

# Joint Research Centre

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## Effective information measures to promote energy use reduction in EU Member States\_



*www.ec.europa.eu/jrc*

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2016**



# Outline

## 1. **Background:**

- *policy context*
- *approaches*

## 2. **Objectives** of the study

## 3. **NEEAPS analysis** main results

- *Type of measures on energy behaviour by MS*
- *Sectors covered per MS*
- *Monitoring and investment cost information*

## 4. **Best practices** : information and training MS measures

## 5. **Conclusions and recommendations**

# Background: Policy context

**Articles of the 2012/27/EU Directive (EED)  
setting out independent provisions on providing information  
to and shaping the energy consumption-related attitudes of energy consumer**

10/25/2016

Background:

Approaches to change behaviour

# Behaviour study theory

**price-based approach: save money**

*Problems faced: Rebound effect,  
Difficult to measure the real impact,  
Limited public funds*

**environmental approach: save the planet**

*Problems faced:  
negative and extremely pessimistic message  
Far to the citizen  
Non-urgent*

**social approach: be a good citizen**

human *behaviour* and decision making are the very core of the climate change problem and so *the solution should come from that*

10/25/2016

Background:

# Approaches to change behaviour

**Drivers of good practises regarding information and training campaigns on energy related behaviour- SOCIAL NORMS based**

## 1.Strategic planning :

- Programme goals
- Target groups tailor made
- Choice of instruments/ channel importance of the repetition
- Monitoring plan

## 2.The message

- Emotions spur curiosity
- Tone engaging, never pessimistic or catastrophic
- Feasibility

