

SERVE SOCIAL CASE STUDIES: MAIN RESULTS AND OUTCOMES

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Assessment of social aspects

- Integral part of the SERVE project (WP6 Socio-economic Analysis and Research). Includes:
 - SERVE baseline analysis - survey
 - Sample of 150 respondents
 - Statistical analysis
 - Three surveys within SERVE project – analyse trends
 - **Social Case studies** as complementary approach to evaluation of social component and impact
 - Focused on people, not sample!
 - More in-depth

Case studies – 4 target groups

- Six Owners of retrofitted houses (householders)
- Six Contractors (retrofitters)
- Six Ecovillagers
- Three North Tipperary County Councillors

Interviews conducted on voluntary basis!

Case studies - methodology

- Data collected through semi-structured interviews – phenomenological approach used
 - “their eyes” perspective, curiosity stance
 - Discussion based around a core set of open-ended questions for each theme
 - Pre-defined questionnaire (acting as conversation guidelines)
 - Duration between 30-60 minutes

Case studies results - **householders**

- Content
 - Case study basic information
 - Situation of household before and after retrofitting
 - Main reasons/motivations for household retrofitting
 - Main barriers/problems encountered
 - Overall satisfaction with installed measures

Example Case study: Mr. Tony Dunn

- *37 years living with wife in this house*
 - *“I can’t see myself moving at this stage”*
- Situated in a terrace of houses in an estate in North Tipperary
 - *“The last two winters have been disastrous ... the house was cold, no matter what you did”*



Example Case study: Mr. Tony Dunn

- Retrofitting measures:
 - Attic Insulation
 - Cavity fill wall insulation
 - Heating controls
 - High efficiency cylinder
 - Wood stove



Before: *“The heat was escaping as quickly as you were heating the room; it was escaping because there was no insulation in the walls and the attic”*

After: *“I am very pleased with it, I’m delighted with it because last winter was maybe colder than the year before and the house was warm ... that’s a big difference I’d say ... it was money well spent”*

Example Case study: Mr. Tony Dunn

Initial motivation:

“What happened was, my son was building a new house and put in a stove I saw the heat coming from it and said they are a great idea”

Grants/subsidies - a big incentive:

“everything was paid up fairly promptly... no problems”

Energy savings and comfort motivation:

“it was kind of half and half I suppose”

Overall satisfaction:

“... last winter ... the house was warm ... it was a big differenceit was money well spent ... I’m delighted!”

“Mrs. Dunne is very happy!”



Householders case studies:

Conclusions

- Comfort has emerged as the top motivation for decision to retrofit
- Followed closely by financial assistance available and potential savings
 - Environment protection not so much a motivator
- All householders expressed their overall satisfaction with the SERVE project
 - Minor problems with insulation workmanship
 - Each installed four to seven new measures

Case studies results - **retrofiters**

- Content
 - Case study basic information
 - Level of engagement in the SERVE project
 - Benefits of the SERVE project
 - Issues/problems encountered
 - View on homeowners knowledge on RES and EE technologies
 - Opinion on the future of RES/EE in the residential sector in Ireland
 - Overall satisfaction with the SERVE project

Example Case study: Munster insulation

- Founded in 2007, employs 10 people
- Comprehensive retrofitting
 - National market coverage, average annual turnover €1.5 million
- Involved with SERVE since the beginning
 - Worked in an estimated 130 SERVE houses



Example Case study: Munster insulation

On customer satisfaction:

'95% of the customershave spoken to us of the aftermath and reduction in oil consumption.'

Regarding impact on local economy and the creation of new employment:

'Absolutely it became more competitive but to be fair to the way it (SERVE) was run it all effectively became good competition.'

Impact on the company:

'It was a big, big help to us.....it will be responsible for us growing more because we had to adapt because of the requirements of SERVE.'

On improving the quality of their service:

'From our point of view....from an ongoing training point of view, it helped us emphasize to staff the importance of quality control.....That was a great help to any legitimate company out there and I think other companies out there would reflect that as well.'



