

SAMPLE CONCEPT PAPER

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Objective:

To educate the Romanian public about the value of energy efficient buildings.

Background

Energy efficiency consists of saving energy consumption in buildings by insulation and a range of other relatively simple technologies. Although a new business sector, in most EU Member States it is rapidly becoming an established part of the construction industry, resulting in significant reductions of energy consumption and CO2 emissions. In Romania, however, little progress has been made in the development of this market -- mainly because of a comprehensive lack of awareness. There is little demand for energy efficient buildings among those buying or renting homes or commercial properties in Romania and as a result the construction industry has not been under pressure in this regard. On the other hand, Romania's construction industry are under tremendous pressure to reduce costs and, as a result, energy efficiency measures are routinely excluded from new plans.

New legislation

Although the Government of Romania has never launched a public awareness campaigns on energy efficiency, or renewable energy for that matter, it is aware of the above described problem and has passed the relevant EU legislation. Since 2007 all new buildings must have an *Energy Performance Certificate*, and after 2010 all buildings will be legally obliged to have them. Unfortunately, all those who are obliged to implement the new legislation -- state building inspectors, public notaries, constructors and property owners -- have not been informed about their new obligations. In addition, the post-2010 obligations have not been clearly communicated to the public.

Rationale

A public awareness campaign is needed in order to raise awareness about the benefits of energy efficiency and, in particular, to educate those professionals who are responsible for implementing the new legislation. The campaign should be developed in consultation with a wide range of stakeholders, will employ appropriate communication tools and messages, in collaboration with an advertising agency, and will result in a significant growth in the "green building" market in Romania.

Target groups

- Public authorities (prioritising state building inspectors)
- Students (future property owners)
- Property owners
- Investors, developers, constructors, architects and consultants

Stakeholders

The following stakeholders will be consulted during the planning and implementation phase of the campaign, and will be integral to its success: The Ministry of Environment, The Ministry of Regional Development and Housing, the local Environmental Protection Agencies, the General Inspectorate in Construction, ARCE, key environmental NGOs, and the members of environmental organisations in Romania.