



GEKKO

**Gebäude, Klimaschutz und Kommunikation
- Buildings, Climate Protection and Communication -**

Funded by BMBF (German Ministry for Education and Research)

Sustainable Refurbishment, Constructing, and Habitation through Communication

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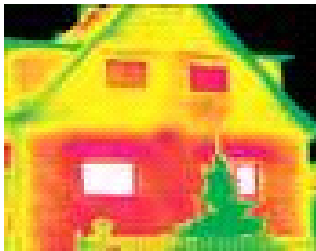
Project Design

1. Network formation and network management as an instrument of local climate protection

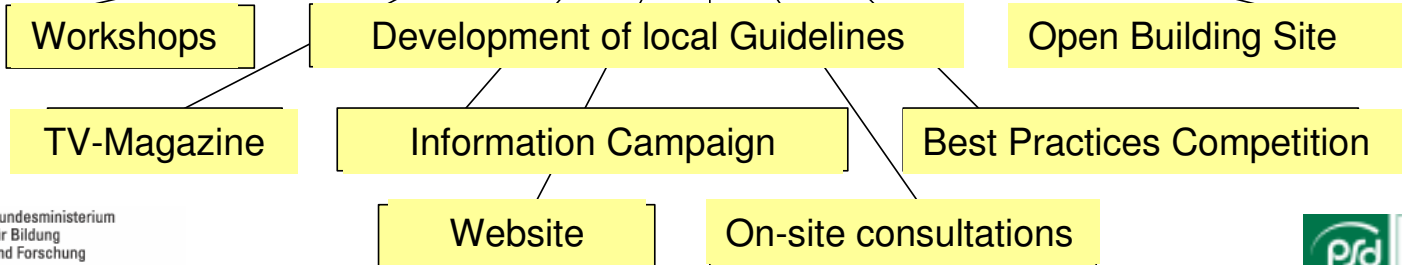
2. Climate protection within the building sector by new communication strategies

3. Innovation and diffusion of sustainable and marketable solutions in the field constructing and habitation

Scientific Basic Studies



Practical Approach (Field Studies)



GEKKO – Sustainable Refurbishment, Constructing, and Habitation through Communication

Opening up the high potentials of carbon dioxide savings in buildings not only protects the climate but stimulates the economy and contributes to financial discharge of households in view of rising energy prices. Nevertheless, implementation often fails due to a lack of interest and knowledge even if climate protection measures would be economically favourable for owners of buildings.

To remove existing information and motivation deficits new communication strategies are necessary which are orientated at economic and culture-scientific approaches of consumer and diffusion research.

The key questions of the research project are:

- How can the attractiveness of climatic protection measures within the range of habitation, refurbishment and building be increased for customers and enterprises?
- Which cultural barriers and information deficits are relevant thereby?
- How can different motives be bundled and leveled at climatic protection in houses?
- Which participants are to be included into an effective communication strategy?
- How can durable structures be embodied on the local level that establish competences of the implementing participants (local economy) and, at the same time, sensitize customers to all possible climatic protection issues concerning buildings?

GEKKO-Objectives

The plan is to develop a networking and communication strategy that is implemented exemplarily in a structurally suitable city. Oldenburg was selected because heat energy consumption in residential buildings there lies circa 30% above the federal average. Since local climate protection can only be successful when carried out jointly, not only communication between different stages of the supply chain plays a crucial role, but also the integration of media, organizations, educational institutions, environmental initiatives, institutions of the civil society, etc. that have influence over the public opinion. Integrating the customers is even more important in order to test different elements and steps of the developed communication strategy in practice.

The main project partner is the Competence Center for building and energy (Kompetenz-zentrum Bauen und Energie e.V., KoBE) who assists to implement instruments of sensitization, information, and consultation.

Sensitization to climate protection by innovative use of media:

Live broadcast of a monthly TV show including a telephone hotline that customers can use to address questions to energy experts who attend the studio (local TV station „oldenburg eins“)

Internet platform for issues of climate protection in houses of Oldenburg:

Online source for customer-related information and consultation modules, best practices, presentation of a broad range of energy efficiency measures and application of renewables for different types of houses

Information campaign:

Different activities, events, and performances with relevant cooperation partners; special workshop und seminars for house owners and house builders

On-site consultations:

Public offer of 20 comprehensive inspections of representative buildings in Oldenburg, issuing an energy passport; using the results for accompanying research

Collection of best practices in Oldenburg:

High-publicity presentation of positive examples (new buildings and reorganization); local competition „Which is the most energy-economical house in Oldenburg?“ with an award in the context of a „Climate Protection Gala“ on the lines of the Academy Awards ceremony

Guidelines for local climate protection in buildings:

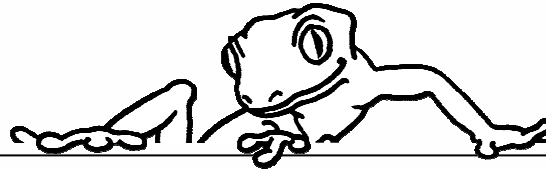
Development of criteria for climate-friendly constructing and refurbishment as a result of networking and exchange of experiences

„The glass building site“:

High-publicity presentation of an energetic building reorganization in Oldenburg; opening it for other house owners who (could) consider to take similar measures; documentation by a camera team

Scientific basic studies:

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