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Concerted Action meeting, March 2023

Beyond saving CO₂ and energy costs – what is in it for society?
The multiple impacts of energy efficiency and their role for consumers



Nudging consumers
towards energy efficiency
through behavioural science

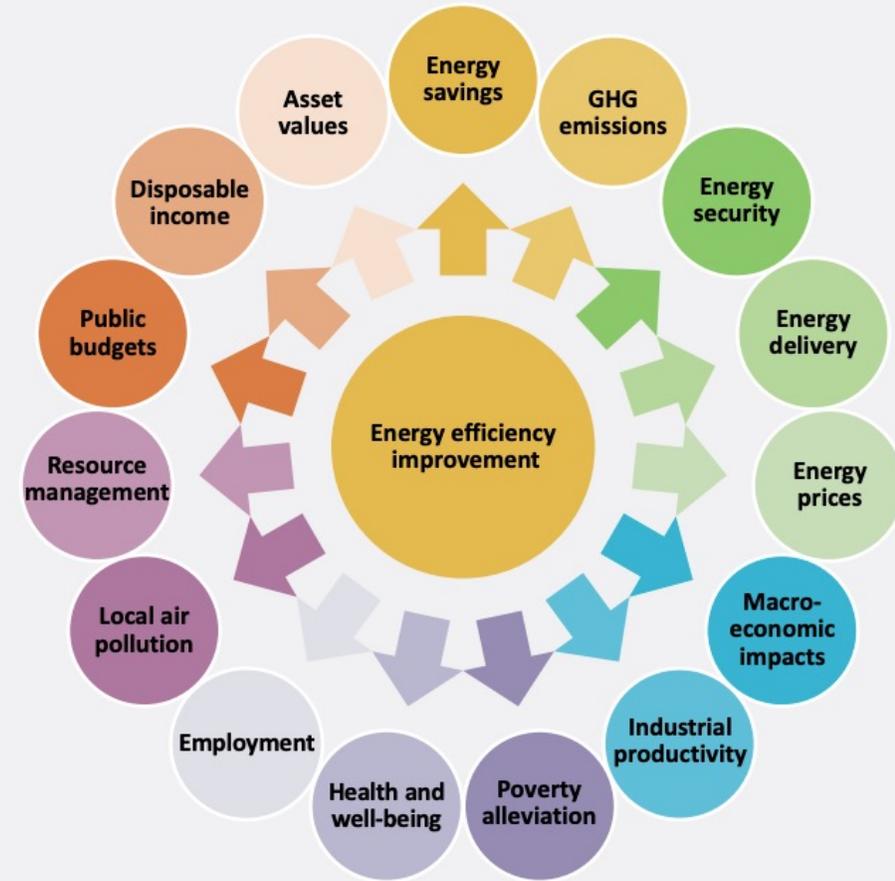


Multiple Impacts Calculation Tool

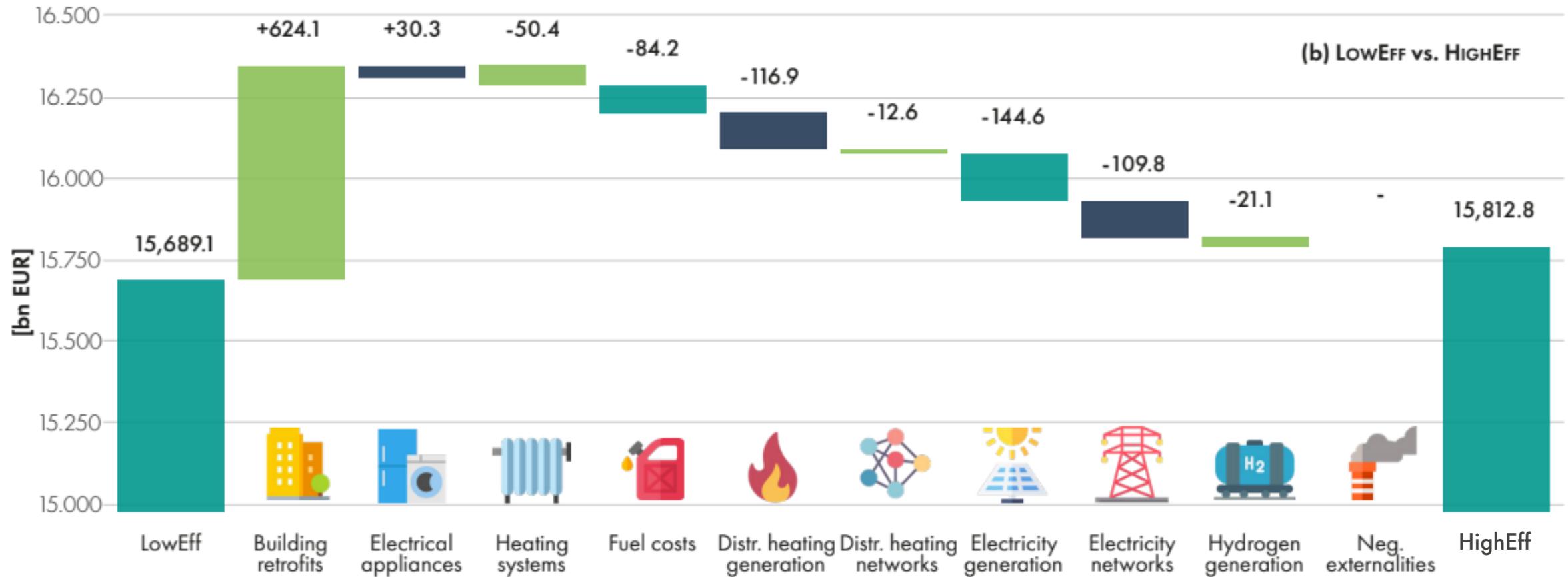
The MICAT project

- AKA co-benefits, ancillary benefits, non-energy benefits, multiple impacts
 - accompany energy efficiency projects and provide additional arguments to implement EE measures, but are rarely reported
 - explicitly mentioned in EC's policy-making (e.g. EPBD, EED) and reporting (Art. 3 recast EED, NECPs) but rarely quantified
- Art. 3 of recast EED (EE1st):

<<... Member States shall promote and, where cost-benefit assessments are required, ensure the application of cost-benefit methodologies that allow proper assessment of wider benefits of energy efficiency solutions from the societal perspective >>



Energy System Cost 2020-2050: not a clear argument for Energy Efficiency First



The MICAT project

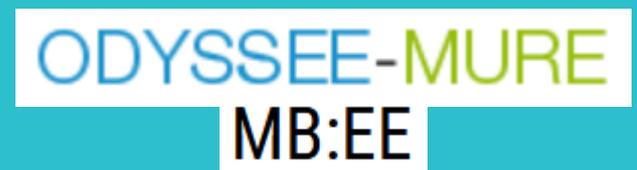
Development of a comprehensive approach to estimate Multiple Impacts of Energy Efficiency by providing a publicly available and easily usable online tool.

- **Improve scientific knowledge** and methods to quantify Multiple Impacts
- Underline the **importance of MIs** in policy evaluations
- **Facilitate assessment of MI** of policies at EU, national and local levels
 - **Go beyond the approaches** of earlier MB-Tools like in ODYSSEE-MURE and COMBI
 - Cover several **key scenarios**, allow evaluation of customised scenarios and policy measures
 - **Maximise usefulness** for a large target group and cover a wide range of use-cases