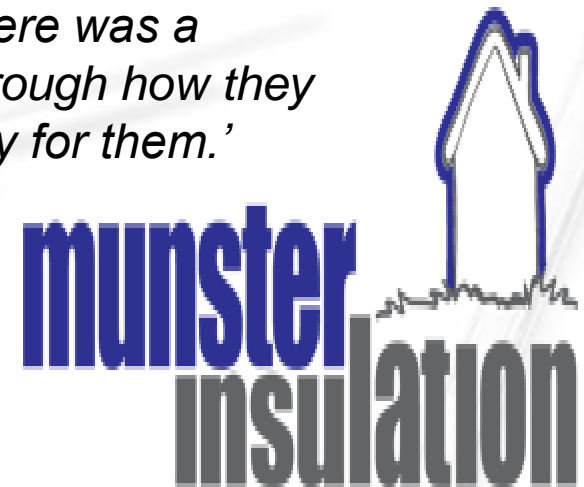
Example Case study: Munster insulation

Issues/problems with the SERVE:

'So it really took a few people dipping their toes into the water and taking the actual opportunity to do a full retrofit, then realised the benefit; and once they realised the benefit they relayed this to friends, family and neighbours. Then we had a much faster uptake than we had.'

Homeowners' knowledge:

'They were coming from a fairly basic background.....There was a sizeable degree of education required.....to talk them through how they actually work, how they should work.....and the necessity for them.'



Retrofitters case studies:

Conclusions

- The need for awareness raising on the benefits of retrofitted houses
- Experience and reputation(word of mouth) as benefits earned through working with SERVE
- The level of funding (up to 50%) available through the combination of grants was seen as the main driver for the uptake of these technologies – possible future ‘Pay as you save’ schemes to be investigated

Case study results – **Councillors**

- **Content**
 - Case study basic information
 - Main reasons for involvement in the SERVE
 - Main benefits from the SERVE for the County
 - Main challenges encountered during the project implementation
 - Overall satisfaction with the impact of the SERVE
 - Predicted influence and impact on other counties
 - Suggestions on knowledge and experience sharing

Councillors case studies:

Conclusions

- Unanimous stance on main benefits: economic and environmental
- Boosting local initiatives, local community, local business opportunities
 - Minor challenges: administration, eligibility
- Impact on other counties – willingness to go forward
- Raised awareness within the local authority structure – new Civic offices, staff awareness

Ecovillage

- Social cohesion
- Environment
- Spirituality



The Village

- Ireland's first ecovillage – first biomass DHS, solar park
- Around 50 houses build so far, a Hostel, Green Enterprise Centre on the way
- Founded by the company SPIL
- Democratic principles, Consensus decision making

In fact it's the interaction between residents which forms the heart and soul of The Ecovillage community (C. Walton, 2009)

Case study results – **Ecovillagers**

- Content
 - Case study basic information
 - Motivation and reasons for moving to Cloughjordan Ecovillage
 - Main benefits for being a part of Ecovillage community
 - Main issues/challenges encountered
 - Overall satisfaction with the Village project
 - Influence of ecovillage and predicted impact on regional and national level
 - Suggestions

Example Case study: Mr. Pa Finucane

- Major change of life style – life meaning seeker

“...I sold the house and a lot of things came into perspective – what are we doing, what is it all about...”

- Attracted to traditional village life

“...I always felt quite strongly that the traditional village life is really what it is about, is what man is about...”

- Ecovillage hostel owner



Example Case study: Mr. Pa Finucane

On sense of community:

“...I realised the one thing I hadn't really been looking for was a sense of community and that's what I found here...”

Integration into Cloughjordan village and regenerating the area:

“...it's not just the eco village community, it's the whole community around here, there is a great sense of community in Cloughjordan itself ...this project fails if it doesn't fully integrate...the kids are going to school and that's where the integration is, they are growing up together...”

On Consensus:

“...the decision is made and goes forward in a much better way and it's a stronger decision for the whole community...”

“...I wouldn't be saying it's the best decision I ever made in my life if it wasn't!”

Ecovillage case studies:

Recommendations

- Consider development of the Ecovillage in phases that could allow gradual progress of development
- Suppliers need more experience and training
- Necessity of financial grant support
- Complexity of Ecovillage project planning
- The importance of voluntary work
- Due to the economic downturn and highly cost of new build explore replication possibilities of the ecovillage 'way of living '



Questions?

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