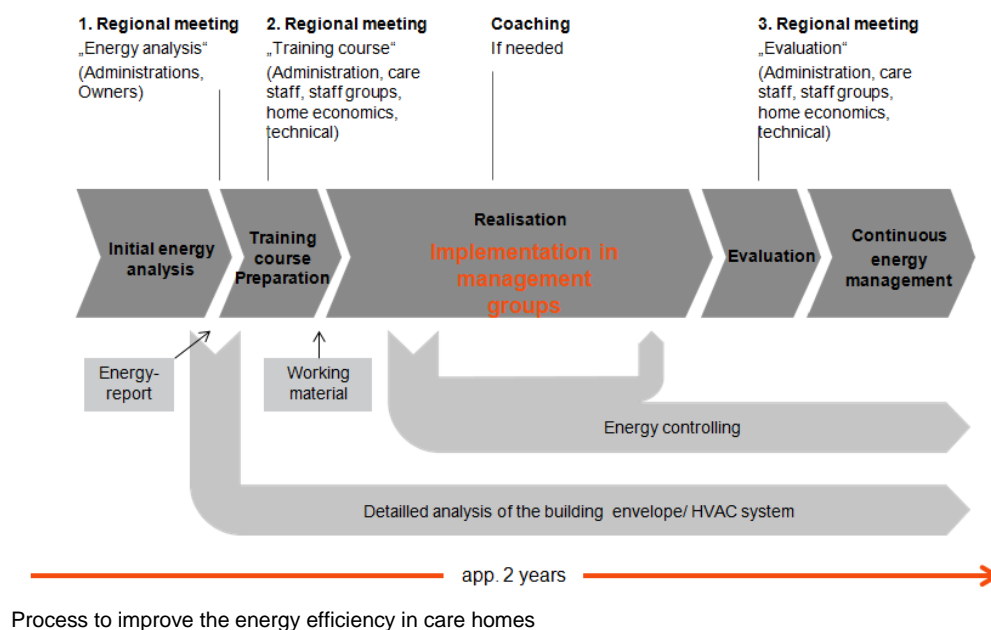


SAVE AGE Project – practical approach for the improvement of energy efficiency in care homes

For conducting the process in the care homes a three-phase-concept was developed. After the detailed analysis of the energy consumption it's now the time to implement improvement measures in the homes' daily routine. With the help of an energy management and the "Energie schenkt Freude" ("Energy brings happiness") campaign, developed in cooperation with students for the occasion, the measures are now implemented.

Based on the results of the energy analysis, SAVE AGE is now focusing on measures to improve the energy management and on the energy awareness and behaviour of employees and residents. The integration of the improvement possibilities in the daily routine has been discussed together with the pilot-facilities. The process has been planned over a period of two years and is basically based on three activities: the "initial energy analysis", the "energy controlling" and the "Energy brings happiness campaign".



During the "Initial analysis" the energy consumption was identified by an energy adviser and the person in charge of the building. Thanks to this work, a report about the initial situation was written and some first suggestions to reduce the energy consumption could be made. In the implementation phase "Energy controlling", the energy data are steadily collected and transmitted to a responsible team, to make sure the subject of the energy data stays in the administration's discussion points. This way, no additional quality circle is necessary.

The "Energy brings happiness" campaign contains working material, especially developed in cooperation with the university of media in Stuttgart, and fitted on care homes' facilities and furniture. The material aims at sensitizing employees, residents and visitors to energy-awareness in a friendly way. The one-year campaign "Energy brings happiness" and the likeable mascot "Eddie" have the goal to contribute to the theme energy in a hearty and positive way. This should be implemented in the homes, along with the energy meeting point consisting of a big standing figure of Eddie, stickers and signs with sayings from Eddie which remind about energy savings as well as posters for the individual home areas, like care, kitchen and technique with recommendations for action.



Touchpoint sticker for light switches
'Press me before you leave!' with

For more information see:

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