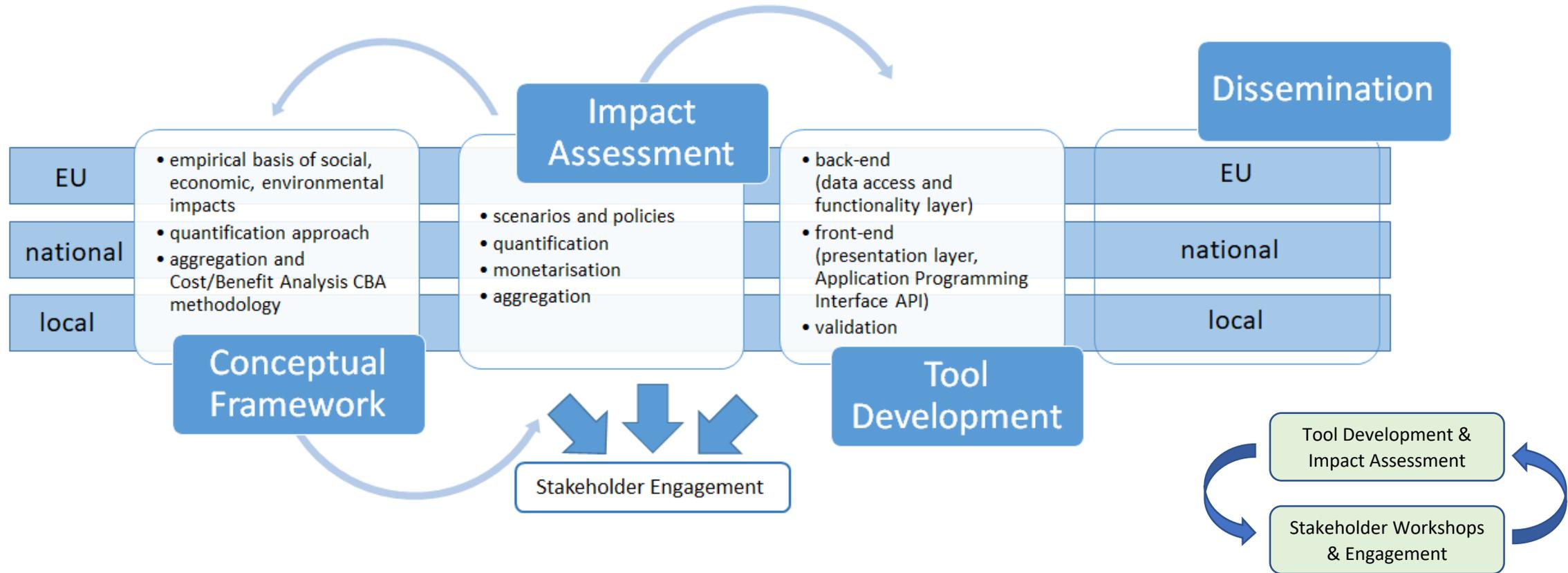
MICAT: **M**ultiple **I**mpacts **C**alculation **T**ool

→ quantification/ monetization of different categories of multiple impacts

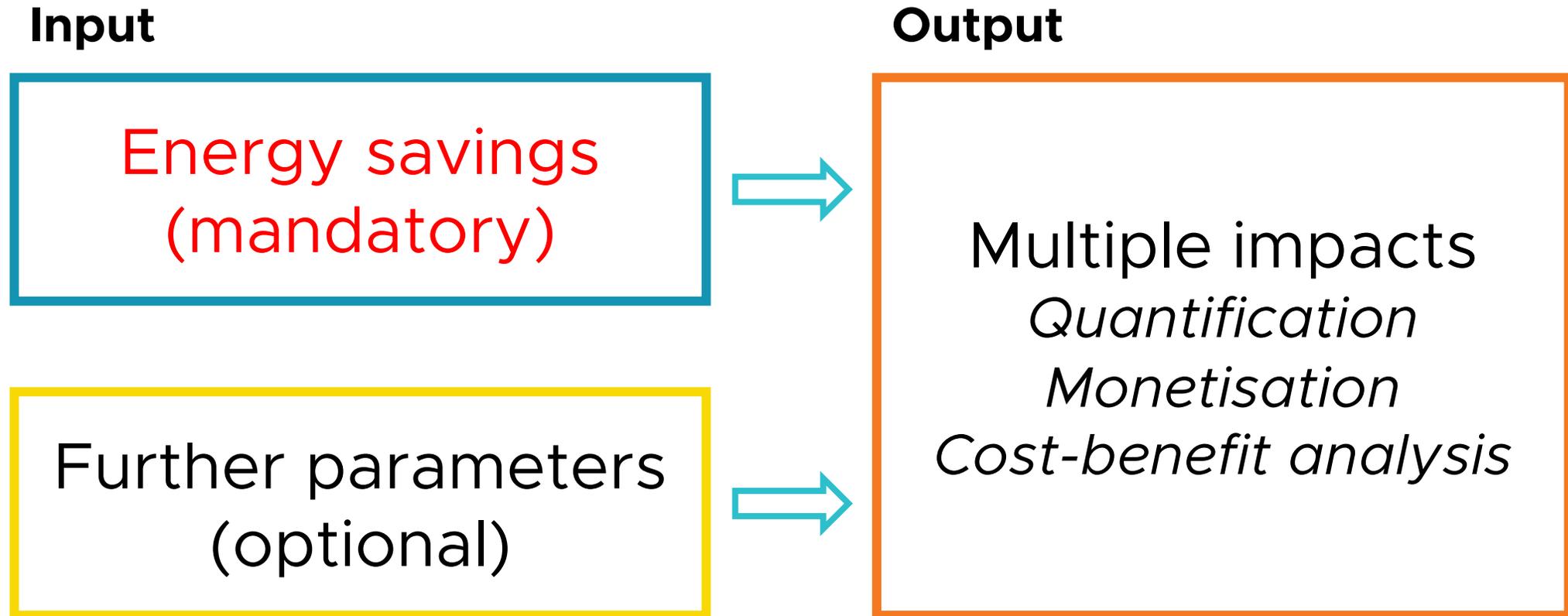
→ analyses on three governmental levels (EU, national, local)



