

# Energy Ambassador Program





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Sustainability



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# Energy Ambassador Program

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A just transition to  
post oil heating  
in homes



Ympäristöministeriö  
Miljöministeriet  
Ministry of the Environment



# Energy Ambassador Program

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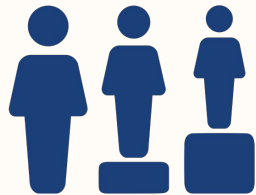
A **just** transition to  
post oil heating  
in homes



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Ministry of the Environment



# What is a just transition?



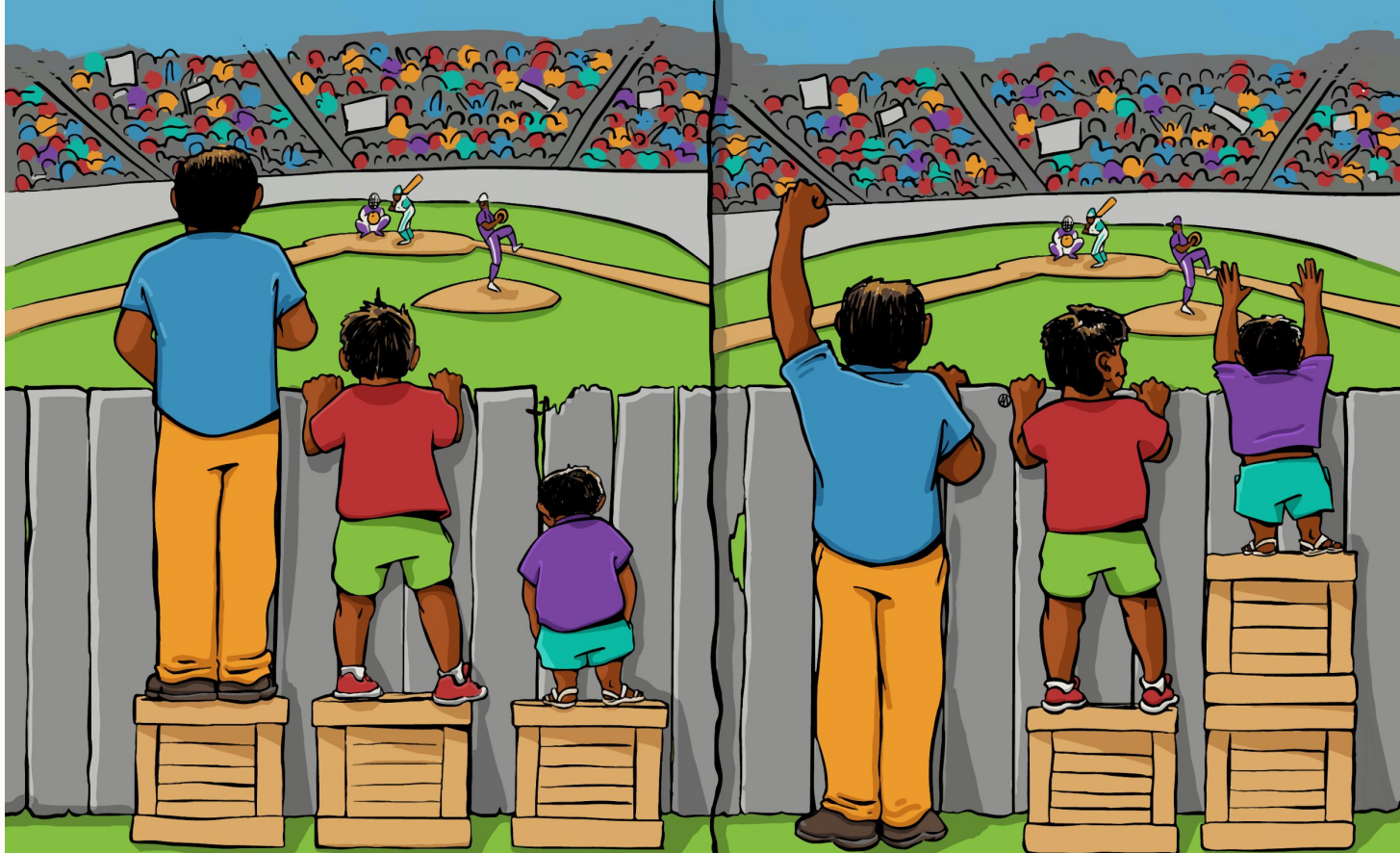
Equality  
vs. equity



Meet people where  
they are



Support community  
resistance to change



**EQUALITY**

**EQUITY**

Source:  
Interaction  
Institute for  
Social Change

Artist: Angus  
Maguire.

