transport.

LONDON ES

On the whole our helpdesk worked well in that we were able to meet the needs of the participating households (although demand was limited) and had no complaints or issues. Households were clearly most interested in the workshop activities and probably 70 percent of the information communicated and contact with households came at this point. This may be a sign of the effectiveness of the workshops.

SINTRA In spite of the change of our helpdesk, we probably changed the way that populations see this kind of services.

VENICE

The EA project worked so well thanks the face-to-face meetings with the participants, who always schedule the appointment before.

6. Success regarding performance indicators

The next table summarizes the performance indicators, as derived from the Annex I of the project contract.

Performance indicator	Quantification of success	Related work package and/or deliverable N°
Number of additional users of car pooling and ride-sharing systems (This information will be found in D9)	500	WP 5
Number of household enquiries forwarded to the Helpdesks	5000	WP 5

The project reached its performance indicators: the numbers of household enquiries forwarded to the helpdesks were supposed to be 5 000 according. The number of contacts with Echo Action families at the helpdesk have been 5 142. The number of contacts with the general public at the helpdesk are astonishing 18 142! This means that during the project time of 12 months the helpdesks have had approximately four enquires a day.

7. Appendix

Appendix 1: Questionnaire nr 1. Local Helpdesks

Questionnaire about the local helpdesks, Mars/April 2007

Each partner city /country should open a local Helpdesk, with layout/activities/etc common to all the other desks. At the same time, a common Helpdesk should be established at the European level. As a preparation for the Berlin meeting, we are planning to create a possible organization of the Helpdesk system, content, communication system (with the citizen and with the other helpdesks). Therefore we would appreciate if you could answers these short questions about both the Helpdesk and Car pooling. Please notice that the questions are concerning the Helpdesk and Car pooling system of YOUR community/city.

HELPDESK

(Definition from the Echo Action project plan = Each partner city will open a Echo Action Helpdesk, that will serve to the implementation of the project, but that will also be a link between the project and the entire city. Helpdesks could be actual front offices, opened one or more days per week, or telephone lines, or just on-line helpdesks, according with the available facilities in the different cities involved in the project).

1. Do you have some sort of Helpdesk already? If yes, please give a short description of it.
1. What is it's technical solution? 2. Does it have any specific target groups (students, companies etc.) 3. Is it free of charge? 4. Do you have any Results and Conclusions of it)
2. What do you think would be the best form of Helpdesk for your community/city? (for example front offices, telephone lines, on-line helpdesks)
3. What are the conditions for different options of a Helpdesk in your community/city? (Here in Karlstad, Sweden, we have the Advising bureau which is a natural Helpdesk for us)

CAR POOLING

(Definition = Organised car pooling is the sharing of rides in a private vehicle among two or more individuals. An example of an organised form of car pooling is a website, sms, telephone lines etc.)

1. Do you have some sort of organised car pooling/ride-sharing system already? If yes, please give a short description of it. (1. What is it's technical solution? 2. Does it have any specific target groups (students, companies etc.) 3. Is it free of charge? 4. Do you have any Results and Conclusions of it)
2. What do you think would be the best form of car pooling system suited for your community/city?
3. What are the conditions for different options of a car pooling system in your community/city? In Karlstad we have an internet based service for employees in big companies, organisations etc.)

Appendix 2: Questionnaire nr 2. Local helpdesks.

Questions about the ongoing work with the help desks, July 2007

HELPPDESK

As we discussed in Berlin, the common European Helpdesk was a sort of forum/network, for the partners in Echo Action, and are going to exist on the internet. The following questions are consequently not about that, they only focus on your local variants of Helpdesk, for the participating families. In the project plan, 5 tasks of WP 5 are listed about what should be included in the local Helpdesks. They are listed below:

1. Support to coordination of project and work groups
2. Support to data collection to monitor energy consumptions of participating families
3. Info desk to participating families and private companies
4. Info Desk on RES, RUE and sustainable mobility for general public (citizens) – technical solutions and financing possibilities
5. Definition of the car pooling and ride-sharing system (organized by participating families) and management

On the Berlin meeting we decided that each local partner was to decide which and how many of the five tasks they would carry through in their local Helpdesk. However, as many as possible are preferable.