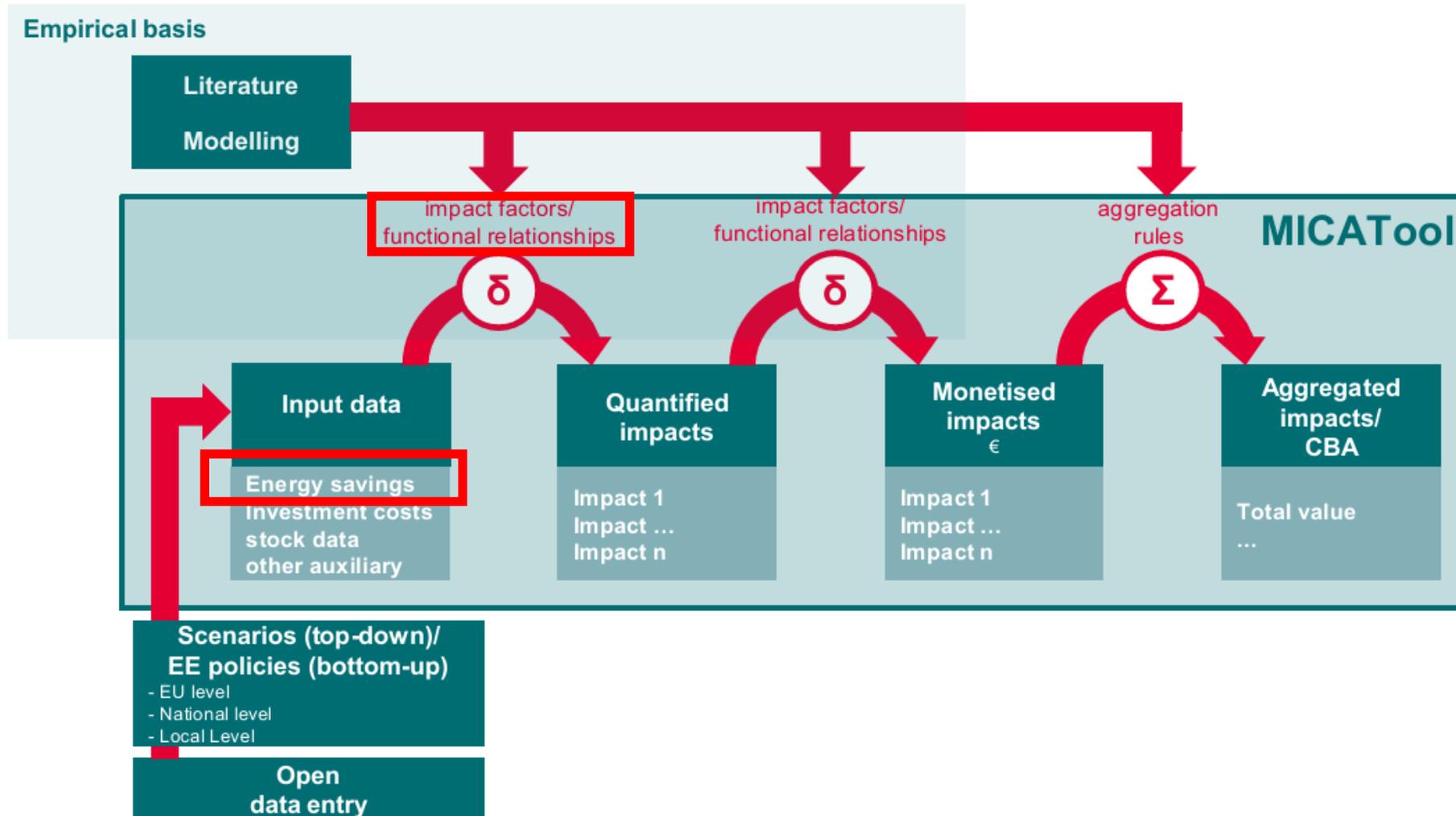
Conceptual Approach



