

## Energy Transition Starts with Citizens: Kula Energy Information Center

Residential buildings in Serbia, as in most countries worldwide, are among the largest energy consumers and contributors to environmental pollution. Although the construction sector holds the greatest potential for energy savings, energy retrofitting of residential buildings in Serbia is still in its early stages, as at least a third of homes are over 50 years old. Challenges include low awareness among citizens about the benefits of retrofitting, limited motivation, and lack of practical expertise for planning and implementing such projects.

To bridge this gap, the USAID Better Energy project initiated the creation of energy information centers for citizens. On 16 October 2024, Serbia's first such center was inaugurated in Kula.

Supported financially, technically, and logistically by the Better Energy project, also leveraging the E3 International expertise, the center serves as a comprehensive resource for residents, providing guidance on sustainable energy, energy-saving practices, and support for energy renovation initiatives. The opening ceremony was attended by the Minister of Mining and Energy, the USAID Mission Director, and the Mayor of Kula, along with representatives of federal and provincial institutions, IFIs, donors, local governments, and civil society organizations. During the event, the Better Energy technical team demonstrated the Better Energy-developed Energy Calculator to help citizens assess their energy-saving potential.

Encouraged by these initial results, Better Energy has continued to expand the initiative. In September 2024, two additional centers were opened in Niš and Priboj, with a third planned for Novi Sad. The project aims to further develop similar service centers across Serbia, enhancing citizen engagement and providing essential information to support the country's energy transition and sustainable energy goals.

### Disclaimer

This activity was largely implemented by E3 International under its engagement on the USAID Serbia **BETTER ENERGY PROJECT** in cooperation with Chemonics International.



*The Better Energy staff showcasing E-Calculator to Brooke Isham, the Mission Director for USAID/Serbia, and Dubravka Djedovic Handanovic, the Minister of Mining and Energy, during the opening of the Energy Information Center in Kula (Source: Better Energy)*