



Agenzia nazionale per le nuove tecnologie,
l'energia e lo sviluppo economico sostenibile

Italian experience in quantifying the energy savings from information & training campaign in households and industry

13th October 2020

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Campaign targeted to citizens

1. **TV** → intended for the general public. aired on national television within programs and TV series
2. **Digital Marketing** → through social networks
3. **EE Month** → stakeholders organizing events. promotional activities. information seminars. to promote a more conscious use of energy in the workplace. in homes and schools
4. **EE Roadshow** → itinerant campaign carried out with local stakeholders (public administration, trade associations, universities, professional associations) throughout the country

1. Citizens' average final energy consumption

2. Number of individuals reached by the campaign

3. Share individuals who implement behavioral change (survey)

4. Energy saving coefficient

5. Campaign energy savings

- EU Rec. 2019/1658 → 'Deemed energy savings' method for calculating impact
- Total energy savings → \sum citizens' average final energy consumption * n. citizens reached by the campaign * share of citizens who implement behavioral change * energy savings coefficient

Campaign targeted to citizens

1. Citizens' average energy final consumption → 0.626 toe

- Average annual consumption per family of 1.400 m3 of natural gas and 2.700 kWh of electricity → 1.5 toe / year per family (ARERA *)
- Typical family size in terms of number of individuals estimated by ISTAT is 2.4**

**Regulatory authority for Energy, Networks and Environment

**ISTAT - Population and families. 2017

2. Number of citizens reached by the campaign

- TV campaign (AUDITEL) → over 22 million contacts (52 million gross)
- Digital marketing (facebook. twitter. linkedin) → 5 million unique contacts
- Energy efficiency month → over 400 events and 250 projects → 10 million contacts
- Energy efficiency roadshow → over 50 events. 4.000 high school students. 1.000 key stakeholders involved. over 500 television and national newspaper passages → 5 million contacts

| TV show | Affari tuoi | La vita in diretta | Linea verde | Linea blu | L'eredità | Affari tuoi | Sereno variabile | I fatti vostri (x2) | Quelli che il calcio | Geo (x2) | TG Leonard (x2) | Un posto al sole (x13) | Totale |
|---------------------|-------------|--------------------|-------------|-----------|-----------|-------------|------------------|---------------------|----------------------|----------|-----------------|------------------------|--------|
| Audience (millions) | 0.84 | 1.54 | 2.63 | 2.27 | 3.37 | 4.05 | 0.61 | 1.36 | 1.71 | 2.5 | 2.34 | 29.01 | 52.24 |

Campaign targeted to citizens

3. Survey: share of citizens who implement behavioural change

The opinion poll was conducted in 2020 on a sample of 3,036 respondents, statistically representative of the universe of the Italian adult population, stratified by shares based on gender, age and the geographical macro-area of residence.

3.1 Identification of the number of citizens who have obtained information on the subject of energy efficiency through the communication channels used by the National Information & Training programme → The total 2,225 respondents amounted to 73.28%



3.2 Identification of citizens who engage in virtuous behaviour . The total is 2,225 respondents, equal to 73.28% (100% of those using channels used by the Information & Training Programme)



3.3 On this share of citizens that simultaneously:

- Consider themselves very or fairly informed on issues concerning EE in houses
- Compared to 5 years ago, believe they are more informed about energy saving opportunities

The total is 724 respondents, equal to 23.85%

Campaign targeted to citizens

4. Survey - Energy saving coefficient: energy savings through the good practices promoted by the campaign



For each respondent citizen involved (23.85%) the energy savings are assessed as a consequence of the virtuous behaviours implemented

The average citizens' energy saving coefficient is 0.58% of their energy consumption

The savings potential is calculated based on the virtuous behaviour assessment prepared by ENEA and presented with the 2019 Method Notification *

| Good practices | Saving (%)* |
|--|-------------|
| Remember to turn off the lights | 0.3 |
| We avoid keeping appliances on in stand-by | 0.3 |
| We reduce the temperature of the thermostat | 0.2 |
| We avoid the dispersion of heat or coolness by opening the windows | 0.12 |

