



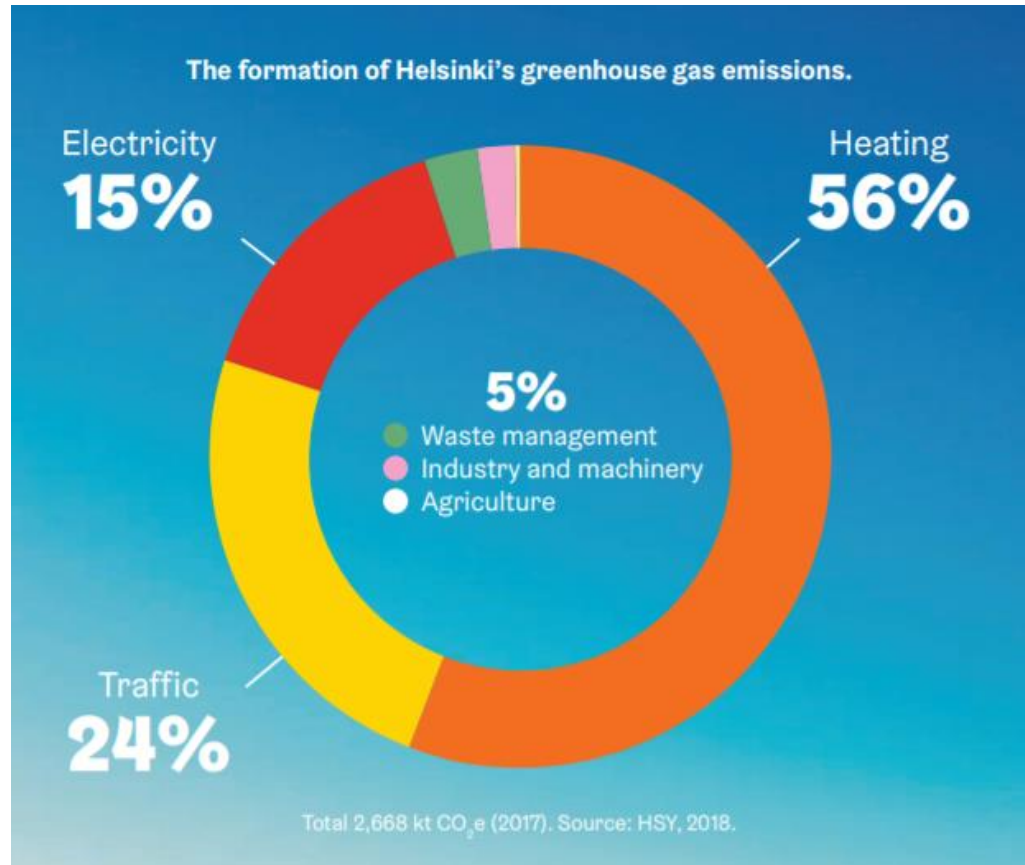
CITIZEN ENGAGEMENT PRACTICES TOWARDS
CLIMATE NEUTRALITY WORKSHOP
24 MARCH 2020

Energy renaissance program: How to facilitate retrofits
of housing cooperatives?

Maria Viitanen, City of Helsinki



The City Challenge: Carbon Neutral Helsinki 2035



[Carbon Neutral Helsinki 2035 Action Plan](#)

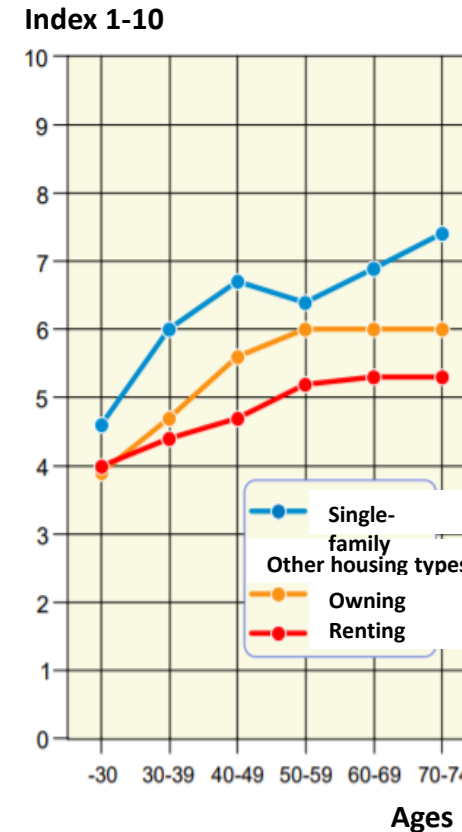


Citizen perspective

- Citizens concerned about the environment but this has mild correlation with actions¹
- Single-family house owners most concerned over energy savings. Renters least interested¹
- Very hard for housing cooperatives to buy comprehensive energy retrofits despite potential profitability²



Home energy saving index average values for citizens according to housing type, ownership and age



¹Hirvonen & Vanhatalo (2018). Ympäristöasenteet ja kaupunkikehitys Helsingissä ja Vantaalla. Tutkimuksia 2018. Available at: <https://urly.fi/1vNp>

²Murto, Jalas, Juntunen & Hyysalo (2019). The difficult process of adopting a comprehensive energy retrofit in housing companies: Barriers posed by nascent markets and complicated calculability. Energy Policy 132, 955-964.

mySMARTLife Helsinki interventions 2018-2019

Energy advisory workshops for Merihaka housing cooperative boards:

- offering information on the most profitable energy retrofits
- meeting with industry and city's experts
- learning about concerns
- peer support & sharing knowledge
- opportunity to initiating common projects

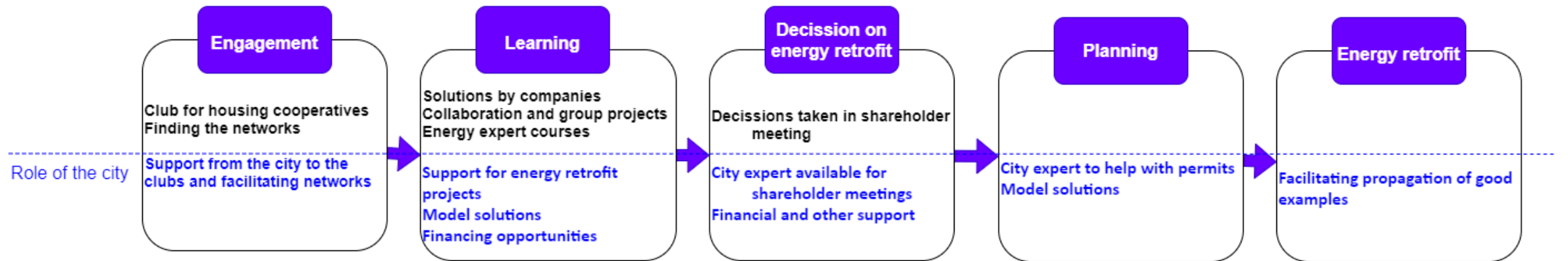


*Merihaka district energy advisory workshop in November 2018.
Photo by Mikko Martikka.*



Helsinki City: Energy Renaissance Program 2020-

Model for offering information and support:



**Thank you for your
attention!**

Maria Viitanen
maria.viitanen@hel.fi
+358 40 519 7525

www.mysmartlife.eu
[@mySMARTLife_eu](https://twitter.com/mySMARTLife_eu)

