

# Methodology for selecting Winners on national and European level

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## Building guidelines

**i** At least 20 office buildings with 1000 employees in each country will be selected for participation in the competition.

### General requirements

- i**
1. Building can be owned or rented by public authority.
  2. Main usage of the building should be office/administration. It is accepted to have buildings where libraries, meeting rooms, conference rooms etc. are as a small part of the whole building.
  3. No less than 3 employees per building.
  4. Building has not been renovated in past three years and won't undergo major renovations during the competition year.

**Note (re 2):** Educational institutions, libraries, swimming pools, sport halls, concert halls, social houses etc. are excluded from the competition.

**Note (re 3):** Avoid the involvement of buildings with major changes in the number of employees in the reference period and ideally in the competition year

**Note (re 4):** The cases where major renovations were done two years ago and the partner has no other options for other buildings will be handled individually. In this case it is necessary to collect energy data for one full year after the renovations.

### Energy data availability

- i**
1. Building has measurable electricity, heating and hot water, including energy carriers.
  2. Historical electricity and heat consumption data are available from the last three years (2012, 2013, 2014, if possible 2015). The data will be used as the reference period for calculations of energy savings during the competition year. If the reference data are not available for the last three years, one year of reference data is enough and can be used for the calculations.
  3. Regular Access to meters during the competition period.

**Note:** Separate heating and hot water energy consumption if available, e.g. from the energy performance certificate. Electricity use detailed by usage, if applicable in cases where electricity is used for heating and/or hot water.

### Restrictions for investments in energy efficiency measures

- i** Major renovations or **not allowed investments:**
1. Insulation of basement, roof or attic, facade, outside walls;
  2. Replacement or installation of heating or hot water system;
  3. Replacement or installation of ventilation system or cooling system;
  4. Replacement of windows if heat energy saving (kWh) do exceed 5% by replacement.

**Note:** The investments in 'major renovations' are allowed if they do not exceed 5% of total energy savings (kWh), but if there are more than one 'not allowed investment' implemented, also together they cannot exceed 5% of total energy savings (kWh). The savings will be evaluated based on the energy saving estimations (planned savings) from energy audits or feasibility studies or based on average figures. If the

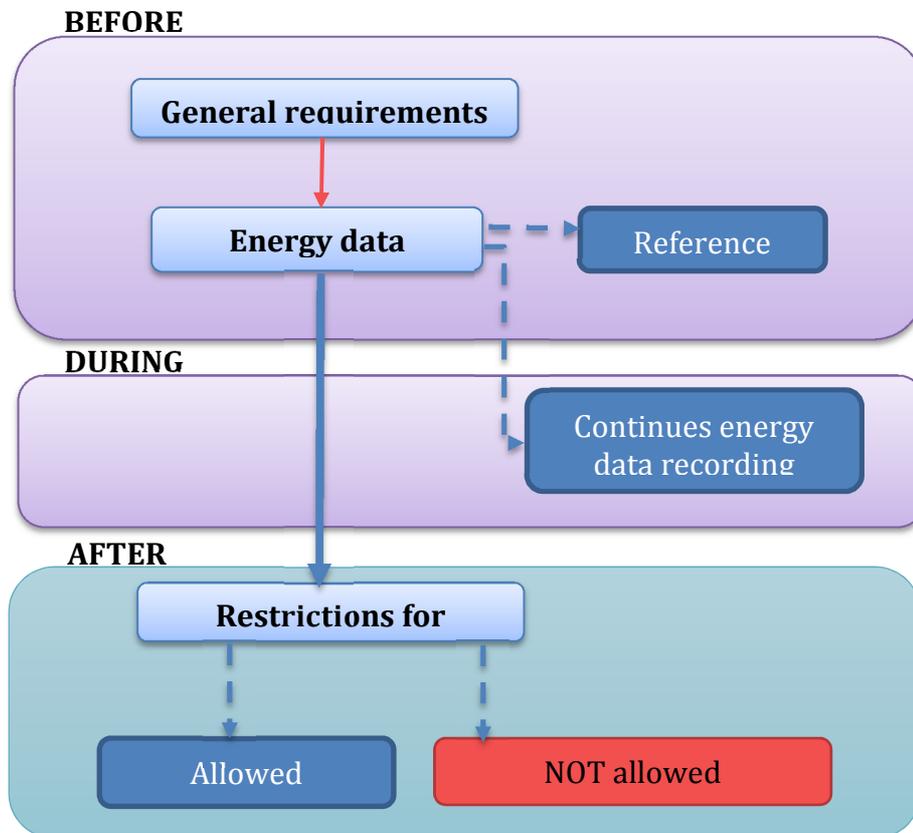
estimated savings exceed 5% the estimated amount is removed from the final results. If calculations are not possible the building cannot compete for winning the competition in prize category 'energy savings', but can participate in other two categories: 'the best energy saving campaign' and 'best sustainable action plan'.