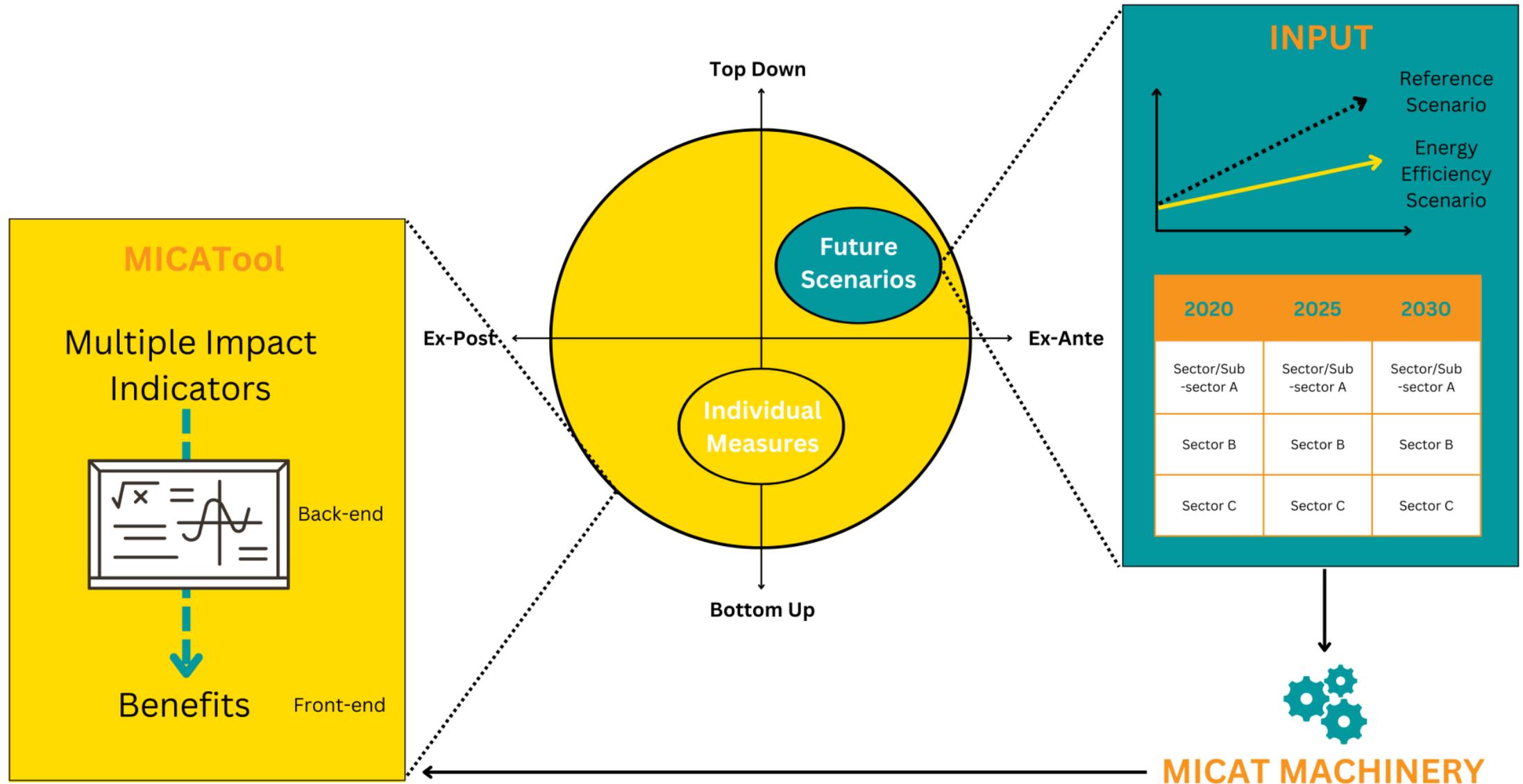
Quantification: **energy savings** as the starting point