Campaign targeted to citizens

Total energy savings $\rightarrow \sum$ citizens' average final energy consumption * n. citizens reached by the campaign
* share of citizens who implement behavioral change * energy savings coefficient

| Measure | Reached Citizens | Involved Citizens (23.85%) | Annual energy use x citizen (toe) | Energy saving (%) | Energy saving x citizen (toe) | Total Energy saving (ktoe) | Total Energy saving (ktoe) x 3 years |
|--------------|------------------|----------------------------|-----------------------------------|-------------------|-------------------------------|----------------------------|--------------------------------------|
| TV | 22.356.981 | 5.331.506 | 0.626 | 0.58% | 0.0036 | 19.28 | 57.84 |
| MEE+RS | 15.000.000 | 3.577.075 | 0.626 | 0.58% | 0.0036 | 12.94 | 38.81 |
| Social Media | 5.000.000 | 1.192.358 | 0.626 | 0.58% | 0.0036 | 4.31 | 12.94 |
| Total | | | | | | 36.53 | 109.59 |

Campaign targeted to industry

Target → companies subject to mandatory energy audit requirement should notify the Italian Energy Efficiency Agency on the energy savings achieved each year, additional to those that already benefited from the White Certificates scheme (obligation scheme) or other incentive mechanisms

1. Permanent technical tables with the main industrial associations;
2. Seminars and conferences;
3. Standardized reporting models for both operators and energy audit data processing;
4. Sectoral guidelines for energy audits and energy efficiency interventions.

Identification of target companies and energy savings notified



Survey to selected companies



Energy savings from the information and training campaign

Campaign targeted to industry

- Administration period → March-April 2019
- Respondents → 300 on a population of 500 companies
- Multiple choice ranging from 1 (not important) to 4 (very important)

1. Survey targeted to companies under the obligation of energy audit who notified additional energy savings to the public authorities

1.1 Companies (%) that did not obtain saving from (1) measures implemented to comply with the legislation and to remedy design errors and (2) measures implemented through state incentives

1.2 Companies (%) that considered the increased awareness on energy efficiency as significant role in the decision to implement energy reduction intervention

1.3 Companies (%) that considered the information and training activities carried out by ENEA as “very important” in the decision to carry out energy efficiency intervention

2. Results multiplied by the energy savings notified to the public authority

3. Results multiplied by the correction factor (0.20)

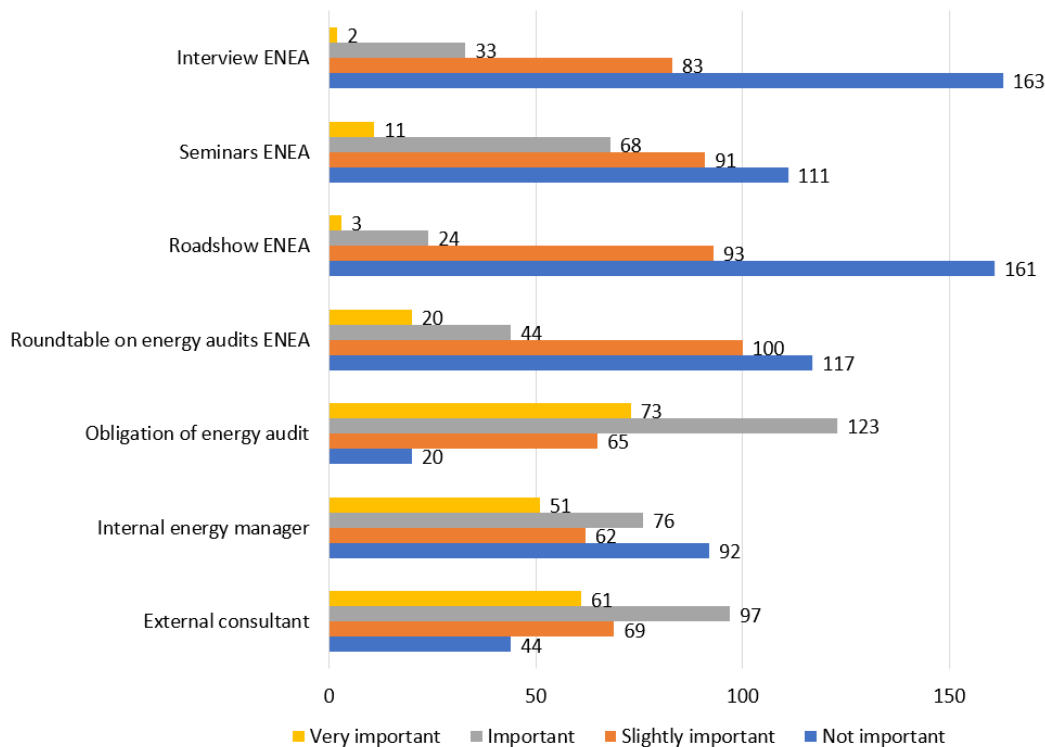
Campaign targeted to industry

1.1 Companies (%) that did not obtained saving from (1) measures implemented to comply with the legislation and to remedy design errors and (2) measures implemented through state incentives → 63.33%

