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ENERGY EFFICIENCY
DIRECTIVE

Session 3

Changing Consumers' Behaviour through Information, Incentives and Innovative Services



CA Joint Workshop
Barcelona 30 Jan 2020

Session objective



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- Give insights related to consumers and behaviour change and examples of when these insights have been put into practice.
- Find potential synergies in the implementation of the three directives.

Outline of the session



Consumer aspects in the three directives

Anette Persson CA EED, Päivi Laitila CA EPBD, Adrianna Threpsiadi
CA RES

The human dimension of the energy transition

Linda Steg, University of Groningen, Department of Psychology

Preview of results from an on-going CA EED working group on behavioural economics

Applying Behavioural Economics – an example from Ireland

Karl Purcell, SEAI, Ireland

Consumers and behavioural change in the EED



Art. 12 Consumer information and empowering programme

*Member States shall promote and facilitate an efficient use of energy by small energy customers, including domestic customers. Include one or more of the elements **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.*

Consumers and behavioural change in the EED



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- Art.7 and Annex V – Information and advice targeted to consumers can be included in the obligation scheme or alternative measures
- Art. 10 Billing information and individual metering
- Art. 17 Information and training

EPBD and Changing consumers' behaviour through information, incentives and innovative services

1/2

Directive 2010/31/EU

Article 20: Information

- **Inform the owners and tenants** of buildings or building units of **different methods and practises** that serve to enhance the energy performance
- **In particular provide information to the owners or tenants** of buildings **on energy performance certificates and inspection reports**, their purpose and objectives, on **cost-effective ways to improve the energy performance of the building** and, where appropriate, on financial instruments available to improve the energy performance of the building

Art.10: Financial incentives and market barriers

- providing appropriate financing and other instruments **to catalyse the energy performance of buildings and the transition to nearly zero- energy buildings**

Art.11, 12, 13: Energy performance certificates (EPC) (issue, display)

- The EPC shall provide an **indication as to where the owner or tenant can receive more detailed information**. ...the EPC is **displayed in a prominent place clearly visible to the public** (if occupied by public authorities or frequently visited by public).
- **The EPC is needed** to a building which is **constructed. sold or rented to a new tenant**.



EPBD and Changing consumers' behaviour through information, incentives and innovative services 2/2

Directive 2018/844/EU

Art. 2a Long-term renovation strategy

- **policies and actions to support targeted cost-effective measures and renovation** for example by introducing an optional scheme for building renovation passports
- **to support the mobilization of investments into the renovation**
 - through accessible and transparent advisory tools, such as one-stop-shops for consumers and energy advisory services, on relevant energy efficiency renovations and financing instruments.

Art. 8: Technical building systems, electromobility and smart readiness indicator

Art. 14: Inspection of heating systems, Art. 15: Inspection of air-conditioning systems

- Regular inspections or as **an Alternative, to ensure the provision of advice to users** concerning the replacement of heating generator, operation/efficiency of heating systems or air conditioning systems.
- **Possibly:** residential buildings may be equipped with the functionality of **continuous monitoring** that measures system's efficiency and **informs building owners and managers**



