

# Quantifying the energy savings from information & training campaign in households and industry, Italy



## Description of the programme

- The three-year Information and Training Programme was set up in 2015 and it is among the alternative policy measures to achieve energy savings according to art.7 of the EED.
- The goal is to increase citizens and industries awareness on energy efficiency through initiatives, training activities and dissemination of good practices.
- The campaign had a duration of four years, through three annual programmes developed and implemented from 2015 to 2019.
- Targets of the campaign are categories of citizens and energy intensive industries.
- The energy saving from the campaign amount to 307.42 ktoe between 2015 and 2019.

## Critical success factors

- Measurement of energy savings in accordance to the EU Rec. 2019/1658 with the 'Deemed energy savings' method for calculating impact.
- Key information for evaluating the campaign targeted to citizens: 1) citizens reached by the campaign 2) share of citizens who implement the behavioural change (through SURVEY) 3) energy saving coefficient (energy potentially saved implementing the good practices promoted by the campaign).
- Key information for evaluating the campaign targeted to industry: 1) identification of target companies and their energy savings 2) share of companies that evaluate the information and training campaign as significant in the decision to implement energy savings (through SURVEY)

## Key achievements

- The cumulative energy savings from the campaign amount to 307.42 ktoe between 2015 and 2019:
  - 109.59 ktoe of energy savings from the citizens campaign between 2017 and 2019 (36.53 ktoe/year).
  - 197.83 ktoe of energy savings from the industry campaign between 2015 and 2019 (39.57 ktoe/year).

## Changes you would make in the future

- Improve the survey instrument to derive with more accuracy savings linked to different initiatives and/or targets of the campaign.
- Develop and assess theoretical models to add the direct and indirect effects of information campaign within a consolidated framework where normative and other measures are already taken into account.

## Lesson learned

- Campaign targeted to citizens: evaluation of the population reached by the campaign requires an effective monitoring procedure. Resources are needed to acquire a statistically representative sample of the population.
- Campaign targeted to industry: the approach requires that energy saving achieved by companies are quantified and adopted as baseline for applying method proposed.

## Replicating your approach

- Expert in survey investigations are required to develop a robust instrument.
- Financial resources are needed especially to disseminate the survey to citizens target of the analysis.
- When developing and designing the campaign consider also how to monitor and quantify the audience reached.



## Final comments

- The three-year Information and Training Programme is among the alternative policy measures to achieve energy savings according to art.7 of the EED.
- The Programme was financed through public funds. Therefore, as a public investment, it was crucial to estimate its effect and its contribution to the Italian energy saving targets.
- The measurement process of the information and training campaign may vary in relation to the target audience of the campaign.
- Italy will keep supporting the programme for the next years also for reaching the 2030 energy savings targets.
- EU Rec. 2019/1658 'on transposing the energy savings obligations under the Energy Efficiency Directive' offers a solid baseline to develop a measurement process of the information and training campaigns.

## Further information

- Italian Annual report on energy efficiency - Results achieved and targets for 2020
- [https://ec.europa.eu/energy/sites/ener/files/document\\_s/it\\_annual\\_report\\_eed\\_2020\\_tra.pdf](https://ec.europa.eu/energy/sites/ener/files/document_s/it_annual_report_eed_2020_tra.pdf)

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