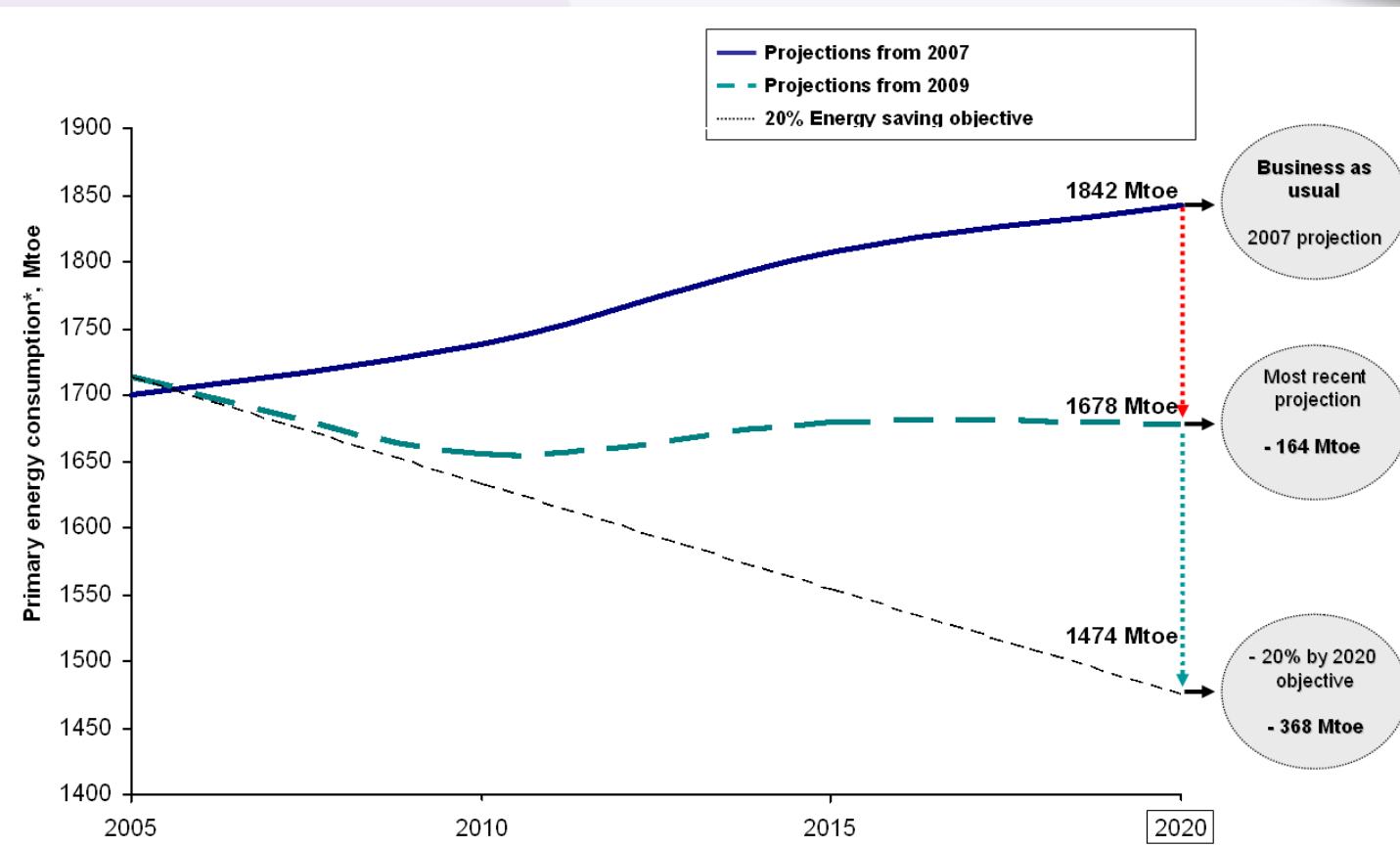


Experiences of policies for behavioural change – Concerted Action for the EU Energy Efficiency Directive

Anette Persson, CA EED Core Theme Leader CT6: Consumer information programmes, training and certification of professionals

Paris, 11-12 March 2015

EU Energy Efficiency Directive (EED)



* Gross inland consumption minus non-energy uses
Source: Primes

Source: European Commission

Concerted Action for the EED



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- Funded by Intelligent Energy for Europe 2
- All EU Member States + Norway
- Exchange of experiences and best practices concerning the implementation of the EED
- 8 main EED topics
- Cooperation with the Concerted Actions for the Energy Performance of Buildings Directive and the Renewable Energy Directive
- Next Plenary Meeting takes place in Riga 24-25 March 2015
- Best practices and results from the discussions are available at the CA EED website <http://www.ca-eed.eu/>

What does the EED say about behaviour change?