QUESTIONS:

1. Describe your Echo Action Helpdesk.

- It's technical solution
- Does it have any specific target groups?
- Is the Helpdesk only open for participating families?
- Is it free of charge?
- Date of start
- Opening hours
- Staff required

2. Which of the five tasks numbered above are you working with in your local Helpdesk? Please write Yes or No and comment your answer:

- Task 1. ____ Comment:
Task 2: ____ Comment:
Task 3. ____ Comment:
Task 4: ____ Comment:
Task 5. ____ Comment:

3. If you have excluded some tasks, describe why and if you have another solution in the comments below:

- Task 1. ____ Comment:
Task 2: ____ Comment:
Task 3. ____ Comment:
Task 4: ____ Comment:
Task 5. ____ Comment:

4. What other difficulties do you experience in your work with the local Helpdesks?

5. Describe your expectations of the Helpdesk

6. In the appendix you will find some common advice on how to work with an open office Helpdesk.

CAR POOLING/CAR SHARING

1. Describe your Echo Action car pooling/Car sharing

- It's technical solution?
- Does it have any specific target groups (students, companies etc.)
- Is it open for participating families only or also for the public?
- Is it free of charge?
- Have you created a special system just for Echo Action or have you used an already existing one?
- Is it commercial or non-commercial?

At the Berlin meeting, you received a checklist regarding Mobility Management issues. The list is enclosed in this email and is also published on the project website.

2. Have you planned to carry out any of these tasks?

- If yes, which?
- If no, why not?

Are you planning anything else regarding the Mobility Management activities?

3. Describe your expectations of the car pooling/Car sharing system

Appendix 3: Final questionnaire on helpdesk, car sharing and car pooling, September 3rd 2008.

HELP DESK

1. Description of the local project Help Desk

Describe your Echo Action Helpdesk

- a. It's technical solution (open office, phone or e-mail)
- b. Target groups
- c. Open for participating families only, for the public only or for both
- d. Free of charge
- e. Date of start
- f. Opening hours
- g. Staff required

If you use an already existing Helpdesk as your EA Helpdesk, please explain how you developed it, in order for it to fit the project*. (For example – in Karlstad we use our already existing Advice Center as the Helpdesk in the project. In order for it to fit EA we have increased the opening hours, hired extra staff and also extended our telephone hours),(another example: in Venice, the helpdesk did exist already, but the participants to EA got a longer and more-detailed assistance during face-by-face meetings at the helpdesk, with technical analysis of their situation, inspection of households, technical recommendations, etc.)

- h. Have you developed or improved your existing Helpdesk during the project?
 - No, we used it as it was.
 - Yes. Please explain how

2. Marketing of the Helpdesk

Describe in detail, how you marketed your EA Helpdesk to the families? (in the beginning of the project as well as during the project).

3. Enquires to the Helpdesk

Please fill in the enquires made to your local Helpdesk

Month	Number of contacts with EA families	Number of contacts with general public	Comment
Until Nov 07			
Dec 07			
Jan 08			
Feb 08			
Mar 08			
April 08			
May 08			
June 08			
July 08			
Aug 08			
Sept 08			

Please fill in the form on contact you have had to your local Helpdesk

Month	Number of email-contacts	Number of phone-contacts	Number of face-to-face-contacts	Comment
Until Nov 07				
Dec 07				
Jan 08				
Feb 08				
Mar 08				
April 08				
May 08				
June 08				
July 08				
Aug 08				
Sept 08				

Please list the most required topics at the Helpdesk:

4. The importance of the Helpdesk

Helpdesk vs other ways of communicating with the families

On the last project meeting in London we understood that some of the partners thought the importance of the Helpdesks was a bit excessive. In order to investigate that further, to put the Helpdesk's value in a context, and to find its importance for the contact with the families we want you to rank each action below, regarding the importance for the contact with the families. 6 is most valuable and 1 is least valuable.