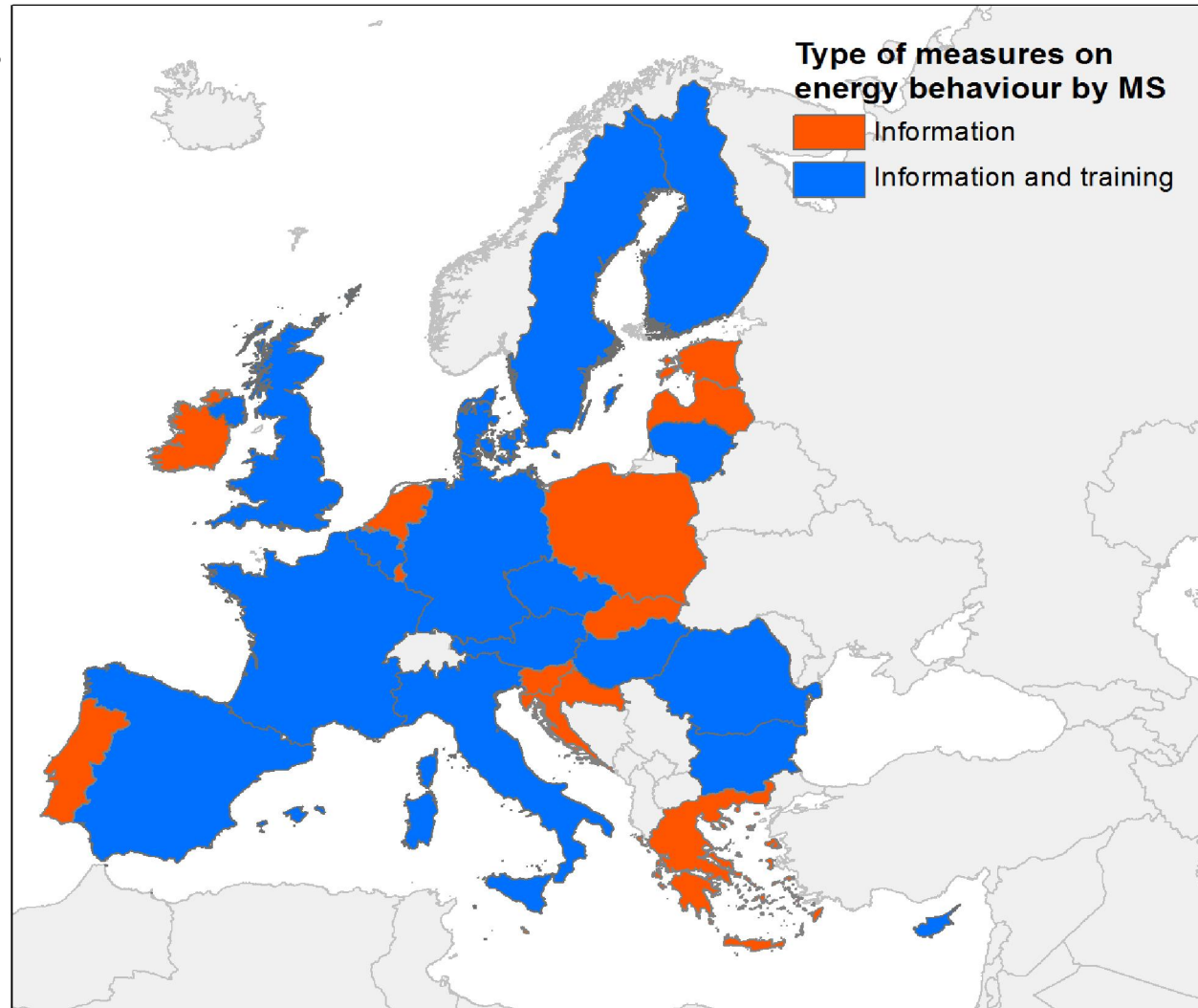
# Objectives

## Concrete objectives of the study

1. Analyse the measures implemented so far in the EU Member States (NEEAPs)
2. Select the best practice examples by sector in terms of Effectiveness, Replicability and Measurability
3. Evaluate the main factors influencing the effectiveness of the measures; strength and weaknesses
4. Provide general recommendations to Member States to further develop policy measures focused on awareness raising and information campaigns on energy efficiency

