



How do Horizon 2020 projects engage energy consumers?

4th CA EED meeting, 20 March 2019
Helsinki, Finland

Nina Klemola, Project Advisor
Unit B.1 Energy
Executive Agency for Small and Medium-sized Enterprises (EASME)

Consumer projects funded under H2020 (2014-2018)



- ✓ **Consumer engagement for sustainable energy**
- ✓ **Behavioural change through ICT solutions**
- ✓ **Role of consumers in changing markets through informed decisions**
- ✓ **Mitigating energy poverty**

* 5 under grant agreement preparation

Engaging and empowering consumers and citizens

- Supporting consumers in the **adoption of more energy efficient behaviours** through energy advice and low-cost measures, including actions on energy poverty alleviation (e.g. SAVES2, STEP-IN, ASSIST, SMART-UP)
- **Facilitating and supporting behaviour change of employees** in office buildings (e.g. SAVE@WORK, Start2Act)

Engaging and empowering consumers and citizens

- Setting up and **supporting renewable energy cooperatives** and collective actions in **addressing energy efficiency** (e.g. REScoop PLUS, CLEAR2.0)
- Improving consumer understanding and **routing purchase decisions** towards higher efficiency products (e.g. TopTen Act and Digi-Label)
- Facilitating **deployment of new ICT-based solutions** to drive behaviour change (e.g. PEAKapp and EnergAware)

Information on funding

- **EC-2: Mitigating household energy poverty**

<https://tinyurl.com/yawb75ck>

- **EC-1: The role of consumers in changing the market through informed decision and collective actions**

<https://tinyurl.com/ybdhk9tu>

Deadline: 3 September 2019



EASME

Executive Agency for Small and Medium-sized Enterprises

Thank you for your attention

EASME on Twitter



@H2020EE • @H2020SME • @EEN_EU • @EU_ECOINNO