- Helpdesk (email, phone, face-to-face)
- Meetings with families
- Questionnaires
- Visits to their home
- Newsletter
- Web site

Other comments:

5. Experiences from the work with the Helpdesk

Describe your experiences working with your local Helpdesk in the project.

Advantages:

1. Finding the best form of local Helpdesk
2. Staff
3. Availability
4. Geographical place of the Helpdesk
5. Other

Disadvantages:

1. Finding the best form of local Helpdesk
2. Staff
3. Availability
4. Geographical place of the Helpdesk
5. Other

How did you overcome the obstacles?

6. Advice for the future

Taking into account the experiences you have from the project, how would you create your “dream-Helpdesk”? What would it look like and how would it differ from the current one?

7. The European Helpdesk

The European Helpdesk hasn't worked as expected in the project. What do you think could have been made differently in order for it to work?

8. Future

Will you keep your Helpdesk after the end of the project?

- No. Why?
- Yes. In what way, compared to the current one?

9. Other comments

10. Please attach pictures of your local Helpdesk

CAR POOLING/CAR SHARING

1. Definition and repetition

Car Pooling = Organised car pooling is the sharing of rides in a private vehicle among two or more individuals. An example of an organised form of car pooling is a website, sms, telephone lines etc.

Car sharing = A number of persons share the use of one or more cars. The use of a car is booked in beforehand and the user is paying a fee based on the distance and/or time.

Repetition

On the London project meeting all partners answered a questionnaire about car pooling and car sharing. To remind you, and also to give you the opportunity to complement your answers, they are included below. Complement your answers in the table below.

2. Have any participating families started using car pooling/car sharing so far?

BERLIN	CS: No CP: No
BOLOGNA	1 or 2 persons registered in car pooling. Some person using car sharing.
BOURGAS	It is still an uninformal way of using. There is no established system yet.
CAPANNORI	No. We are going to send a questionnaire to the families in order to start sharing and car pooling system.
KARLSTAD	CS: One person. He sold his old private car and joined the cooperative car sharing in Karlstad. CP: No
KAUNAS	CS: No CP: No
LONDON CD	
LONDON ES	CP: Yes CS: No A car pooling scheme has informally been set up by participants in the project for journeys to and from workshops/ events. Trust is an important issue and the CP scheme has developed as a result of familiarity and trust in the group. We are building on this with the aim of establishing a formal CP or CS scheme.

SINTRA	We have not been informed of any.
VENICE	CS: Most of the participants were already using CS. It seems that some parts join CS thanks to EA. CP: No

3. Have you taken any initiatives regarding CP and CS in order to try to get it started in your city?

- No. Why?
 Yes. Which?

4. Taking into account, your experiences from the EA project, what prerequisites are missing in order to implement car pooling and car sharing in your city?

5. Marketing

Describe how you marketed car pooling and car sharing to the families.

6. Mobility Management activities (other than car pooling and car sharing) carried out in the project.

Complement your answers in the table below.

	Mobility Management (MM) activity	Number of users
BERLIN	No	
BOLOGNA	About 20 % of our subscribers: Bike to work and to school, Travel by bus instead of car and motorbike, Travel by train instead of car and motorbike, Has bought an eco car (1 person), using an electrical bike (1/2 person)	
BOURGAS		
CAPANNORI		
KARLSTAD	Bike to work, Travel by bus instead of car, Eco Driving, Use Eco friendly car service, Buying an eco car, Start using energy heating	Approximately 25 people in the EA project.
KAUNAS	Approximately 30 people in the EA project. ExampIs: Travel by trolleybus instead of car, Eco Driving	
LONDON CD		
LONDON ES	No up to date data here yet. One household has adopted eco driving and will feedback info to working group in next mobility workshop (September) where we will establish number of people making changes to mobility management activities.	
SINTRA	We cannot answer this right now. In the next survey.	
VENICE		

7. Documentation

Have you produced any protocols or other tools to document the families' MM work?

