

PROMISE –Promoting best practices to support energy efficient consumer behaviour on European island.

Tenerife –Spain

Context & Rationale

While the EU may be made up of 28 Member States, the number of islands within the union runs into the thousands, dotted around the seas of the North Atlantic to the Mediterranean. While climate and cultures may vary, many of the issues faced by these islands - such as achieving energy efficiency - are much the same.

This is why the European PROMISE Project - launched in June 2011 and funded by the European Commission under the Intelligent Energy - Europe (IEE) programme - has promoted energy savings among households on four target islands. By sharing information and experience, energy agencies from EU members Samsø (Denmark), Rhodes (Greece) and Tenerife (Spain), along with Iceland, aimed to promote tried-and-tested methods for reducing the energy consumption of households.

Description and Main Objectives

PROMISE was born as a response to the need of reducing residential energy consumption in European islands. Domestic energy use is still largely invisible to the user, while rapidly increasing due to larger homes, new services and additional appliances. By sharing information and experience, energy agencies from Samsø (Denmark), Iceland, Rhodes (Greece) and Tenerife (Spain) aimed to promote tried-and-tested methods for reducing the energy consumption of households.

In the frame of this project, the energy agency from Tenerife (Agencia Insular de Energía de Tenerife) carried out an awareness campaign in the island of Tenerife that lasted 18 months targeting households and the islands' energy policy makers to promote energy efficiency behaviour among households of the island.

The main objectives of the PROMISE project are the following:

- To reduce of the energy consumption in the island
- To support the achievement of the European Commission energy targets for 2020
- To serve as successful example for other islands.



This project has received funding from European Union's Horizon 2020 research and innovation programme under grant agreement No 695923





Agencia Insular de Energía de Tenerife



Agencia Insular de Energía de Tenerife

Implementing Structure & Partners - Governance

The awareness raising action in Tenerife was made up of awareness and capacity building workshops for energy savings in households and pilot actions using as main instruments home energy checks, energy efficiency calculators, direct interaction with the public, organization of public events and cooperation with other islands.

The expected benefits were:

- The reduction of energy consumption on the islands by adopting energy efficient thinking models and promoting the use of energy from renewable sources among consumers
- The improvement of the energy performance of private homes

To do so, four capacity building workshop and three local awareness raising campaigns were carried out. Additionally, more than 200 home energy checks were conducted and a web-enable energy efficiency calculator, as well as an app for smartphones were designed (<https://play.google.com/store/apps/details?id=com.promise.ecocalc>). The project was highly disseminated by involving local press and other media (TV and radio). Many articles and press releases were published both online and on newspapers.



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Financing and Costs / Time Frame

The PROMISE project was financed under the Intelligence Energy Europe programme in the section Energy Efficiency (SAVE), consumer's behaviour (CIP-IEE-2010). The total cost of the project amounted to 1.027.515 €.

The project was launched on the 1st of June 2011 and finished on the 30th of November 2013.

Contacts & Links

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