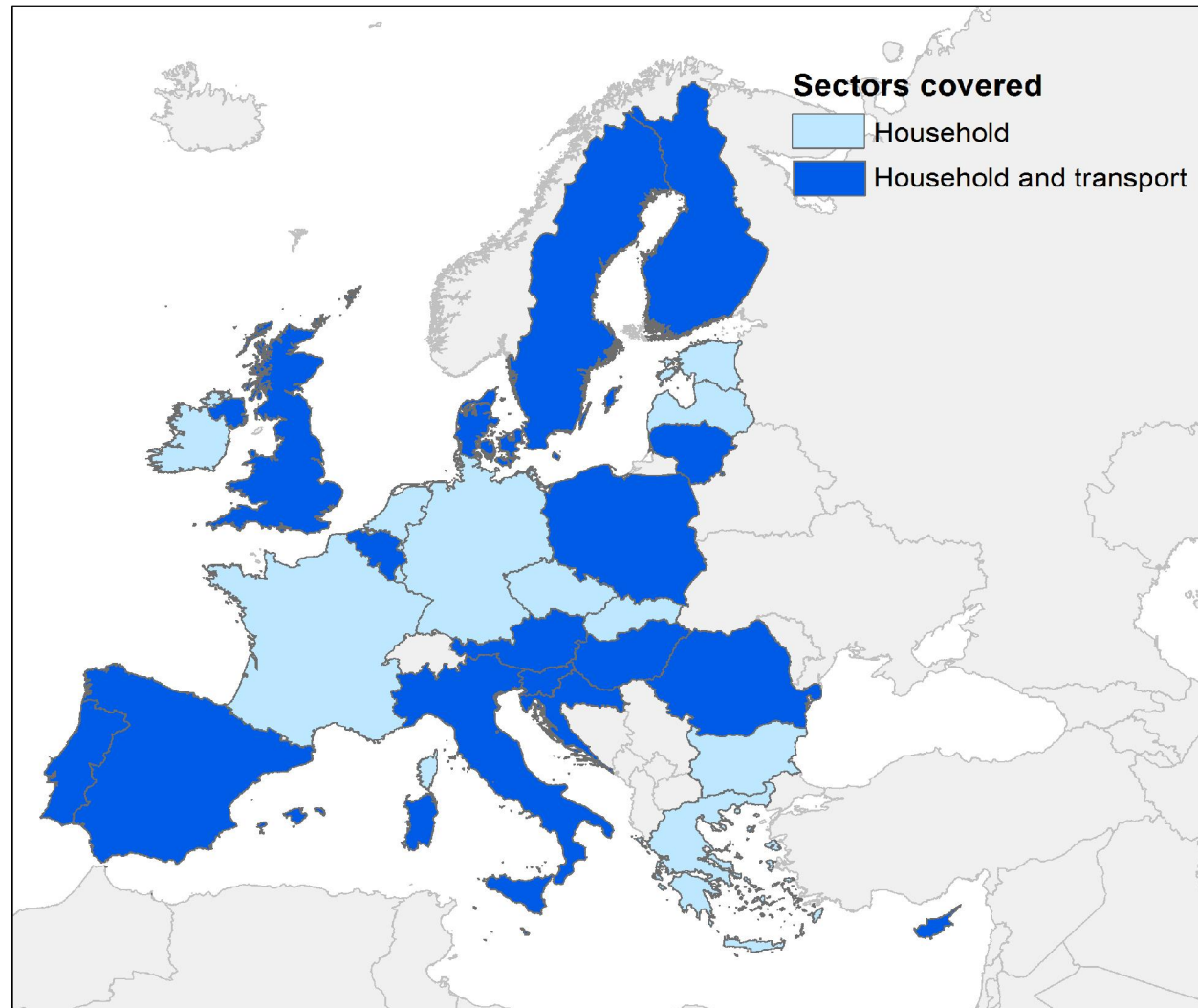
# Results

## Type of measures on energy behaviour by MS



# Results

## Sectors covered per MS

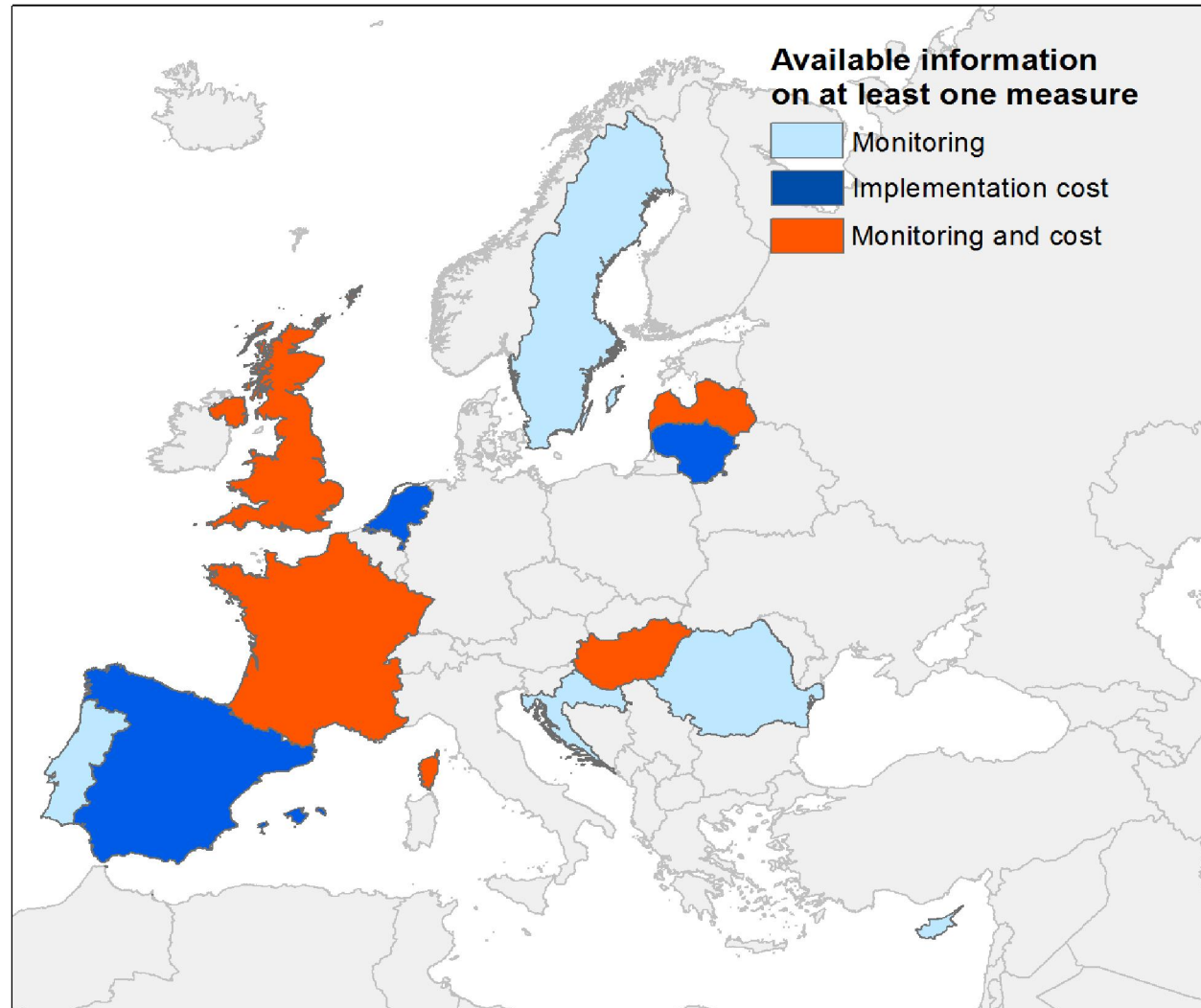


25 October 2016



# Results

## MSs including monitoring and or Implementation cost per measure



# Best practices

## INFORMATION CAMPAIGNS

Web page model



-Klimaaktiv- The Austrian Climate Initiative <http://www.klimaaktiv.at/english.ht>  
-Eco-friendly car [www.ecoscore.be](http://www.ecoscore.be)

Mass media



-j'éco-réenove, j'économise" (by renovating , I save) TV and radio advertisements

Calculation tools



-NYVarme ( new heating)  
Economic info regarding the use of several fuels(Netherlands)

-Monitoring plan within the ANRE website  
Estimating measures efficiency (romania)

# Best practices

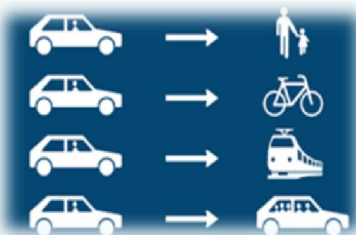
## INFORMATION CAMPAIGNS

### Datasets



*-LCA of building material, estimating the "embedded – energy" of household elements - Belgium*  
*-Open datasets, provided by IDEA of energy services and Res companies- Spain*

### Modal shift promotion



*-A Day Without Cars Initiative Lithuania*  
*-Grants for bus mobility and train use, several MS*

### General information and events



*"Profitable Energy" pilot project under the "Campaigns to encourage a sustainable lifestyle and related behavioural patterns" program- hungary*

# Best practices

## TRAINING PROGRAMS

General training



*-Seminars by Energy institute officers on energy management*

*-On line trainings on building renovation trades ( most of the MS)*

Education and  
Awareness



- Annual pupil competitions*
- Energy days*
- Public demonstrations of energy efficiency use*

*Most of MS*

Ecodriving



*-Mandatory "refresher" driving courses including eco-driving*

*-Contractual benefits in buses and trains applying eco-driving Denmark*

# Conclusions

## NEEAPS information strengths and weaknesses

### Strengths

- ✓ unifying information in web pages( information hubs)
- ✓ the development of active communication tools is growing
- ✓ generation of datasets targeting audience with energy knowledge
- ✓ easier and more engaging access to energy information through energy days and info-points

### Weaknesses

- mass media information campaigns very general; not tailored information for target groups
- Mass media , repetition need to engaged citizen's underestimated
- lack of innovation; repeating not efficient measures
- lack of a good planning phase of the measure ( audience, message, tool)
- Measures in transport sector not enough described
- not monitoring or evaluating system in place to track or asses the measure effectiveness

