

D4.2 - Policy Adoption Measures for the Decarbonization of the H&C Sector

FACTSHEET #3_[Germany]

1. Identification of the measure

Campaign to raise public awareness

Strategic Policy Priority (SPP)	SPP # 1: Define policy package per sector: Provide financial/technical support to manage, coordinate and monitor the decarbonization of residential and non-residential buildings
Sector	Residential
Type	Other

2. Identification of KPIs (minimum of 3 KPIs)

KPIs

KPI #1	Number of information flyers sent out
KPI #2	Number of posters put up with information on municipal heat planning
KPI #3	Number of digital information events offered on municipal heat planning for climate protection managers

3. Definition of the operationalization activities (minimum of 3 activities)

OPERATIONALIZATION ACTIVITIES

#1	Information flyers for building owners and tenants on municipal heat planning are produced and sent out
#2	Posters with information on municipal heat planning and further information on municipal heat planning are put up
#3	Digital information events on municipal heat planning are offered for climate action managers

4. Applicability/focus of the measure¹:

☐	City	
☐	Region	
☒	National	Germany

5. Overview of the expected results

¹ Each MS is expected to focus on the application to, at least, 3 cities and 1 region.

RESULTS		
KPI ID	Assumptions	Estimated results
#1	<i>The population is unsure about the requirements for municipal heat planning.</i>	<i>All 41.3 million households receive an information flyer on municipal heat planning</i>
#2	<i>There is too little awareness of municipal heat planning and where further information can be found</i>	<i>40 Million residents have seen one or more of the 20,000 large posters/ billboards that draw attention to the heat transformation in public spaces throughout Germany in a humorous way.</i>
#3	<i>Climate protection managers in the municipalities have questions that need to be answered in the course of municipal heat planning.</i>	<i>10 digital information events offer technical support for municipal heat planning.</i>

1. Brief description of the discussion oriented towards a SWOT analysis

During the discussion of the Musterstadt case study in which at the capacity building event “Municipal-internal coordination of the heating transition“, it became clear that there is a great deal of uncertainty among the population regarding municipal heat planning and the associated changes. To address this problem, the population and the responsible authorities need to be better informed.

Strengths

- Mutual learning is easy in a joint planning process.
- The involvement of the population can be synchronized, whereby participation processes can learn from each other.

Weaknesses

- Even good participation does not have a solution for all the challenges of heat transformation
- Challenges resulting from national legislation can only be addressed locally to a limited extent.

Opportunities

- Cities and municipalities can also organize their own information events

Threats

- In some cases, incorrect information is also available in specialist circles, which makes communication more difficult