- No.
 Yes. Please attach them.

8. Experiences from the work with CP, CS and MM.

Describe your experiences working with CP, CS and MM.

Advantages:

Disadvantages:

How did you overcome the obstacles?

9. Energy vs transport

Please value the effort put into the project regarding the transport part vs the energy part (in percent). (In Karlstad the numbers are approximately 50–50)

10. Other comments

Appendix 4: Advice on helpdesk Organisation

Karlstad has very good experiences of working with an open front office as a Helpdesk. The Advice Centre, Rådrummet, is an already functioning Helpdesk. The work in Rådrummet is extensive and it has several functions as a Helpdesk – it's an open office but the staff can also be reached by e-mail, web and telephone line.

Advantages with this kind of Helpdesk:

- High accessibility
- Information can be spread through many channels
- Generous opening hours
- The personnel is available a lot
- You can pre book meetings
- You can mail round the clock
- Free advice through phone and email

Appendix 5: Form on Echo Action – helpdesk

Person in charge of the local help-desk

Participant name		Country	Full Name	E-mail Address	Telephone number	Mobile number
Agenzia Veneziana per l'Energia	AGIRE	Italy	Alessandra Vivona	vivona@veneziaenergia.it	+39 041.5094251	
City of Venice	Venice	Italy				
Agenzia Lucchese Energia Rec. Risorse	ALERR	Italy				
City of Capannori	CAP	Italy				
Agência Municipal de Energia de Sintra	AMES	Portugal				
Berliner Energie-agentur GmbH	BE	Germany	Dr. Annett Fischer	echoaction@berliner-e-agentur.de	+49 30 29333032	
Energy Solutions (North West London)	ENSOL	UK				
Carbone Descent.	CD	UK				
City of Karlstad	KAR	Sweden	Karin Svensson	Karin.svensson2@karlstad.se	+46 54 297313	
Bourgaz Reg. Agency for Energy Maneg.	BORAE M	Bulgaria				
Kaunas Regional Energy Agency	KREA	Lithuania				
MAG Venezia Società cooperativa	MAGVE	Italy				
City of Bologna	BO	Italy				
Kaunas Panemune Community Centre	KPBC	Lithuania				

Appendix 6: Tasks worked with in the helpdesk

TASKS WP 5:

Creation of the project Helpdesks with the following tasks. 5 tasks of WP 5 are listed about what should be included in the local Helpdesks. They are listed below:

1. Support to coordination of project and work groups
2. Support to data collection to monitor energy consumptions of participating families
3. Info desk to participating families and private companies
4. Info Desk on RES, RUE and sustainable mobility for general public (citizens) – technical solutions and financing possibilities
5. Definition of the car pooling and ride-sharing system (organized by participating families) and management”

Which of the five tasks numbered above are you working with in your local Helpdesk?

BERLIN

Task 1: The helpdesk staff organised the meetings with families and the collection and dissemination of information in the field of energy efficiency and RES. Additionally all meetings and project offers were described on website. Families without internet connection got the information by mail.

Task 2: The helpdesk staff gives the families support in order to measure and control their energy consumptions. Each family can receive forms for self-monitoring through the web site, at the front office in the service centre of GASAG or by mail after phoning the hotline to fill-in periodically to measure their energy consumptions. Also the ECHO ACTION software was used to demonstrate energy saving potentials.

Task 3: The helpdesk is an information desk to participating families and private companies. BEA has established a local network of RUE and RES technology suppliers and energy service providers that are active in the local market. All in all, 57 suppliers have contributed to the ECHO Action project. BEA has actively involved the private companies in the ECHO ACTION project. Supported by BEA helpdesk staff information and individual consultation to the participating families and to the private companies were provided, joined to the project activities.