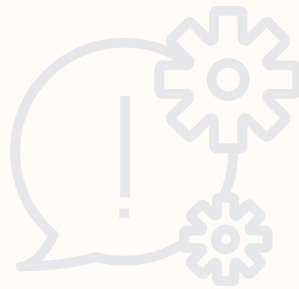
# Insights

## Capability



There is a wide range between homeowners capabilities to transition.

## Opportunity



Defined by timing, financial status, local solutions, and social barriers.

## Motivation



Top-down, coercive solutions cause distrust in the government.

**COM-B system:** Behaviour occurs as interaction between three necessary conditions (Michie et al. 2011)

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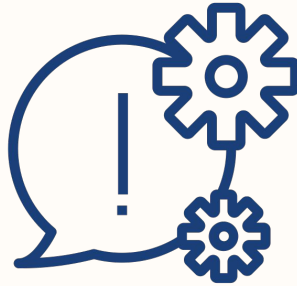
# Insights

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**COM-B system:** Behaviour occurs as interaction between three necessary conditions (Michie et al. 2011)

The social acceptability of  
any government-led proposal  
needs to prioritize  
**an equitable perspective  
over equality.**

# Our Principles

## OUTCOMES

Plurality of  
adaptation  
strategies

Support  
building  
resilience to  
change

Enabling a  
range of  
technical  
choices

Honest,  
accessible &  
inclusive  
communication

## ENABLERS

Support and  
meet people  
where they  
are

Supporting  
self  
sufficiency &  
energy  
independence

Leveraging  
existing  
resources

Community  
centred  
knowledge &  
systems

# Residents views:

***“I would change in a heartbeat!”***

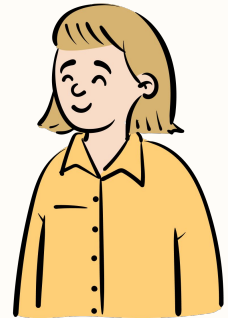
- Resident from a two-person household, Kotka

***“It is better to not depend on oil because of the politics surrounding it.”***

- Resident living by themselves, Kerava

***“I wouldn’t have known about ARA funding if someone hadn’t told me.”***

- Resident in a family with children, Helsinki



# Main insights from user research:

Looking through information, contacts, and solutions offered by service providers requires significant time and energy.

People mainly access these through online platforms and people they know and trust.

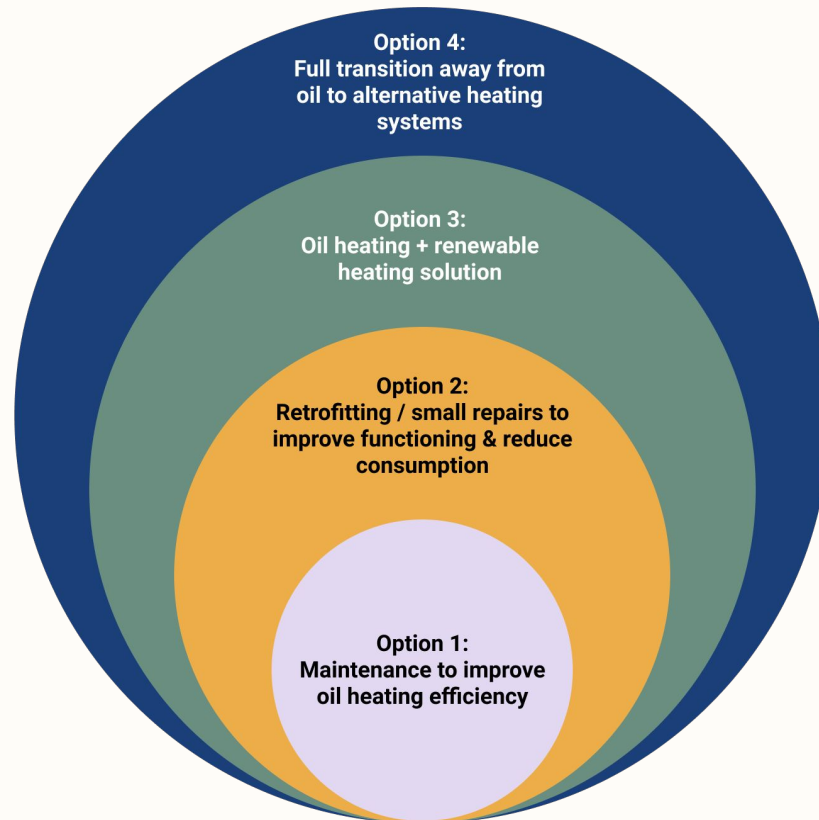
*"I was very active in searching out and reaching out to providers of various options."*

