



PROGRAMME FUNDED BY THE EU



Creating consumer awareness on energy efficiency - the EU experience

VII International Investment Business Forum on Energy Efficiency and Renewable Energy

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BUILDING PARTNERSHIPS FOR ENERGY SECURITY

Information and education on energy efficiency



- 230 policies and measures in EU Member States
- Includes a wide range of instruments & tools, e.g.:
 - Consumer guides - on efficient products, sustainable construction, energy efficient behaviour, etc.
 - Energy checks for households / household energy efficiency calculators
 - Energy efficiency awareness raising campaigns for different target groups - households, drivers, commercial and public buildings, SMEs, industry
 - Energy advice to households / energy audits for industry and commerce

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Source: <http://www.iea.org/policiesandmeasures/energyefficiency/>

dena Energy Efficiency Initiative (Germany)



- Implemented by the German Energy Agency dena
- Information on energy efficiency opportunities for households, industry & commerce, service providers, public administration, suppliers and consultants
- Online energy check and information on energy efficiency products for households
- Information on energy efficient technologies and mandatory energy audits for industry
- Energy efficiency benchmarking and awards for industry
- And much more...

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INITIATIVE
EnergieEffizienz+

Source: <https://www.stromeffizienz.de/>

klimaaktiv Programme (Austria)



- Run by Austrian Energy Agency and overseen by Ministry of Environment
- Provides direct grant support, information and advice
- Focus on: (i) energy efficiency and buildings, (ii) mobility, (iii) communities, (iv) renewable energy
- 22 sub-programmes
- Training of klimaaktiv experts
- 1,500 events, 2.5 million consumer contacts per year

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klima**aktiv**



Source: <http://www.klimaaktiv.at/>



The "nieuw driving" campaign (The Netherlands)



- Consumer education with regard to energy efficiency style of driving
- Practical tips for drivers of passenger cars, trucks and busses
- Training by driving schools and other organisations
- Tools for planning mobility and calculate savings
- "Fuelless" app for mobile phones
- 1 Mt CO₂ reductions achieved

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Source: <http://www.hetnieuwerijden.nl/>



Energy checks for private households (Germany)



- Funded by Federal Ministry of Economy and Energy / Implemented by a national consumer association
- Energy saving advice at local offices of consumer association or online
- Home checks by energy advisors - low cost, for low-income households free of charge
- Information on energy saving measures, incentives, quick checks

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Source:
<https://www.verbraucherzentrale-energieberatung.de>





Fifty/fifty incentive schemes for schools to save energy (Germany)

- Currently 3,500 schools participate
- Participating schools receive 50% of the achieved cost savings for their own free use
- Target groups are pupils, teachers and technical personnel
- Focus on behavioural changes and tuning / improved maintenance of technical systems
- Support by professional organisation
- Trainings, rent of measuring equipment, etc.
- In average savings of 80 MWh (heat), 8,000 kWh/a (electricity) and 25 t CO₂/a and 5,000 Euro per school

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Source: <http://www.fifty-fifty.eu/>

Summary



- EU Member States apply a wide range of instruments to raise awareness on energy efficiency among citizens and businesses
- The instruments & tools applied are targeted to certain groups of consumers
- The appropriate media and intermediary organisations are required to deliver the message and to provide assistance
- Consumer information and incentives go hand in hand
- Many instruments & tools are related to the implementation of EU Directives on products (Energy Labelling), buildings (EPBD) and energy audits (EE)

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INOGATE Technical Secretariat

Thank you for listening
Any questions?

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