Quantification: Indicator Approach



Functioning of the MICATool



Catch Stakeholder Needs

Maximisation of the tool's usefulness

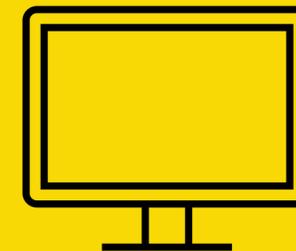
- large target group/ wide range of use-cases: **input and validation** data from case studies on the three governmental levels
- guarantee to **fit the requirements of stakeholders** and to maximise its use for scientists, stakeholders and policy-makers.
- **making stakeholders familiar** with the tool/ approach & get direct feedback

3 Workshops on **three governance levels: local, national, and EU level**



1. Analyse underlying assumptions and methodology | Introduction of the project and indicator preferences

2. Embedding of the tool | Discussion of an advanced mock-up to enable adjustments



3. Implementation & Training | Presentation and introduction into the use of the MICATool

Stakeholders workshops – Steps 1 & 2

			
National expert team			
Participants	<p>Ministries: Federal Ministry for Economic Affairs and Energy, Federal Ministry of the Environment, Federal Energy Efficiency Center;</p> <p>National agencies: Federal Environment Agency, German Energy Agency;</p> <p>Other participants: IIT Berlin, KfW, BiBB, Agora Energiewende, DENEFF.</p>	<p>Ministries: Ministry of the Ecological Transition – Energy Department; Ministry of the Ecological Transition – Environment Department;</p> <p>National agencies: ENEA, ISPRA;</p> <p>Other participants: GSE, Confindustria.</p>	<p>Ministries: Ministry of Economic Development and Technology, Ministry of Climate and Environment;</p> <p>National agencies: National Centre for Emissions Management, National Energy Conservation Agency;</p> <p>Other participants: Pro Akademia, University of Science and Technology.</p>
Step 1 ws	31st November 2021	2nd December 2021	23rd November 2021
Step 2 ws	6th December 2022	23rd November 2022	7th December 2022
Measures proposed for evaluation	Regulatory approaches; subsidy programmes; and information and communication campaigns.	Super eco bonus 110 (building renovation incentive); white certificates scheme.	White certificates; Building renovation strategy (especially concerning heating); decentralized RES production; tax reliefs; transport policies.

Reference scenarios



Baseline

EU reference scenario 2020 from July 2021 (including trends on energy consumption to 2050)

A reference scenario showing the business as usual development without new or adapted measures

A baseline scenario (BASE) showing the development without NECP measures (without new or adapted measures)

A reference scenario (REF) showing the development without the NECP measures (without new or adapted measures)

EE

EU “EE” scenario at the EU level – same policy framework data as REF but including Fit-for-55, revision of:

- EU ETS;
- Effort sharing regulation;
- EED & EPBD;
- Stronger CO2 emission standards for cars and vans;
- Energy Taxation Directive.