- Elderly resident living by themselves, Keuruu

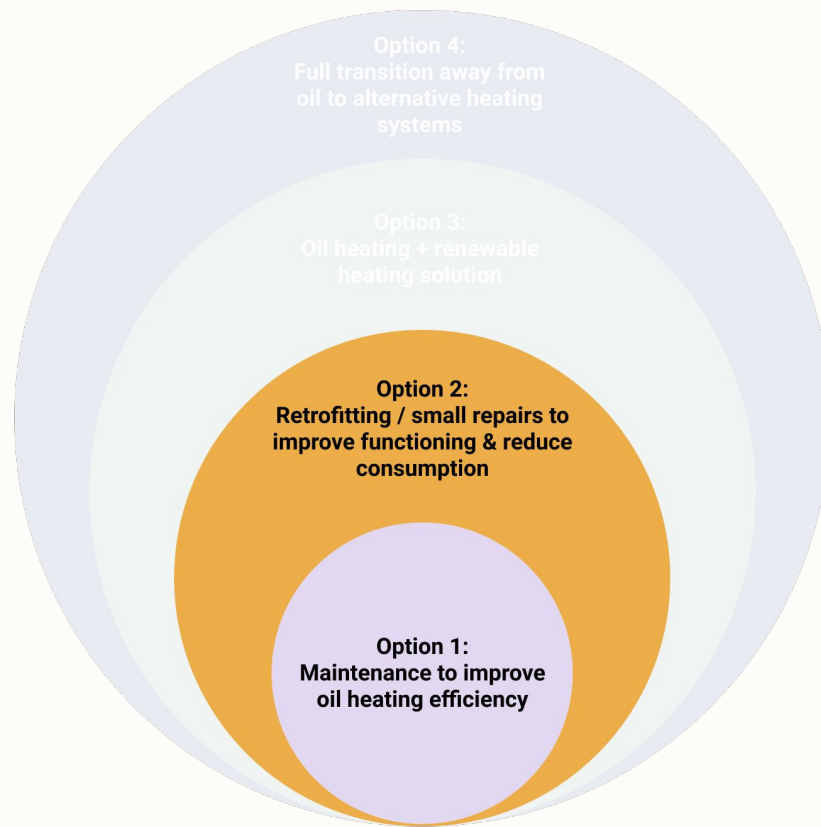
*"It takes lots of effort to organize all this alongside daily life."*