Article 10 – Billing information

- Billing information based on actual consumption 31 Dec 2014
- Smart meters, when rolled out according to the third internal market package, shall enable billing based on actual consumption
- Complementary information on historical consumption

Article 12 – Consumer information and empowering programme

- Promote efficient use of energy by small energy customers, including domestic customers
- Option to choose one or more instruments from a range of measures

Article 17 – Information and training

- Information on en eff mechanisms and financial and legal frameworks transparent and widely disseminated to all relevant market actors

EED article 12



12 Consumer information and empowering programme

1. Member States shall take appropriate measures to promote and facilitate an efficient use of energy by small energy customers, including domestic customers. These measures may be part of a national strategy.

2. For the purposes of paragraph 1, these measures shall include one or more of the elements listed under point (a) or (b):

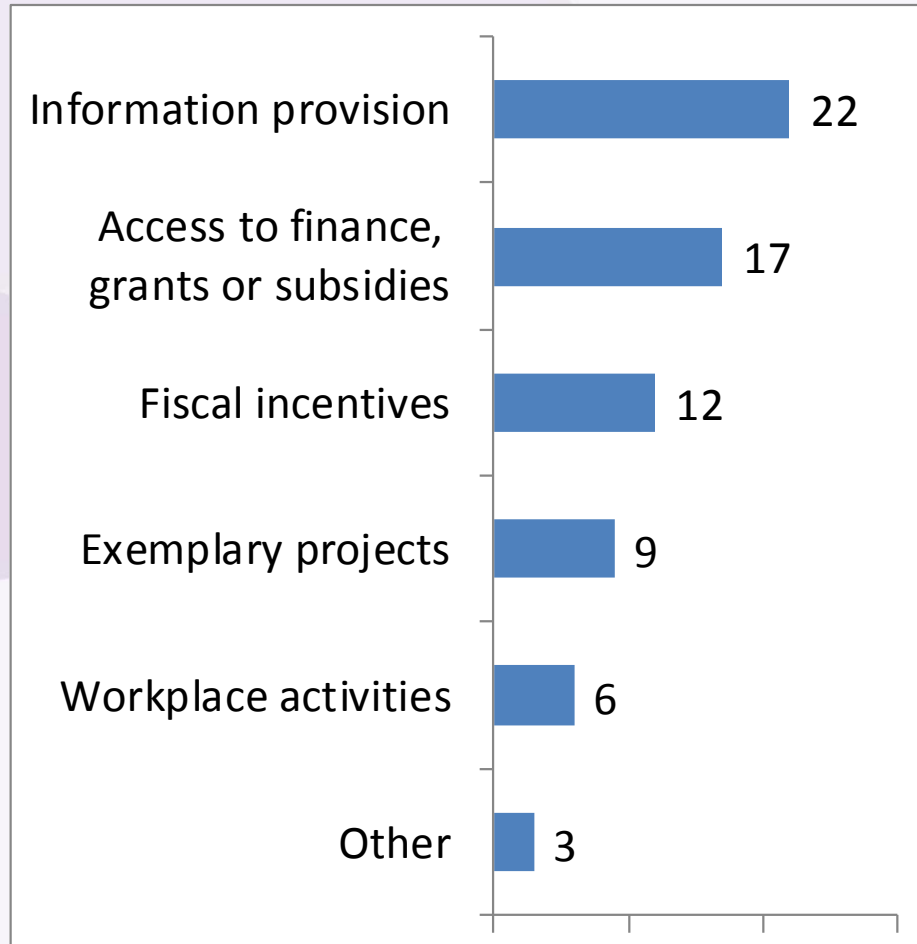
(a) a range of instruments and policies to promote behavioural change which may include:

- (i) fiscal incentives;
- (ii) access to finance, grants or subsidies;
- (iii) information provision;
- (iv) exemplary projects;
- (v) workplace activities;

(b) ways and means to engage consumers and consumer organisations during the possible roll-out of smart meters through communication of:

- (i) cost-effective and easy-to-achieve changes in energy use;
- (ii) information on energy efficiency measures.