**i** Examples of **allowed investments or low-cost measures**:

1. Replacement of outside doors;
2. Insulation of hot water and heating pipes or boiler;
3. Installation of thermostatic radiator valves or allocators;
4. Window and door sealing;
5. Maintenance or optimization of HVAC<sup>1</sup>;
6. Installation of heating and electricity monitoring or controlling systems;
7. Replacement or optimization of lighting (installation of CFL, LED, sensors, etc.);
8. Replacement of old and inefficient office equipment and household appliances;
9. Installation of solar thermal and PV, if measurable or possible to track the heat or electricity production.

**Note:** Additional low-cost measures not included in the list above should be evaluated separately and should be handled individually by national project partner.

Fig.1 Schematic view of the building selection criteria application according to the campaign implementation period



<sup>1</sup> HVAC - (heating, ventilating, and air conditioning) is the technology of indoor and vehicular environmental comfort.

## Selection of national winners

**i** Based on the methodology for selecting winners in each country a jury will select national winners in three categories. In total at least three national winners will be announced at the National Award Ceremonies.

## Decision-making

**i** A jury with representatives of the national working groups will be set up in each country for the selection of winners on national level. The jury will make the decisions based the results presented to them by the project partners that have evaluated the performance of the participating buildings based on the methodology provided for the evaluation.

## Selection criteria

**i** For selecting the winners following three prize categories are defined:

- **Highest Energy Savings:** Highest energy savings achieved in % compared to the reference period,
- **Best Campaigns:** Best in-house information campaign,
- **Greatest sustainability:** Best sustainable energy saving Action Plan.

**Note:** If the participant is excluded from the first prize category, they can still participate and become winners of the other two categories: 'Best Campaigns' and 'Greatest sustainability'.

## Category 1: Highest energy savings

**i** The evaluation of the participants with the highest energy savings will be based on the calculations made by the Energy Saving Online Tool. The savings achieved in % will be calculated based on the energy data from reference period comparing to the energy consumption data during competition year. Following principle are the base for evaluating the results of the participants in the category "Highest Energy Savings":

1. The allocation between heating and electricity is 50/50 (each kWh saved electricity is counting as much as each kWh saved heating or vice versa).
2. The highest energy savings calculation will be based on the final energy consumption of each participant.

Detailed description on data calculation methods will be given in Guidelines for Online Tool.

**Note:** Primary energy consumption is used for calculating the overall savings achieved by the project.

## Category 2: Best Campaigns

**i** Evaluation of the most active energy campaign in each participating building will be made according to the quantitative and qualitative evaluation of the campaign activities.

### **i** Quantitative and qualitative evaluation

#### Objectives

1. To determine the type of activities implemented during the campaign.
2. To determine the amount of information disseminated to the employees and activities carried out.

3. To evaluate the scope and content of the campaign.
4. To evaluate relevance of the activities to the save@work project.

#### Data Collection Technique

Questionnaire (quantitative and qualitative data). At the end of the competition each energy team will complete a questionnaire; the answers will be the base for evaluating the campaigns carried out in the buildings. A template for the questionnaire is in Annex 2.

Documentation of activities: In addition to the questionnaires all Energy Teams will need to send a selected documentation of activities (pictures of events, e-mails, own material etc. - made during the campaign on their own initiative) to the respective project partner to illustrate and demonstrate their activities.