- Resident in a family with children, Helsinki

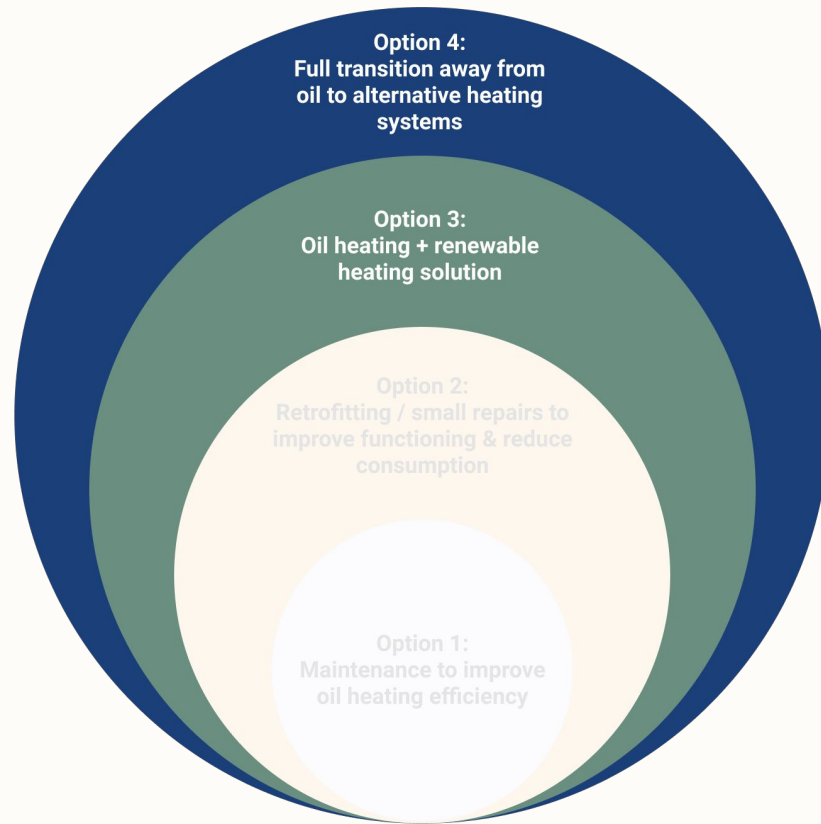
# Opportunities to Transition



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# Opportunities to Transition





# The Energy Ambassador Program

Achieving a Just Transition to Post-Oil Heating  
in Homes.

Leveraging community-centered knowledge and  
systems by partnering with and supporting local  
resident volunteers and actors in every  
municipality.