How will art. 12 be implemented in the EU?



- Information provisions, Access to finance, grants or subsidies and Fiscal incentives are the most preferred measures
- In a majority of MS existing programmes will be prolonged, only a few MS see the need for new national strategies or programmes
- More than 50 examples of existing measures in EU MS have been identified
- Best practices from Poland, Norway and the Netherlands are available on the CA EED website

Within the CA EED and its predecessor CA ESD we have explored the following topics related to behaviour change



Designing
measures for
behavioural change

Scaling up Energy
efficiency through
behavioural change

Measurement of
soft measures

Smart meters and
consumer
engagement

Tools for SMEs

Policies and national
strategies to promote
behavioural change

How to increase
trust in energy
service providers

How to customise
knowledge transfer

Best practices



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- Member State presentations of best practices of the above-mentioned topics are available at the CA EED website
- Input from invited external experts, i.e. consultants, international organizations and researchers are also available on the website
- Executive summaries present the main conclusions from each working group

Examples of best practices



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- Poland – Supporting efficient use of energy with a focus on buildings, including education and media campaigns
- The Netherlands – Green Deal for SMEs – voluntary approach
- Norway – Energy efficiency improvement measures – advisory and information work
- Ireland – Estimating the impacts of soft measures
- Finland – Measuring savings from energy advice
- Belgium – Tools to reduce energy consumption for building managers
- UK – Consumer engagement strategy in Smart metering programme
- And many more...

Barriers to energy efficiency identified by CA EED



- Lack of awareness
- Lack of interest
- Lack of money
- Lack of targeted messages
- Lack of balance between national and local actions
- Pricing structure for electricity does not give incentive for savings
- Difficult for the administration to evaluate and measure the impact of measures



Key findings – information as a policy tool

- Achieving a behavioural change requires deep insight into consumers
- It is essential to communicate the right message – and to keep the message simple
- The message must be very carefully chosen and adapted to the specific target group
- There is generally a lack of interest in energy consumption in households, organizations and SMEs – this should be taken into account
- The message should try to spur curiosity rather than provoke guilt



Recommendations for communicating with SMEs



- Adjust communication strategies and measures to fit your target audience group
- Use simple and clear messages
- Use well-known channels to communicate with your target group
- Develop sector specific tools
- Collaboration increases your chances of reaching your target audience
- International collaboration can be cost effective but all direct communication with target groups should be done locally, to help address multilingual and multicultural challenges
- Find creative ways to gain interest
- Target top management to achieve long-lasting results
- Support information with action
- Consider long-term goals when planning and closing the project

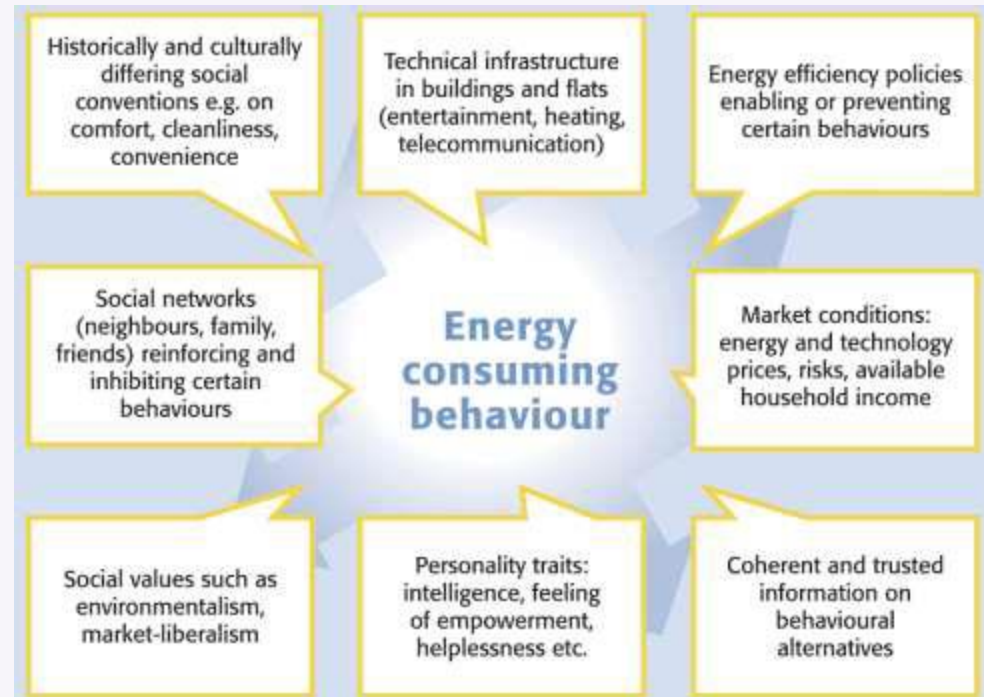
Key findings – designing measures for behavioural change