1.2 Companies (%) that considered the increased awareness on energy efficiency as significant role in the decision to implemented energy reduction intervention → 93.67%

1.3 Companies (%) that considered the information and training activities carried out by ENEA as “very important” in the decision to carry out energy efficiency intervention → 12.00%

“Indicate how the following factors have been significant in contributing to the decision to implement energy efficiency measures”



Campaign targeted to industry

2. & 3. Energy savings for the years 2015-2019 associated with the information campaign for industries.

| Energy savings | | | | | | |
|---------------------------------|---------------|-------|-------|-------|-------|---------------|
| Year (ktoe/year) | 2015 | 2016 | 2017 | 2018 | 2019 | Savings total |
| 2015 | 14.89 | 14.89 | 14.89 | 14.89 | 14.89 | 74.46 |
| 2016 | | 11.25 | 11.25 | 11.25 | 11.25 | 44.99 |
| 2017 | | | 21.10 | 21.10 | 21.10 | 63.30 |
| 2018 | | | | 4.47 | 4.47 | 8.94 |
| 2019 | | | | | 6.14 | 6.14 |
| Cumulated savings (ktoe) | 197.83 | | | | | |

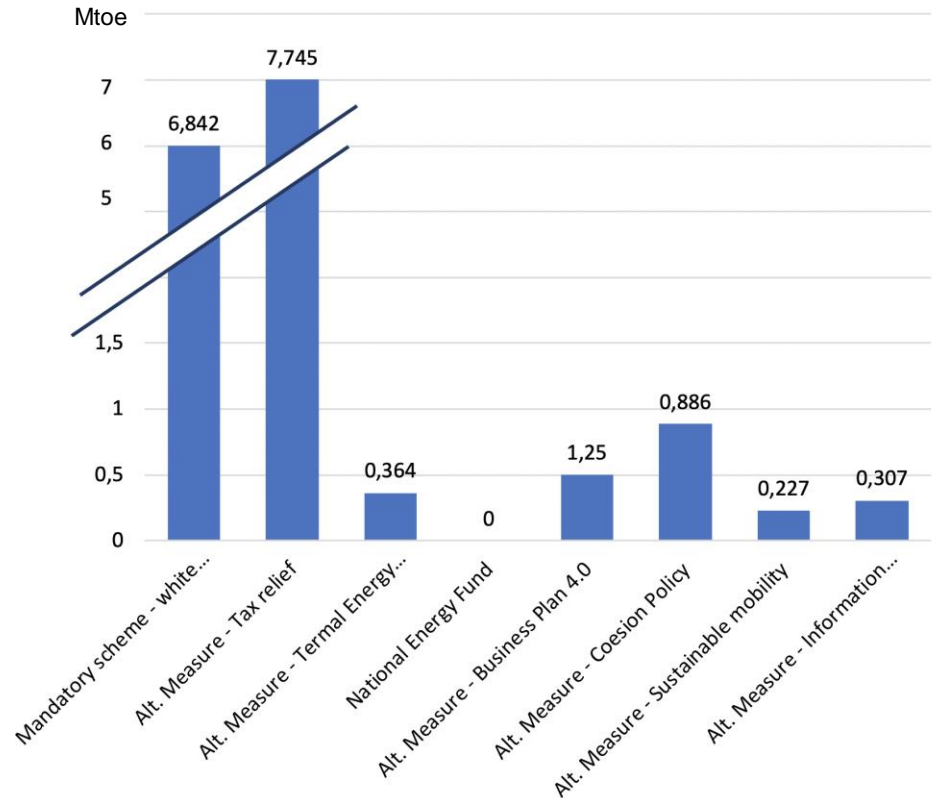
the cumulated savings for the period 2015-2019 amount to 197.83 ktoe, corresponding to the 1.42% of the energy savings notified by companies under the obligation of energy audit

Energy savings from “Italia in Classe A”

- 2019 and 2020 - Savings notified as «alternative measures» according to art.7 EED
- The information & training campaign will be renewed also for the next years, and associated energy savings will be notified according to art.7 EED

Energy savings from the information and training campaign targeted to citizens and industry

| ktoe | 2015 | 2016 | 2017 | 2018 | 2019 | Total savings |
|-----------------|-------|-------|-------|-------|-------|---------------|
| Industry | 14,89 | 26,14 | 47,24 | 51,71 | 57,85 | 197,83 |
| Citizens | | | 36,53 | 36,53 | 36,53 | 109,59 |
| Total | | | | | | 307,42 |



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