# Meet Aino

**Aino**

68 years old

Retired, detached home owner  
from Eastern Finland

A keen learner with an  
interest in renewable heating



# Discovering the Energy Ambassador program

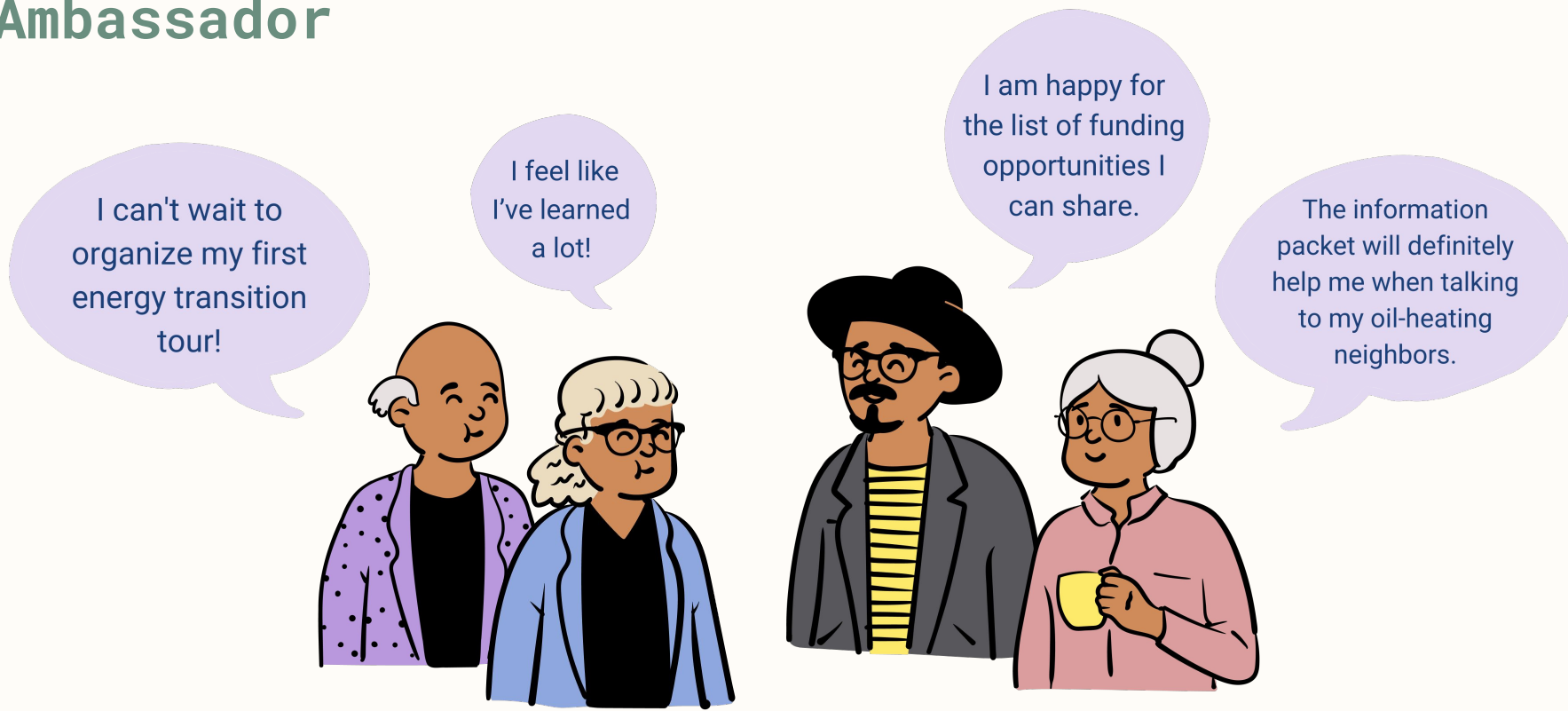


Hi! I'm Aino, can you tell me more about volunteering as an Energy Ambassador?

That's great!

Being an Energy Ambassador is like being a connector in your community.

# Training to become an Energy Ambassador



I can't wait to organize my first energy transition tour!

I feel like I've learned a lot!

I am happy for the list of funding opportunities I can share.

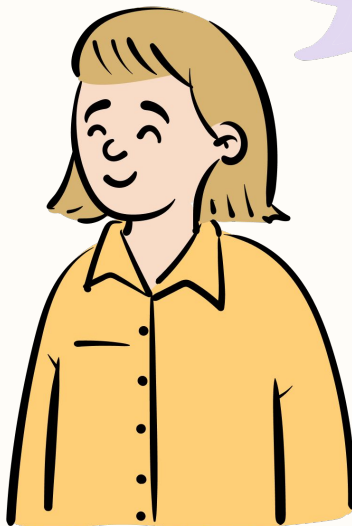
The information packet will definitely help me when talking to my oil-heating neighbors.

# Aino & Tuuli

Hei Tuuli! I heard you are interested in transitioning away from your oil-heater?



Yes! But the process seems so overwhelming. Can you give me some advice on how to start?



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## Tuuli

48 years old

Dog trainer

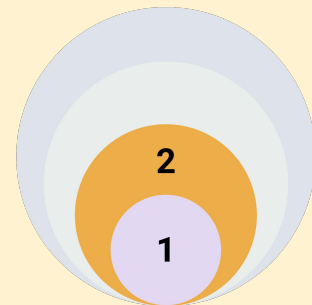
Lives 20  
minutes away  
from Aino

# Aino & Jaakko

I want to do my part to help Finland be carbon neutral, but isn't green energy expensive?



Not necessarily! Together we can find a solution that you can afford.



## Jaakko

32 years old

Working two part-time jobs

Lives three houses down from Aino

# Anyone can step into the shoes of Aino!



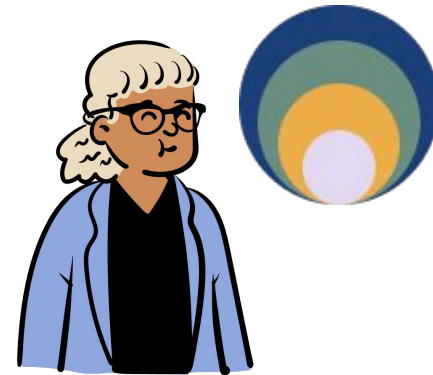
# Awareness

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Identify residents from each municipality who have already transitioned or are interested



Learn about transitioning  
to alternative heating  
systems



Discovers Energy  
Ambassador program

**Ministry's role:** Outreach & recruitment of Energy Ambassadors



# Pre-transition

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Build community knowledge and support homeowners in decision making