Task 4: The helpdesk provides information and consultation on RES and RUE and sustainable mobility for the ECHO ACTION families. Via front office and website these information were available for the general public as well.

Task 5: Berlin has a really good public transport system. Therefore car pooling and ride-sharing offers are of interest only to move out the city. On the other hand Berlin surroundings can also be reached via lots of public transport connections. That's why the existing offers have been promoted by the BEA helpdesk staff during the project. Also other mobility opportunities (e.g. cycling combined with public transport) have been promoted.

BOLOGNA

Task 1: This task is carried out in particular throughout mailing list system and telephone.

Task 2: We begin to ask data to the participants. We are collecting available data from the energy city plan (gas consumption for all single heater plant). We are creating specific tools to monitor energy consumption's of participating families throughout the simplifications of a questionnaire already used by the Tream and KITH project.

Task 3: We begin to answer to the first calls

Task 4: Service already offered free of charge for all citizens, and now in particular for the participants on Echo Action

Task 5: This task will be implemented from next month, when will start special project offered by the Province of Bologna.

BOURGAS

Task 1. Yes, the Helpdesk will support the working group leaders in organisation of the meetings with families and in collection and dissemination of information in the field of energy efficiency and RES.

Task 2: Yes, the Helpdesk staff will provide technical support to participating families to work with software, provided within the project and to monitor the energy consumption.

Task 3. Yes, info desk to participating families and private companies.

The Helpdesk is to provide information and individual consultation to the participating families and to the private companies, jointed to the project activities.

Task 4: Yes, the Helpdesk will provide information and consultation on RES, RUE and sustainable mobility for the general public as well.

Task 5: Yes, because of the fact that there is no established formal system for car pooling in Bourgas the Helpdesk will introduce the best European practices for car pooling and Car sharing to the households, involved in the project. Additionally the car pooling system will be promoted and introduced to the general public in Bourgas municipality.

KARLSTAD

Task 1: Yes, the helpdesk gives support to the trainers, to the participating families, to the public and to the project as a whole.

Task 2: Yes, the helpdesk gives the families support in order to measure their energy consumptions, but also their ongoing work on mobility management issues. This support also goes for the mobility area. These activities are carried out within the working groups and each family can receive forms (either at the helpdesk or through the web site) to fill-in periodically to measure their energy consumptions and their activities within mobility management.

Task 3: Yes. The Helpdesk is to provide information and individual consultation to the participating families and to the private companies, jointed to the project activities.

Task 4: Yes, the Helpdesk will provide information and consultation on RES, RUE and sustainable mobility for the general public as well.

Task 5: Generally Karlstad has low expectations of implementing Car pooling and Car sharing in Echo action due to bad experiences with these kind of activities.

Car pooling has low priority due to earlier bad expectations and results on activities around this.

The limiting factor of Car sharing is the lack of commercial Car sharing companies. Karlstad argues that other measures within the area of mobility management, such as Ecodriving, to plan your travelling, to use your bike instead of the car to work, use public transport, be a test-traveller, and so on will give better results and more response (se MM checklist for further examples).

LONDON (Energy Solutions + Carbon Descent)

Task 1. Yes. Support to working groups and co-ordination of the project will be provided between the meetings of the working groups and through the helpdesk, by telephone and email.

Task 2. Yes. Data collection and energy monitoring will be carried out through the helpdesk and through meetings of working groups.

Task 3. Yes. All non face to face communications relating to the project will be carried out through the helpdesk.

Task 4: Yes. Participating households and the general public will be able to gain information regarding RUE/ RES and sustainable transport through the helpdesk, via telephone and email.

Task 5. Yes. Details have not yet been confirmed, but we intend to manage a car pooling & ride sharing scheme through the helpdesk.

SINTRA

Task 1: Yes, for now with the email address and the free phone line. In October, with the free front offices.

Task 2: Yes, when we start the data collections of the families, we will have in function the 3 tools of Helpdesk.

Task 3: Yes, the free front offices will support the participating families and the private companies.