# Recommendations

## Overall recommendations

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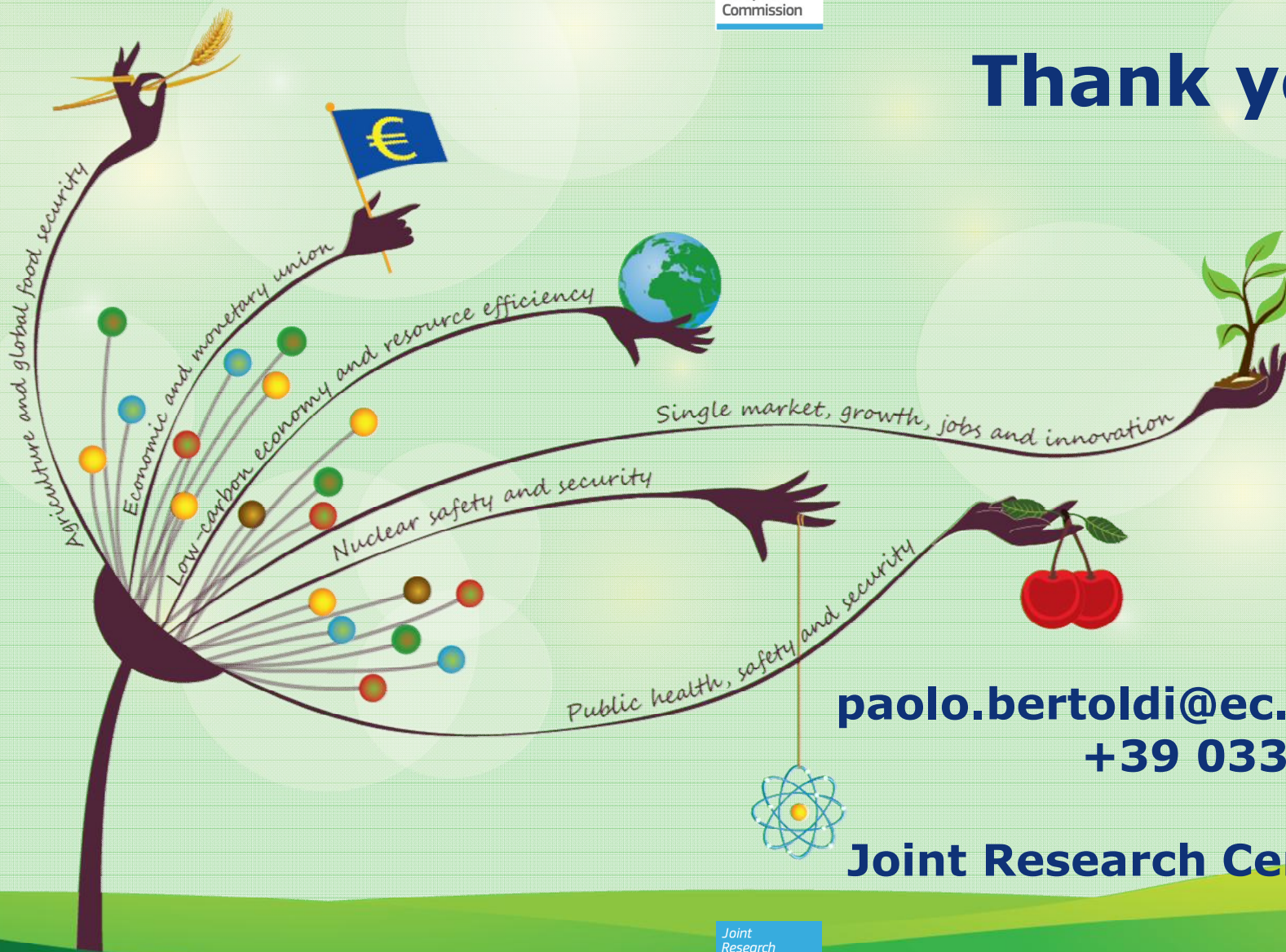
### POLICY MAKERS SHOULD

- ✓ emphasize energy use/climate change as a real, actual local and personal risk
- ✓ facilitate more affective and experiential engagement (personal stories)
- ✓ leverage relevant social group norms
- ✓ frame policy solutions on what can be gained from immediate action
- ✓ appeal to intrinsically valued long-term goals and outcomes



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# Thank you!



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**Joint Research Centre (JRC)**

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