Leverages existing networks to reach out to neighbours / residents



Organizes Energy Tours

**Ministry's role:** Outreach & recruitment of Energy Ambassadors

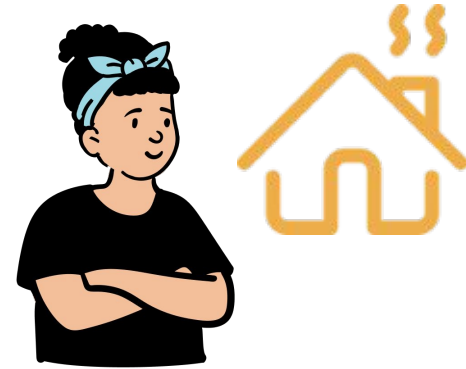
# Pre-transition

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Build community knowledge and support homeowners in decision making



Leverages existing networks to reach out to neighbours / residents



Transitioned residents host energy tour

**Ministry's role:** Toolkits to guide Energy Ambassadors help homeowners transition

# During Transition

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Offer support and set expectations for transition process



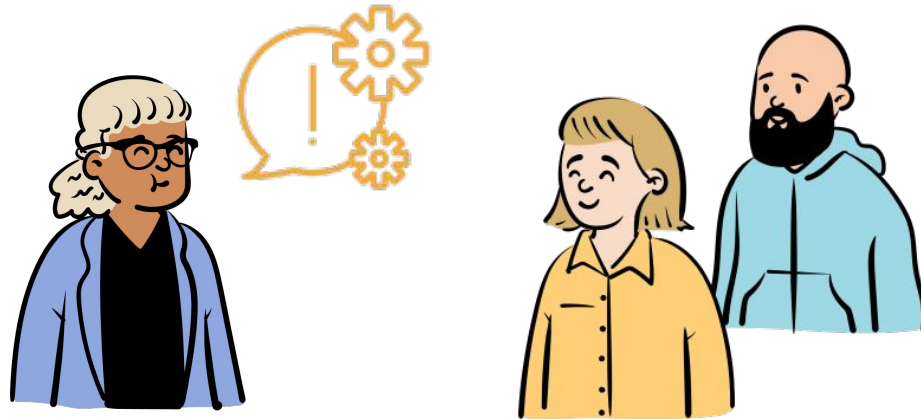
Energy Ambassadors can receive support from transitioned residents

**Ministry's role:** Toolkits to guide Energy Ambassadors help homeowners transition

# During Transition

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Offer support and set expectations for transition process



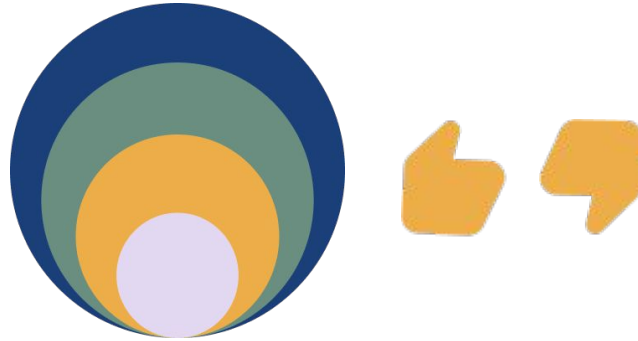
Gives ongoing support for homeowners

**Ministry's role:** Toolkits to guide Energy Ambassadors help homeowners transition

# Post-transition

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Offer support and set expectations for transition process



Homeowners give feedback on Energy Ambassador's support to Ministry

**Ministry's role:** Communications to transitioned residents

## AWARENESS

Identify residents from each municipality who have already transitioned or are interested