**Note:** The Energy Teams have the possibility to monitor their activities during the campaign year I in the internal area of the website; here they can record their type of activities and number of activities carried out.

#### Evaluation Criteria "Best Campaigns":

1. **Content (Co):** relevance to the project specific context (office buildings),
2. **Creativity (Cr):** the creativity and diversity of materials and activities developed and implemented during the campaign,
3. **Implementation (Im):** organizational structure, employees involvement in the campaign, and material development,
4. **Dissemination (Di):** presentation of the competition/activities/content to building visitors and media activities.

The questionnaire to be filled out by the energy teams will be designed to have a base to evaluate all campaigns based on these four criteria. The winner of the best in-house information campaign will be the participant with the highest points. The evaluation categories - content, creativity, and implementation – each will account for 30% and category dissemination will account 10% from the total results (100%). The points will be calculated based on the following equation:

$$\text{TOTAL} = ((\text{Co}/\text{TCo} + \text{Im}/\text{Tim} + \text{Cr}/\text{TCr}) * \text{Aj} + \text{Di}/\text{TDi} * \text{Kj}) * 100$$

Co – actual point of the Energy Team in the category content

TCo – max points for category content at national level

Cr – actual points of the Energy Team in the category creativity

TCr – max points for category creativity at national level

Im – actual points of the Energy Team in the category implementation

Tim – max points for category implementation at national level

Di - actual points of the Energy Team in the category dissemination

TDi – max points for category dissemination at national level

Aj – impact factor 0,3 (categories with higher impact to the final result)

Kj – impact factor 0,1 (category with lower impact to the final result)

## Evaluation of results

The category **content (Co)**:

“Indicates the energy saving campaign structure (design of the activity plan), the staff members involved, and frequency of energy team meetings ”

The category will be evaluated development and implementation of activity plan for the competition. The activity plan is a document describing the specific activities (e.g. events, materials etc.) planned to be implemented during the campaign, time schedule of the activities, responsibilities and duties of the stakeholders and other relevant information. The activity plan is important tool to ensure periodical organization and development of the campaigns at the buildings. Also this will help Energy Teams to plan the activities ahead to ensure successful implementation of the campaign. This criteria will be evaluated based on the *question 1.1* about activity plan given in the first part of questionnaire. In addition, this category will be evaluated based on the following criteria:

1. Representatives of Energy Team and meetings. The Energy Team consists of 3-10 people, depending on the building size and staff members' availability. It is intended that heterogeneous team will be set up involving different levels and working areas. This way different expertise will be represented in the Energy Teams and the support of different departments will be ensured. Referring to the *question 1.2*.
2. The other important aspect which shows the involvement of Energy Team in campaign implementation is the frequency of the Energy Team meetings. It is expected that more often the meetings are held than the implementation of the campaign will be more active reaching better results. Therefore the points for the *question 1.3* are arranged accordingly to the frequency of the meetings held.

The category **implementation (Im)**:

“Describes how the energy saving campaign has been implemented in terms of activities designed and realized, and employees involved in the campaign activities”

This category will be evaluated based on the following criteria:

1. Number of activities (*questions 2.1 and 2.2*). The Energy Teams are invited to list all the activities and measures implemented during the campaign. The amount of activities and measures will show the Energy Teams efforts and work devoted to organize the campaign.
2. The number of employees covered (*questions 2.3, 2.4 and 2.5*). This criteria shows how broad the campaign has been implemented by means of the number of employees involved in the campaign activities; participating in the events organized by the Energy Team. It is stated that if greater the number of employees in different activities, the broader and more successful the campaign was implemented.
3. Use of provided energy tips and other materials (*question 2.6*). The criteria is used to indicate whether the materials provided by the project have been used it the implementation of the campaign at buildings. This is an important aspect, because it shows the significance and applicability of the developed materials during the project.
4. Additional efforts (*questions 2.7 – 2.9*). In addition to the materials provided by the project, the Energy Teams are invited to prepare their own materials covering the sustainability issues. Those efforts also

should be evaluated, because it points out the involvement of Energy Team and their efforts to reach better results. Therefore additional points are given to the Energy Teams which have developed their own materials, and also involved other employees in the development process.

