

## **The Tenerife Island Council and Fundación Moeve reinforce the Zero Energy Poverty campaign**

- The initiative promotes information, technical advice, and support for vulnerable families, so that they can acquire knowledge and awareness about energy saving and efficiency in the home.

**Canary Islands, January 19, 2026.** – The Tenerife Island Council, through Sinpromi and the Tenerife Isla Solidaria Program, and with the collaboration of Fundación Moeve, continues to support the Zero Energy Poverty campaign with an expanded program that began last October and will run until March.

The social organizations ASMAER and Provivienda are actively participating in the development of this initiative and are responsible for implementing the project, which is expected to reach more than 300 people in vulnerable situations this year.

The project aims to reduce energy poverty in vulnerable households in Tenerife through awareness-raising, training, specialized technical advice, and personalized support, promoting efficient energy use and savings through the implementation of practical measures tailored to the needs of each household.

The initiative is aimed at vulnerable families who face both difficulties in paying their energy bills and low energy efficiency in their homes, due, among other factors, to poor insulation of buildings or the use of appliances with insufficient energy ratings.

The island's Social Action Councilor, Águeda Fumero, highlights the importance of this collaboration, whose budget has tripled in this phase, to "take another step forward and reach more homes, improve their living conditions, and support Tenerife families in accessing resources that provide real solutions to their needs."

In this regard, Fumero emphasizes that the recent incorporation of Provivienda, "an organization with more than 36 years of experience working to ensure that everyone enjoys the right to housing on equal terms," represents "an essential added value, as it allows each case to be approached from a comprehensive perspective that links energy efficiency with home improvements and specialized technical support, especially in those households with greater social complexity."

For the head of Fundación Moeve in the Canary Islands, Belén Machado, "saving energy through efficiency is a good practice, not only from an environmental perspective, but also from a social justice perspective. This program combines environmental awareness, which benefits the planet, with

economic savings and improved comfort and quality of life for participating families."

For his part, Sinpromi CEO Adal García highlights the importance of the initiative and cooperation between organizations. "Zero Energy Poverty is a clear example of how collaboration between public administrations, social organizations, and committed companies always has a direct and positive impact on people's lives," he says.

García added that increased funding for this program has made it possible to expand its scope and reinforce the model of close involvement promoted by Tenerife Isla Solidaria, "where volunteer organizations act as a fundamental bridge to reach families and facilitate lasting changes in energy consumption habits."

The program is structured in a first phase of revitalization, already well underway, with information sessions given by ASMAER to some twenty volunteer organizations and interested families selected by each NGO according to criteria such as social vulnerability and commitment to energy saving. These meetings address practical issues such as energy loss in homes, the efficient use of appliances, home lighting, understanding electricity bills, and the need to change habits to reduce electricity consumption.

In the next phase, Provivienda is responsible for training professionals and volunteers from social organizations to act as "energy agents," serving as a link between the program and participating families. In this way, they assist them during the campaign in understanding their electricity bills, improving consumption habits, and accessing resources such as the Bono Social Eléctrico (Social Electricity Bonus).

As a complement, and in order to collect accurate data, the energy agents install consumption meters in homes. At the same time, Provivienda also collects information on consumption habits through a questionnaire and, based on these diagnoses, provides personalized advice to interested families in their homes, proposing energy improvement measures tailored to each situation. These actions include recommending new rates or suppliers, replacing inefficient appliances, delivering adapted energy-efficient products, and providing support in accessing the social electricity subsidy.

As a final incentive, families who demonstrate a strong commitment and have improved their consumption habits will be eligible to participate in a raffle to receive a new appliance.

This initiative contributes directly to the fulfillment of several Sustainable Development Goals, such as ending poverty, affordable and clean energy, reducing inequalities, and climate action, while improving the quality of life and health of the beneficiaries.

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