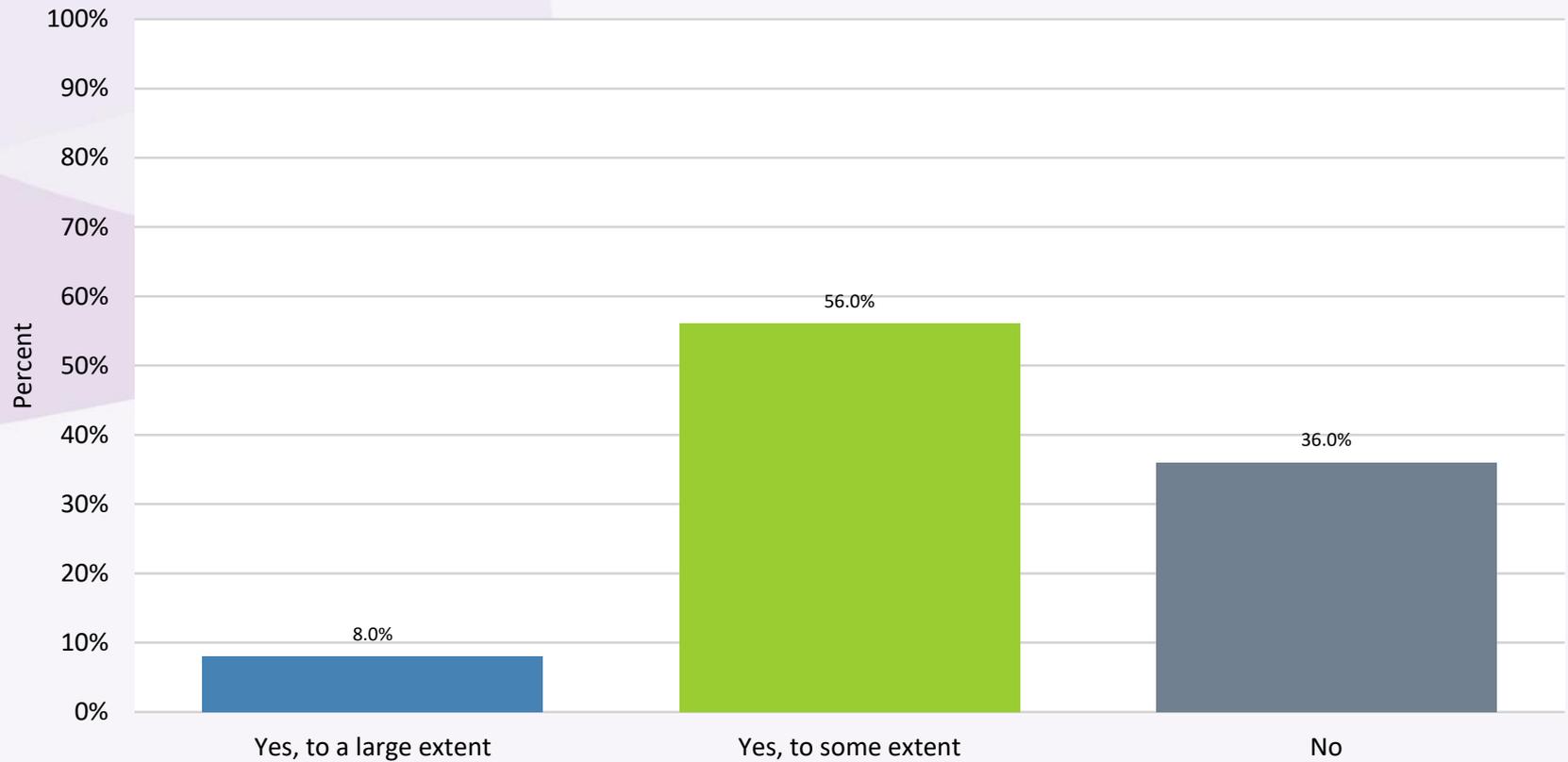
Consumer focus in RED II 2018/2001

- Information to consumers on:
 - net benefits of RES systems *Art. 18(2)*
 - available support measures *Art. 18(1)*
 - *certification schemes* and qualified installers *Art. 18(4)*
 - Share of renewables in district heating *Art. 24(1)*
- Information and advice to:
 - encourage the switch to renewable heat - *Article 15 (6)*

Consumer focus in RED II 2018/2001

- **Becoming an ‘active consumer’ *Art. 18(6)***
 - by developing suitable information, awareness-raising, guidance or training programmes
- **Self-consumers and energy communities**
 - MS required to provide an enabling framework *Art. 21 & Art.22*