#### The category **creativity (Cr)**:

“Describes the design and diversity of the materials developed by the energy team members for the implementation of energy saving campaign”

The category will be evaluated as follow:

1. Amount and creativity of the materials (*questions 3.1 – 3.3*). This criteria shows the amount of work invested as well as the creativity of the energy team for preparing the campaign materials. The evaluation is based on questions included in the second part of questionnaire. The questions (Question 1.1) contains the information regarding the activity type and number of activities implemented during the campaign. For each of the activities different points are given, which corresponds to the work invested for the preparation of the specific activity. Also, the number of activities realized will be taken into account, since it also provide the information to the invested work for carrying out the campaign. In addition, the usage of other effects that makes the materials more appealing and interesting for employees are evaluated.
2. Diversity of topics (*question 3.4*). The aim of this criteria is to evaluate the level of knowledge and competences of the Energy Teams. Therefore two questions are included in the second part of questionnaire. The questions covers the general topics on sustainability issues such as renewable energy, waste management, ecological food, electricity savings, etc. This shows whether the Energy Team inform employees only about energy efficiency, but also on sustainability which covers and shows much broader field of expertise. Since the project is more about saving energy, additional points will be given to the topics related to energy savings in buildings based on behavior change.
3. Description of activities/events in the report for the jury (*additional activity*). Each energy team can get extra points for the description of the activities/events. This is decided by the jury at the jury meeting for selecting the national winners. If the energy team has decided to gain the extra points, the team has to prepare a report on describing (visual information, feedback from the participants, interesting descriptions etc.) the activities/events implemented during the campaign. The report has to be submitted to the national partner before the jury meeting. The range for the points is from 1 to 5. The maximum points are given in case the material contains following information: appealing look/design, the length of the material is sufficient, the content is clear and understandable, additional effects are used, fulfills the objectives of the campaign and overall the project. For each of the category one point is given.

#### The category **dissemination (Di)**:

“Describes how the energy team managed to disseminate the information about the energy saving campaign in social media and other information channels to ensure the sustainability of the implemented energy saving actions”

The category will be evaluated based on the publicity of the campaign beyond the participating building. The evaluation will be based on the fourth part of questionnaire. The scoring range is from 1 to 5 points. It is

considered that the higher points are given for the publicity activities which requires higher involvement of the Energy Team such as participation in the events by presenting the campaign or development of newsletters which are periodically disseminated. Referring to the *questions 4.1 – 4.3*.

**Note:** In questions where 'other' answer are possible, the project partners are responsible for scoring the questions. It should be done according to the scoring previously done in the question.

### Category 3: Greatest sustainability



#### Objective

- To evaluate the activities planned in the Action Plan.
- To evaluate the accomplishment of the Action Plan.
- To evaluate the sustainability of the actions.

#### Data Collection Technique

In WP5 energy appropriate energy saving measures for each building will be identified and an action plan outlining the implementation of this measures during the one-year competition will be developed. The plan will focus on no-cost and low-cost measures as well as communication strategies. Towards the end of the competition the action plan will be revised by the energy teams and a new focus on the sustainability of the actions, including inventions will be included in the plan. The revised action plan will be the base for the evaluation.



#### Evaluation criteria

The Action Plans will be evaluated by the respective project partner and the results will be presented during the national jury meeting. At the meeting following information is planned to be presented:

- Planned activities after the campaign,
- Energy saving target
- Other relevant information.

Based on the presented information the members of jury will vote for the best sustainable Action Plan. The points in range of 1 to 10 will be given. The participants with the three best results (the highest points) will be announced as the winners of the third category. The guideline questions for the evaluation of Action Plans is shown in Annex 3.

### Selection of EU winners



The participant who will reach the highest energy savings in % compared to the reference period will be selected as the most successful participant in each country and will be invited to participate in the European Prize Award. The decision will be based on the results of the online tool and a further investigation of the project partners to ensure the correctness of the results.



