



BBL's home renovation campaign



Summary

Bond Beter Leefmilieu (BBL) is a Belgian umbrella organisation for Flemish environmental and nature associations, citizens, governments and companies that aims to foster the transition to a sustainable society involving a circular economy. Its activities include movement-building, lobbying and raising awareness. The initiative under discussion here is specifically their home renovation campaign, which is one of the more recent projects of BBL.

Why is it a case of energy citizenship?

The main focal areas of BBL are renewable energy, plant-based nutrition, sustainable agriculture, emission-free mobility, the circular economy and spatial planning. Energy is considered a transversal issue, but some campaigns have an energy focus: the home renovation campaign targets the energy performance of homes and the directly associated issues of energy poverty and energy literacy.



HOLISTIC



COLLECTIVE



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Goals

1. Accelerating the Flemish ‘home renovation wave’;
2. Counteracting energy poverty;
3. Increasing energy literacy.

The story and the typology

Different layers (manifested as different types of energy citizenship) of the home renovation campaign form part of a rather organically growing and broadening set of activities. The main type of energy citizenship associated with the home renovation campaign addresses the household level – the individuals who undertake home renovation, empowered by governmental policies that create the conditions for this. Such home renovation activity can be classified as a reformative type of energy citizenship. However, the campaign is implemented by social movements and ‘organisationally embedded’ forms of energy citizenship. It is brought about by a broad coalition, yielding a combination of ‘reformative’ and ‘transformative’ agendas. And whilst home renovation can be considered a rather pragmatic and not particularly controversial form of energy citizenship, the campaign has a clear transformative orientation as it calls for a far more ambitious approach that also covers disadvantaged groups.

Type 1: Do their bit (in the household)
Reformative outcome / Individual agency



Case history summary

For the summary methodology, click [HERE!](#)



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Phase 1: A social movement, a business network and a household campaign, 2020-

BBL is an association of NGOs – a social movement which focuses on sustainable development issues (as reflected in the social movement energy citizenship Types 9 and 10). The home renovation campaign is one of BBL’s more recent projects, which supports several different ideal types of energy citizenship, described as “layers” of the case below. The main citizenship type, or main layer of this case, due to its title and main focus, is enabling citizens to undertake steps to improve the energy performance of their homes.

BBL as a whole, and also the home renovation campaign, have been adapted to be more citizen-oriented – by paying particular attention to the relevance of their campaigns to the average citizen. Although BBL is focused on political lobbying rather than directly empowering citizens, this layer of their campaign indicates efforts to support energy citizenship within the household in a more direct way, e.g. through an online self-assessment tool (as reflected in Type 1 as the main, and Type 2 as a secondary ideal type).

The other important layer of the campaign is the Energy Saving Pioneers (ESP), a network of ‘frontrunner’ businesses, other NGOs and politicians established by BBL to speed up the energy transition and boost the Flemish 'renovation wave'. The ESP represented a new alliance with business actors. It fortified lobbying of the Flemish

government and made further critical linkages with the business sector organisations that ESP members were members of. This pillar of the campaign relates to energy citizenship within (business) organisations (as reflected in Types 3 and 4, as secondary energy citizenship ideal types).

	Individual			Collective	
					
 Reformative	1. Do their bit (in the household)	3. Do their bit (within organizations)	5. Make their voice heard	7. Do their share	9. Do the job
 Transformative	2. Do their own (in the household)	4. Do it their way (within organizations)	6. Make their vote count	8. Go ahead	10. Make their claims

Main type: Do their bit (in the household)
Reformative outcome / Private in the household agency

- Secondary types:**
- Do their own (in the household)**
Transformative outcome / Private in the household agency
 - Do their bit (within organizations)**
Reformative outcome / Organisationally embedded agency
 - Do it their way (within organizations)**
Transformative outcome / Organisationally embedded agency
 - Do the job**
Reformative outcome / Social movements agency
 - Secondary type: Make their claims**
Transformative outcome / Social movements agency

The three layers of the case (social movement, organisational embeddedness, and household-level action) exist alongside each other as mutually reinforcing activities and forms of energy citizenship.