Learn about transitioning to alternative heating systems



Discovers Energy Ambassador program

## PRE-TRANSITION

Build community knowledge and support homeowners in decision making



Organize Energy Tours



Transitioned residents host energy tour



Leverages existing networks to reach out to neighbours / residents

## DURING TRANSITION

Offer support and set expectations for transition process



Gives ongoing support for homeowners



Energy Ambassadors can receive support from transitioned residents

## POST-TRANSITION

Build mutual trust, transparency and accountability



Homeowners give feedback on Energy Ambassador's support to Ministry

## Ministry's role

Outreach & recruitment of Energy Ambassadors

Energy Ambassador training

Toolkits to guide Energy Ambassadors in helping homeowners transition

Toolkits to guide Energy Ambassadors in helping homeowners transition

Communication to transitioned residents



6 months - 1 year

# How the program benefits the Ministry of Environment

# How the program benefits the Ministry



**Support & enable  
community engagement**  
for energy efficiency  
interventions



**Speed up transitions  
away from oil-heating**  
for those who are  
already considering it



**Build trust by getting  
reliable info from  
non-biased sources**



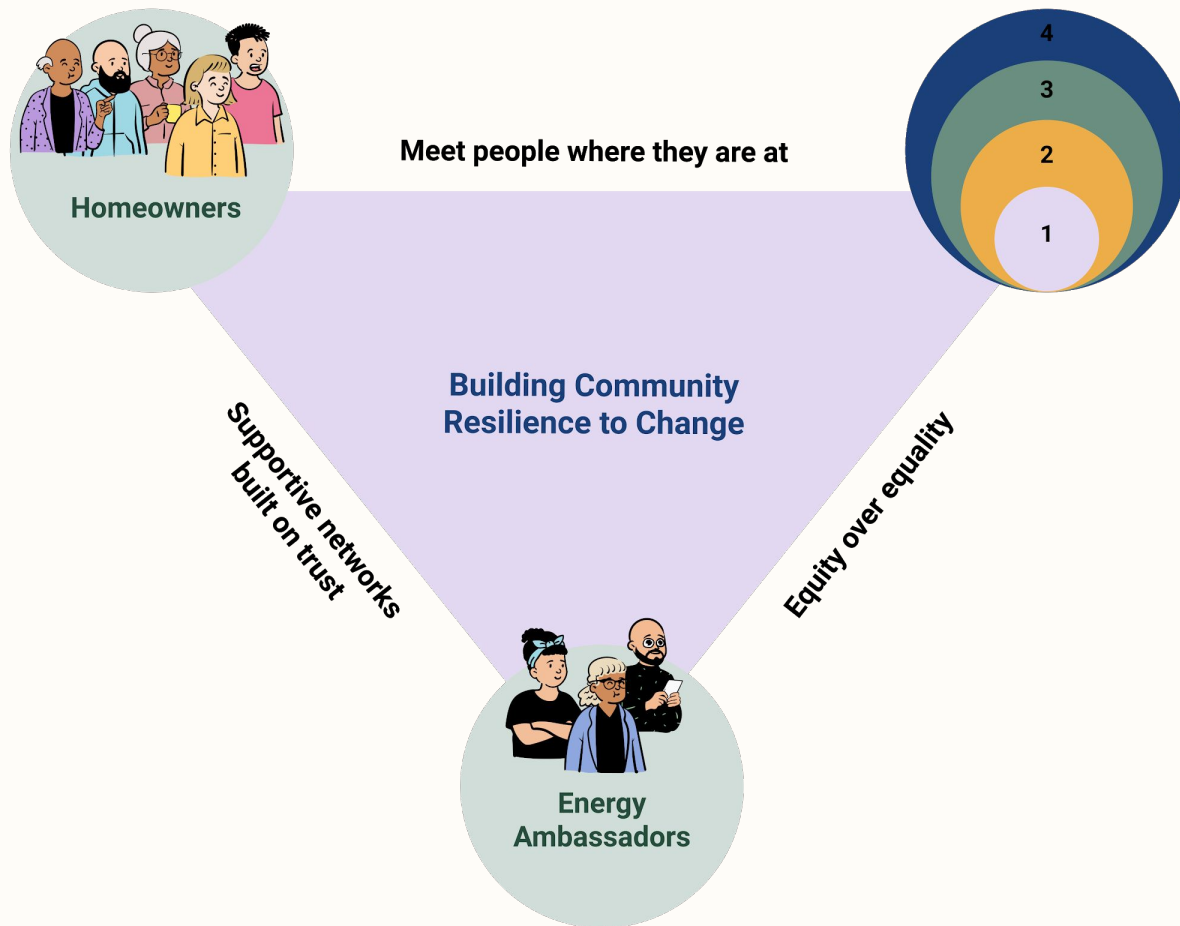
# Potential Evaluation Criteria

How **compelling and accessible** is the EA program?

- How many EAs join the program and what demographics they are coming from
- How many people who join the program complete it?
- What is the most effective number and ratio of Energy Ambassadors and Transitioned residents to have in a community?

How **successful** is the program in accelerating energy transitions?

- How many homes transition with help from an Energy Ambassador?
- What levels of transition are happening?
- Are there significant decreases in oil sales and usage?



# References

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