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- Identify the drivers and multiple benefits of energy efficiency such as health, well-being, convenience etc
- Recognize the importance of social context and social practices
- Practitioners should be aware of ideas from several schools' research
- Motivating, enabling and reinforcing factors are all needed
- The planning phase is crucial
- A variety of tools exist to facilitate the design process



The complexity of human behaviour. Source: BewarEe

Example of a tool: Changing Behaviour (EU project)

Step 1: Pinpoint your problem

Step 2: Get to know your target group

Step 3: Understand your context

Step 4: Is the time right?

Step 5: Identify relevant stakeholders

Step 6: Define goals

Step 7: Plan with your target group

Step 8: Select and adapt your instruments

Step 9: Test your ideas

Step 10: Engage your target group

Step 11: Motivate through feedback

Step 14: Develop a learning culture

Step 13: Evaluate and improve

Step 12: Get some feedback



The toolkit offers a step-by-step guide advice and tools for preparing, designing and evaluating your energy saving project <http://mechanisms.energychange.info/>.

Key findings – evaluating soft measures



- The evaluation of the effect of "soft measures" such as information campaigns and advisory services is a challenge
- Also other aspects than savings in kWh should be included in the evaluation
- The evaluation must be an integral part of the design of a measure
- Evaluation is a learning process
- Several EU-projects have looked into the topic of evaluation (i.e. BEHAVE, BEWAREE, Changing behaviour)

kWh?

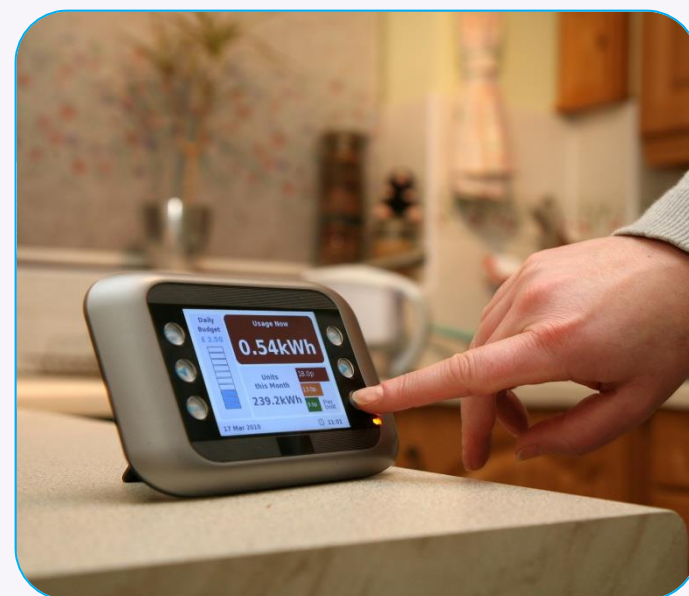
Key findings – smart meters



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- Smart meters have big energy efficiency potential but are likely to attract most interest by users with high level of expertise
- A smart meter does not generate savings per se – additional services or tools, for example in-home displays are needed
- The roll out of smart meters should be accompanied by a strategy for consumer engagement as regards the possibilities for energy savings by smart meters



Key findings – summary



- Identify the main drivers for change – they are more often related to convenience, safety, health, social status, environmental concern than purely economical or "saving kWh"
- There should be more focus on behavioural change in SMEs, industries and organizations, in addition to households
- The energy sector could benefit from experiences from completely different sectors where behaviour is a key aspect, such as health and road security for example

"Look deeper and think further"

"Electricity is a foreign language"