Task 4: Yes, as we say above, we want to use these 3 tools to give RES, RUE and sustainable mobility solutions for general public and echo action families.

Task 5: Yes, we want first, talk about mobility with families to find the best way to approach this subject (car pooling and ride-sharing).

CITY OF VENICE + AGIRE

Task 1. No, project coordination will be provided by the local project partners directly

Task 2: No, energy consumption monitoring will be carried out within the working groups. Each family will receive a recording book to fill-in periodically with their energy consumptions. Monitoring will be analyzed and compared during the working groups with the trainers.

Task 3: Yes

Task 4: Yes and No, will provide info on RES & RUE. Will spend time on the particular project the family is interested in. But will not provide info on the financial opportunities. On this issue, there will be a full meeting devoted to the meetings with the banks, and additional details will be provided by the bank consultant.

Task 5: Yes, Venice already has a simple software for managing car pooling (system developed and owned by the City of Venice, Mobility Department, involved in ECHO Action). The helpdesk will process the data of the families (address from/to in their daily mobility) in order to check if interesting solutions are available.

If you have excluded some tasks, describe why:

Task 1: Coordination – performed by the local steering group and in particular the City

Task 2: Monitoring – performed by the trainers and the families

Task 4: Financial packages– by the bank, with special meetings and additional appointments

KREA and ALLER/Commune of Capannori Not answered

Appendix 7: Expectations on the helpdesk in July 2008

Questionnaire 2, July 2008: Describe your Echo Action helpdesk

All partners (except Berlin) that answered the questionnaire (KREA and Capannori did not) had started a local helpdesk consisting of front offices, phone lines and website/email in July 2008.

Difficulties and expectations on the local Helpdesk

AGIRE/CITY OF VENICE The helpdesk is expected to be a desk useful to support the families and coordinate the groups (trainers and working families). It may collect special requests by the families to organize special meetings devoted to particular technologies, not covered during the standard meetings. .

BOLOGNA The helpdesk is yet only a place where people can go to ask for information about RES and RUE. We wish that this place could become a meeting point.

BOURGAS (BoRAEM) One of the difficulties the team is faced with is related to the working time of the helpdesk. People often want to be served any time except the days and hours, fixed in the helpdesk working time. We expect the helpdesk to be used as an information and consultation desk not only for the participating families, but also for the other target groups – local and regional authorities, business, students, teachers and general public. We also expect the helpdesk to be continued to function as an Information and Consultation office on RES, RUE and sustainable transport after the project completion.

KARLSTAD We expect it to be a continued meeting point for the Echo Action families. We are planning to strengthen its function by for example develop our web site and create a new information folder. Most of the trainers meetings´ with the EA families are arranged at the location of the front office.

LONDON (Energy Solutions + Carbon descent) We expect the helpdesk to be the main and first point of contact for all enquires to the project, and will be the point where much of the detailed information is provide and collected outside of the meetings with working groups. We expect all participating households to feel free and confident to contact us through the helpdesk, and to be able to provide and collect useful information quickly and easily.

SINTRA Sintra wants the three helpdesk tools created to remain after the project as the main tool to give support to all citizens in questions related with energy issues.

Appendix 8: Template for enquires to the helpdesk

A decision to create a template for reporting the helpdesk enquiries was made on the 3rd PSG meeting in Sintra in November 2007. Each partner document the number of enquires to the helpdesk in the template below.

Month	Number of contacts with EA families	Number of contacts with general public	Comment
Until Nov 07			
Dec 07			
Jan 08			
Feb 08			
Mar 08			
April 08			
May 08			
June 08			
July 08			
Aug 08			
Sept 08			

Form on contact

Month	Number of email-contacts	Number of phone-contacts	Number of face-to-face-contacts	Comment
Until Nov 07				
Dec 07				
Jan 08				
Feb 08				
Mar 08				
April 08				
May 08				
June 08				
July 08				
Aug 08				
Sept 08				