The aspects of energy citizenship

BBL is a platform organization with NGOs as its members. **Each of the associated organisations has one delegate in the general assembly, and together they nominate/vote for the 16-person executive board.** BBL as a whole, and also the home renovation campaign, have been adapted to be more citizen-oriented – paying particular attention to the relevance of their campaigns to the average citizen.

Citizen control

Citizens can express their views, but their views are not necessarily taken into account



The home renovation campaign in itself implicitly contributes to reducing carbon emissions. **But it is important that BBL's communications often underline the existence of international governmental commitments and policy targets, so overall it is classified into the 'explicit' category.** BBL engages in evidence-based activism in which climate targets, environmental footprints, and quantitative assessments of environmental impacts play a very prominent role.

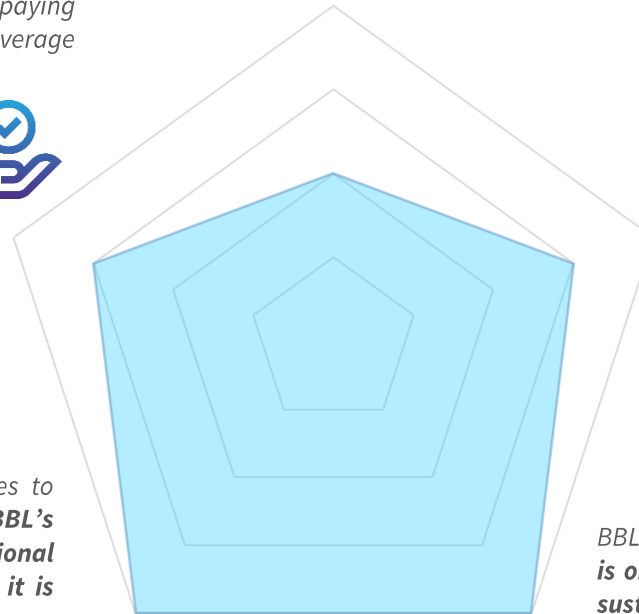
Carbon limit

Explicit recognition with mention/objective of reaching the max. carbon footprint



Democratic energy future

Energy democracy is considered as a positive value, but the vision does not really address it



The BBL campaign underlines the importance of equal access to home improvement. **Access is formally open to everyone, but many citizens lack the material means to be able to act upon this theoretical freedom.** Energy poverty is a strong concern in this campaign. Gender and issues of marginalization are considered as well, to the extent that BBL proposes a tailored pre-financing scheme that is sensitive to the specific limitations and possibilities of different kinds of households.



Equity and justice

Equal access is granted, but limited by various criteria

BBL is an NGO focused on sustainability. **The home renovation campaign is one of the many campaigns associated with different domains of sustainable development.** This underlines how the ultimate rationale for BBL is sustainable development. Their renovation plan revolves around tailor-made pre-financing schemes that considerably reduce energy poverty, but the starting point remains environmental sustainability.



Environmental sustainability

Environmental sustainability is a core issue, and is considered in goal setting



Further information



facebook.com/BondBeterLeefmilieu

instagram.com/beterleefmilieu



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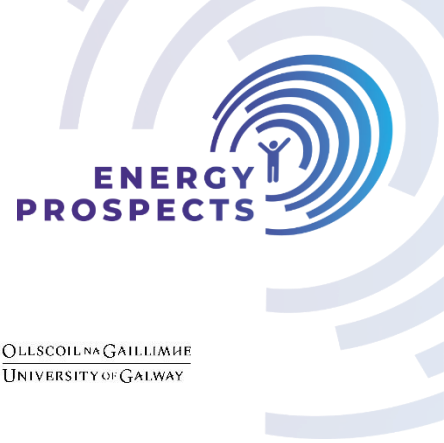
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