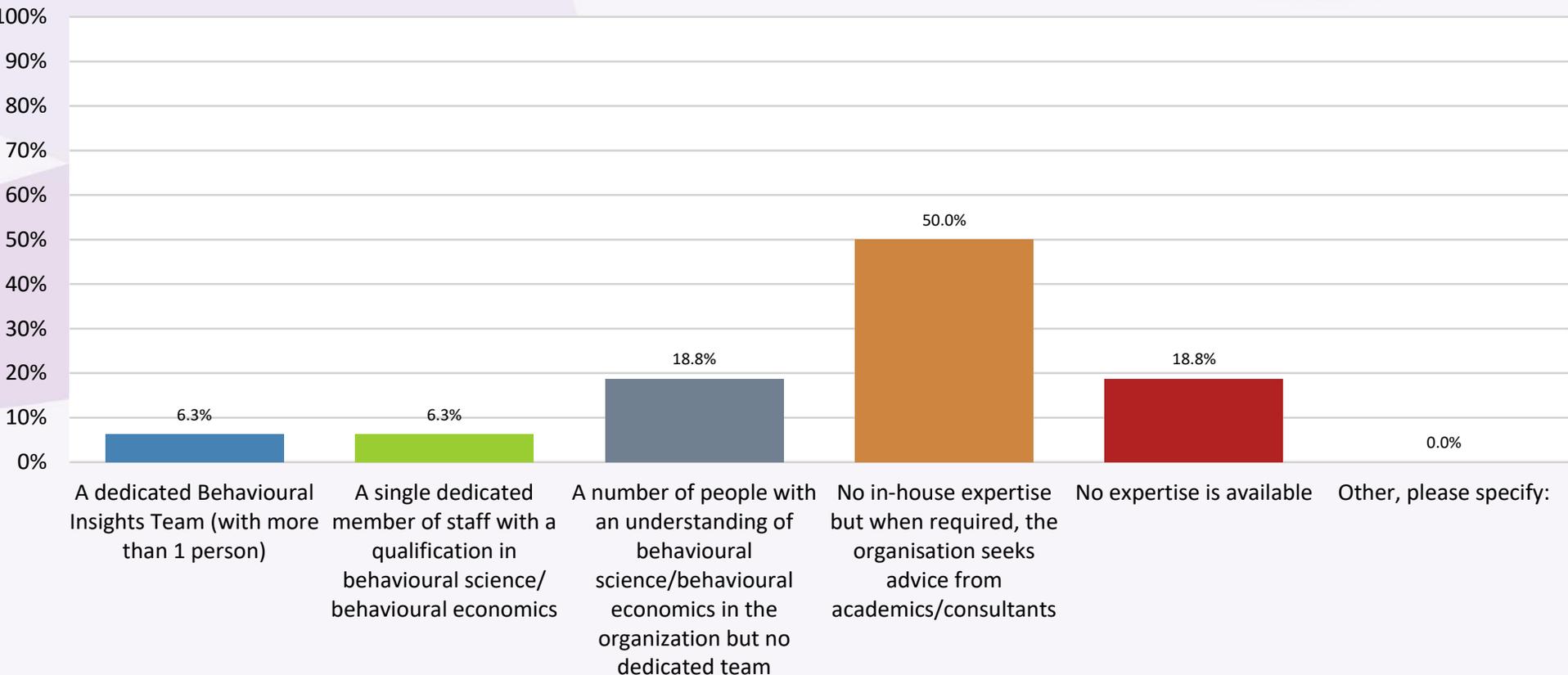
Does your country currently apply behavioural science/behavioural economics in developing or implementing energy efficiency policy?



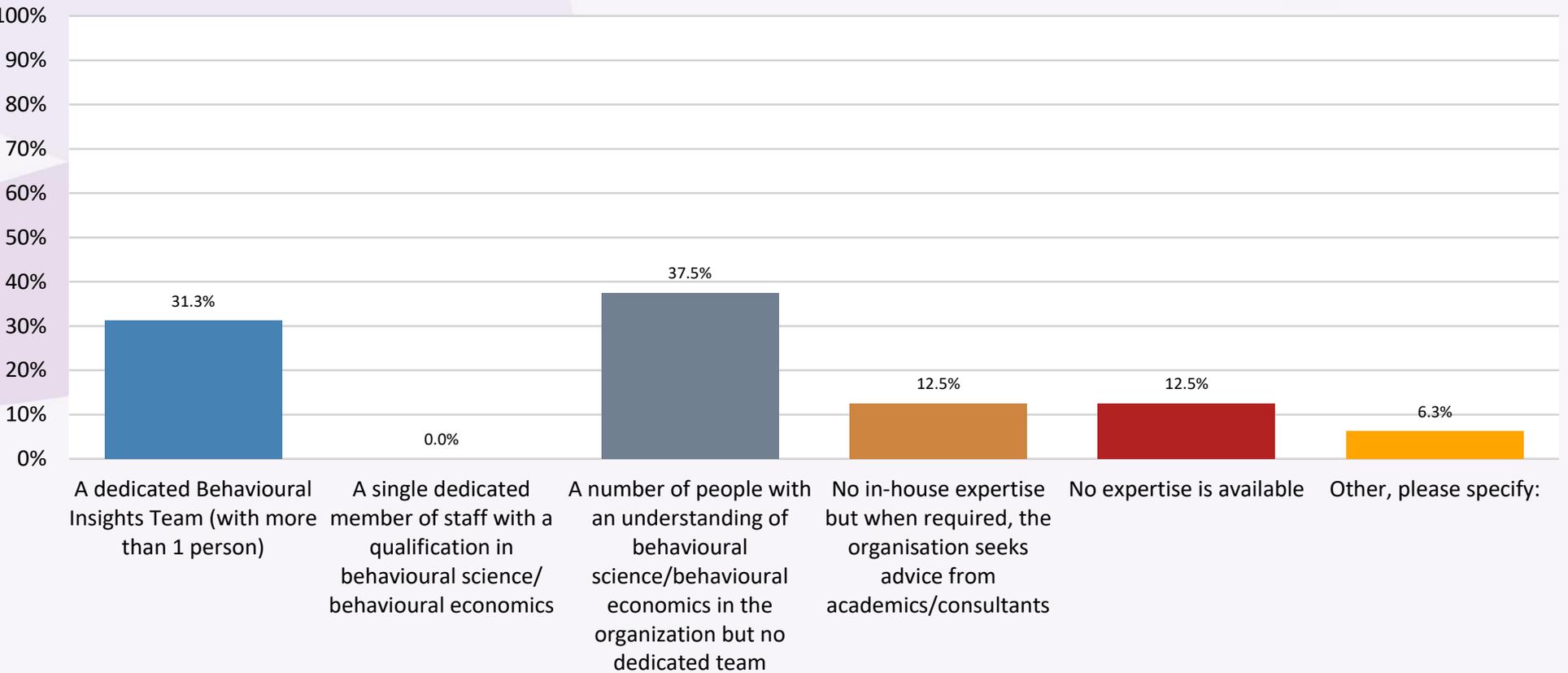
What expertise do you have related to behavioural science and behavioural economics at the Ministry responsible for energy efficiency?