Based on the decisions made of the national jury on the winners in the category highest energy savings the EU jury (members of project consortium) will determine the three best European participants, and during the European Prize Award will announce them.

All national winners will receive a certificate at the European Prize Award.

## Appendix

### Appendix 1: Draft questionnaire/scoring for “Best Campaigns”

#### 1. Content of the campaign

1.1. Did you draw up an activity plan at the beginning of the campaign?

Answer	Points
Yes	2
No	0

*Extra points:* If so, please mark the information included in the activity plan (multiple answers possible)

Answer	Points
Base line evaluation	1
Objectives and targets	1
List of activities	1
Responsibilities	1
Time schedule	1
Description of activities	1
Periodic evaluation of the activities	1
Regular meetings with employees	1
Other, specify _____	1

**Note:** For the evaluation of the activity plan, the Energy Teams are invited to submit the activity plan to the respective project partner.

1.2. Who was involved in the preparation/development process of the activity plan (multiple answers possible)?

Answer	Points
Only Energy Team members	1
Top level management	1
Colleagues from PR department	1
Colleagues from Development department	1
Colleagues from Housing department	1
Colleagues from Education and Culture department	1

Colleagues from other departments (can be specified by the project partner) |

- 1.3. Did you inform your colleagues about the planned energy saving targets and activities during the preparation process of the activity plan?

Answer	Points
Yes	2
No	0

*Extra points:* If yes how often?

Answer	Points
Each week	5
Each month	4
Once in two months	3
Each half year	2
Once	1

## 2. Implementation

- 2.1. Please list all events, actions and measures implemented during the campaign?

Each of the activity one point is given. The total number of points will be calculated as follow:

$$\text{Total activity} = \text{AA/ToA} * 10, \text{ points (Max 10 points)}$$

AA – actual number of activities implemented by Energy Team

ToA – highest number of activities implemented among all the participants

- 2.2. Please list the measures and actions that have been integrated in your everyday work in the long run? For each of the activity listed one point is given.
- 2.3. Please specify the number of areas/departments/divisions (e.g. top level management, development, technical departments etc.) represented in your energy team?

Answer	YES	Not relevant	Points
Management (top level )			1
Planning and development			1
Education			1

Social issues			1
Communication and PR			1
In-house-catering			1
Technical			1
Other (can be specified by the project partner)			

The points (max 10 points) for the number of areas/departments/divisions representing Energy Team will be calculated as follow:

$$ND = \text{NoD}/\text{TNoD} * 10, \text{ points}$$

NoD – number of areas/departments/divisions represented in the Energy Team;

TNoD – maximum number of departments in building.

2.4. How often did your Energy Team hold meetings on average?

Answer	Points
Each week	5
Each month	4
Once in two months	3
Each half year	2
Once	1
Did not hold	0

2.5. How many employees were involved in the events and received the materials, and participated in different activities?

\_\_\_\_\_ number of employees receiving tips and newsletters

\_\_\_\_\_ number of employees participating in the events

The calculations of the points (max 10 points) for this criteria is as follow:

$$R2 = \text{NoE}/\text{TNoE} * 10, \text{ points}$$

NoE – number of unique employees participating in the events organized by energy teams or receiving tips and newsletters;

TNoE – the total number of employees working in the building.

2.6. What kind of materials you use that were provided by [name of the respective project partner]? Please mark the materials used:

Answer

Points

Posters	1
Flyers	1
Energy meters	1
Thermometers	1
Energy saving tips	1
Strategic Handbook	1
Green Clicks	1
Website	1
Other (can be specified by the project partner)	1

2.7. Did you create your own energy saving tips for your colleagues?

Answer	Points
No	0
1-2 materials	1
3-4 materials	2
5-7 materials	3
8-9 materials	4
10 or more materials	5

2.8. Did you ask colleagues besides the Energy Team members to give ideas for the energy saving campaign?

Answer	Points
Yes	2
No	0

2.9. Did you incorporate the input and ideas from your colleagues into your energy saving campaign?

Answer	Points
Yes	2
No	0

### 3. Creativity

3.1. What kind and how much of activities were carried out during the campaign (multiple answers possible)?  
(According to the complexity of activities, materials and effects used 1 to 5 points are given)

Answer	Number	Points	TOTAL points
Article		3	number * points
Newsletter		3	
E-mails		1	
Brochures		4	
Flyers		4	
Posters		3	
Stickers		2	
Events		5	
Gatherings (morning, lunch etc. coffee brakes)		4	
Competitions		5	
Other, specify _____			

**Note:** The Energy Teams should send the marked materials to the respective project partner to demonstrate that the activity was carried out.

