

## Title

**Hogares Verdes – an environmental education programme**

## Short description

Hogares Verdes is a three-phase program aimed for families willing to improve their consumption standards in energy and food. It is an educational program for families which provides information regarding the environmental and social impact of their daily household living. Following entry into the program, households would, among other objectives, reduce in a 10% their energetic consumption and between a 6 and 10% their water consumption.

The practice is developed by the Spanish National Center for Environmental Education (CEPEAM), an institution part of the Spanish Ministry of Agriculture, Fisheries, Food and Environment.

## Topic

Living – Energy efficiency

Consuming - Food

## Characteristics (type, level)

Public and national initiative

## Country/Countries of implementation

Spain

## Aims and Objectives

The objectives of the project are to reduce household consumption of energy and water and to incentivize a more ethical and sustainable consumption. It is implemented in three modules: the first one tackling energetic and water consumption, as well as mobility; the second centred in other domestic consumption, mainly food; and a third on “eco-skills”. This last module looks at issues such as domestic composting.

## Target Group

Targets are families with concern over the environmental and social implications of their habits

## Status

Ongoing

## Start and Completion dates

The project began in 2005 and it's still being implemented

## Lifestyle and Behavior Change

The program allows families to enter a process that can allow them to improve their ways of consuming

## Effects on:

<b>Health and Wellbeing</b>	By reducing the energetic costs they face and improving their consumption habits
<b>Vulnerable populations</b>	By alleviating energetic poverty in vulnerable households
<b>Environment</b>	By encouraging more sustainable food and energy consumption

### Initiated and/or implemented by

The Spanish National Center for Environmental Education (CEPEAM)

### Stakeholders and sectors involved

EPEAM is an institution part of the Spanish Ministry of Agriculture, Fisheries, Food and Environment

### Financial support

Public financing

### Evidence-base

Not available

### Main activities

The project consists of a three-phase program that in a first phase tackles energetic and water consumption, afterwards lets families chose among a second objective related to food consumption and ends with the challenge of maintaining the acquired habits and analyse the results

## Evaluation

A survey was performed among the workers with the task of counselling the families taking part in the program.

## Main results

Tutors evaluated positively the materials received in order to follow the program, being the document containing the methodological baselines the best rated (63% rated it as “very useful” and 37% as “useful”); followed by the material on domestic ecology the next best rated (44.4% rates as “very useful” and 55.6% as “useful”).

The preferred way to communicate the existence of the program to families was the use of brochures and leaflets, (77.8%), followed by meetings (66.7%) and email (63%).

Most tutors met with families between 3 and 4 times during the evolution of the program (44%). 26% of them met with the families 5 to 6 times, while another 26% met more than 6 times.

The issue that most often came up in the meetings was energy saving (96.2%), followed by water saving (92.3%), transport and mobility (73.1%) and ecologic shopping carts (57.7%).

## Key success factors and barriers

Among success factors it can be mentioned the cooperation of private entities and involvement levels of collaborators.

Some of the barriers mentioned in evaluations were related to promotion of the program, data collection, and the low levels of use of some specific devices available.

## INHERIT Perspective

Hogares verdes is a program that tackles behavioural change within households in order to avoid overconsumption (in the areas of energy, food and water). It can help families reduce their environmental impact and their expenditure in basic necessities. Therefore, it can be especially useful for low-income families that have less capacity for adapting their consumption levels by other means

## More information

<http://www.mapama.gob.es/es/ceneam/programas-de-educacion-ambiental/hogares-verdes/>

<http://www.mapama.gob.es/es/ceneam/quienes-somos/>

<http://www.mapama.gob.es/es/ceneam/programas-de-educacion-ambiental/hogares-verdes/materiales.aspx>

Images:

<http://www.mapama.gob.es/en/ceneam/programas-de-educacion-ambiental/hogares-verdes/galeria.aspx>

## Contact

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