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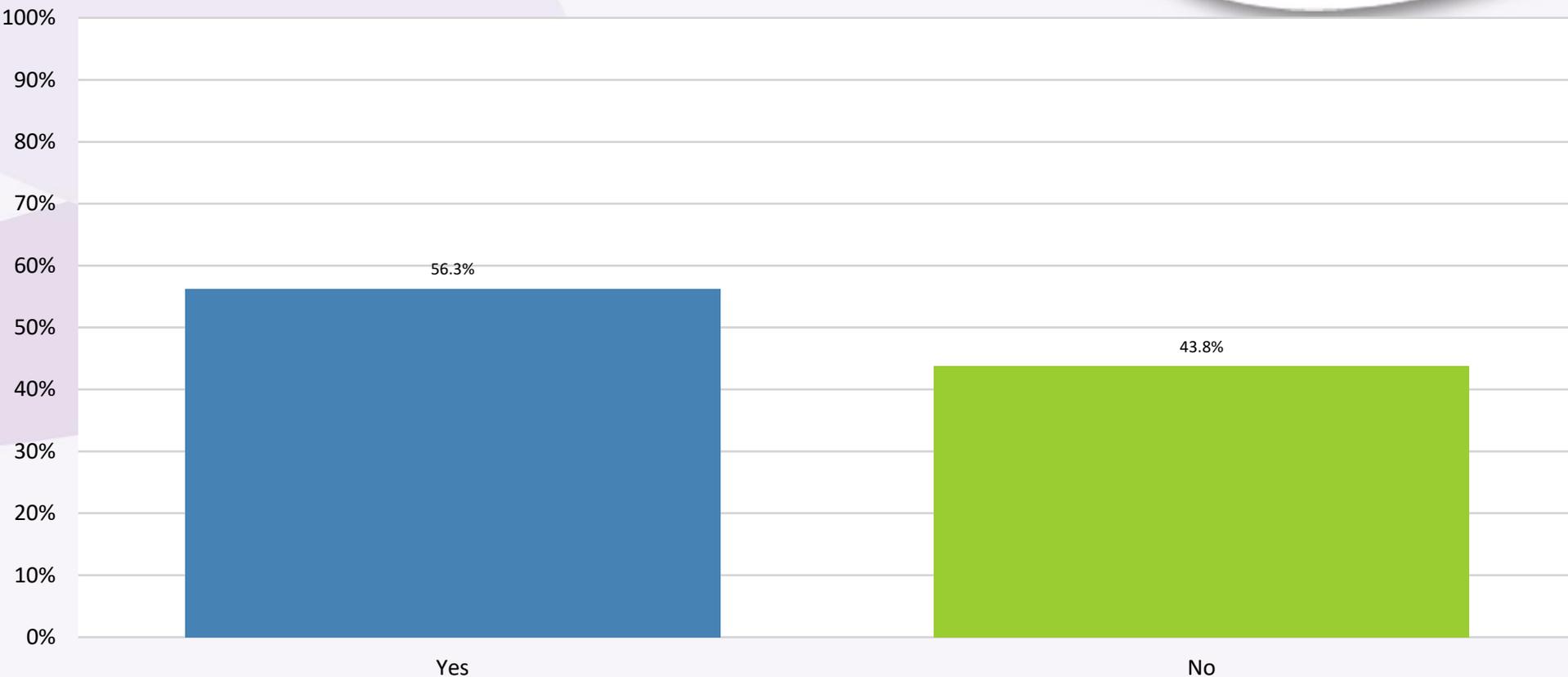
What expertise do you have related to behavioural science and behavioural economics at the National Energy Agency or similar organization?