3.1. What kind of additional effects were used to make the materials more interesting and appealing for the employees (multiple answers possible)?

Answer	Points
Videos	5
Photos	1
Games	4
Quizzes	4
Tests	3
Phone applications	5
Measurements	5
Expert support	3
Study tours	5
Other, specify _____	

**Note:** *The Energy Team should send an example of marked materials to the respective project partner to demonstrate that the materials were developed.*

- 3.2. Please list the activities that you consider as most inventive or creative.
- 3.3. What kind of topics were included in the materials for the employees (multiple answers possible)?

Answer	Points
Energy savings in buildings based on behavior change	1
Electricity savings	1
HVAC optimization	1
Energy efficiency in households	1
Renewable energy resources	1
Saving of water resources	1
Transportation	1
Ecological food	1
Waste management	1
Climate change and energy saving	1
Importance of saving energy (why are we doing this competition?)	1
Events in offices - how to make them greener?	1
Food and drink, catering	1
Other (specify_____)	1

*Note: Extra points, for topics related to energy savings in buildings based on behavior change were included, please mark the right column below (multiple answers possible).*

Answer	Points
Stand-by losses	1
Lighting	1
Office equipment	1
Furniture in offices	1
Domestic appliances (coffee machine, tea pots etc.)	1
Insulation	1
Sealing	1
Other, specify_____	

#### 4. Dissemination

1.1. Has your participation in the campaign been made public beyond your department/division?

Answer	Points
Yes	2
No	0

If so, which channel was used for the dissemination of information (multiple answers possible)?

Answer	Number	Points	Total points	Notes
Social media (Twitter, Facebook, LinkedIn national websites)		1	number*points	<i>Please give a short description and/or evidences</i>
Posters of informative materials at the building		1		
Local or other website		2		
Article in local media		3		
Newsletter send out to local network of communication		4		
Other events (workshops, meetings, conferences etc.)		5		
Other, specify _____				

1.2. Have you informed external service providers (e.g. cleaning contractors, catering operator, energy Supply Company) about your participation at save@work?

Answer	Points
Yes	2
No	0

*Extra points:* Have you involved them in your activities?

Answer	Points
Yes	2
No	0

- 1.3. Have you also covered the areas of energy saving in private households and/or mobility in your campaign?

Answer	Points
Yes	2
No	0

## Appendix 2: Guideline questions for evaluating category “Greatest sustainability”

To get the highest assessment in category ‘Greatest sustainability’ the revised action plans will be evaluated by the project partners. The evaluation will be based on following areas:

1. The energy saving target (percentages, kWh, specific indicator) is indicated for a certain time period,
2. The list of energy saving measures to reach the target is included,
3. For each of the energy saving measure a short description is given describing the planned energy savings, time schedule of implementation and responsible person,
4. It is planned to organize events for employees which include presentations from external experts, site visits or other similar activities,
5. It is planned to develop periodic informative materials for the employees such as newsletters, remainders, news on energy saving issues,
6. It is planned to develop new representing materials for employs such as posters, flyers, stickers, videos etc.
7. It is planned to organize a competition for the employees to motivate them to save the energy beyond the end of the campaign,
8. In the Action Plan topics such as renewable energy, sustainable transportation, ecological food and waste management are included,
9. The specific targets (savings of CO<sub>2</sub> emissions, specific indicators) for each of the topics described in previous bullet point are given,
10. The interaction with other building employees is planned. It is planned to involve and inform other employees outside the building about the results of the campaign and include them into the next activities organize by the energy team.