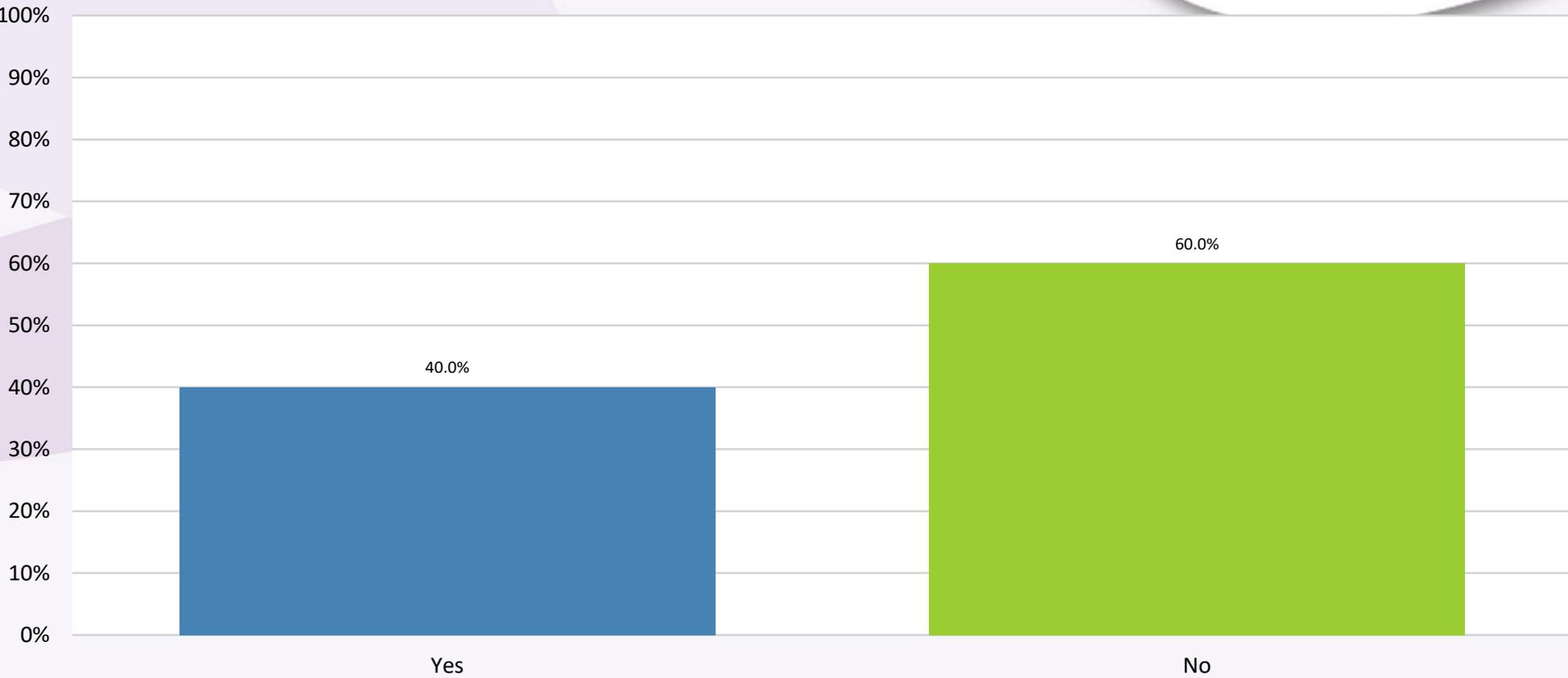
Are there any barriers to applying behavioural science in energy efficiency policy design?



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Does your country plan to develop the skills and resources required to apply behavioural science/behavioural economics in the next two years?



Best practice examples were given in the following categories