A “climate action scenario” also including several energy efficiency policies

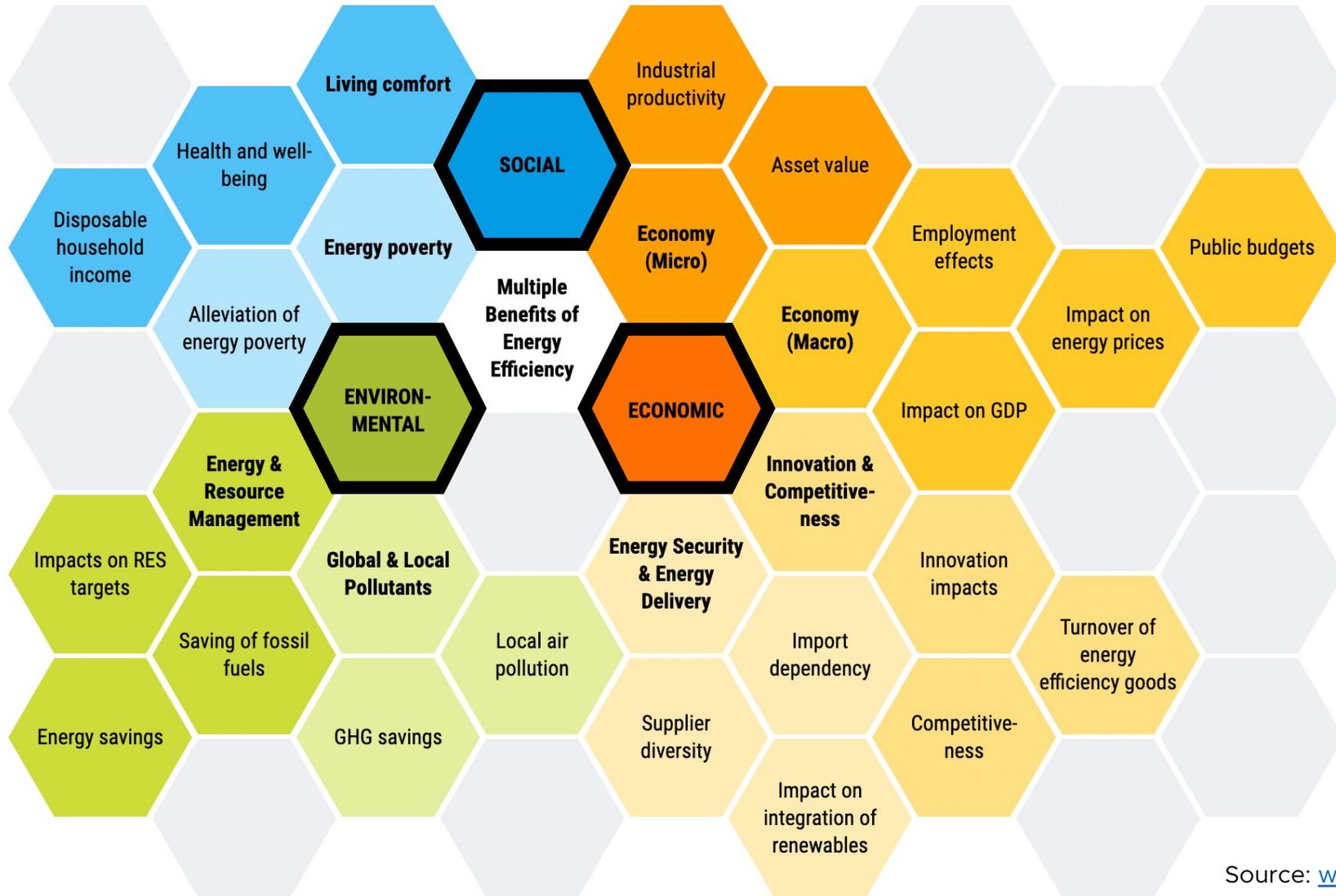
The NECP scenario including a number of energy efficiency policies

A “NECP scenario” including a number of energy efficiency policies



The tool is designed in such a way that users can carry out analysis with own scenario data

MICAT's indicators



Social indicators

Sol	Social impact indicators	Quantification methodology / unit
Energy Poverty		
Sol-1	Alleviation of energy poverty	Based on the difference of absolute energy expenditures to a defined national threshold (M/2 indicator) and the extent to which energy cost savings from EEI actions achieve to close this Energy Poverty Gap Unit: Number of households / persons lifted from energy poverty
Quality of Life		
Sol-2	Alleviation of inequality	Impact of incomes / expenses by income decile, indices Unit: S80/S20, Income/Consumption by income decile
Health		
Sol-3	Human health due to improved indoor climate	-
Sol-3.1	<i>Reduced or avoided excess cold weather mortality</i>	Premature mortality due to inadequate heating Quantification based on COMBI model – comparison of the mortality cases during the cold weather period prior to and projected excess cold weather mortality after the implementation of EEI actions Unit: Number of deaths avoided
Sol-3.2	<i>Avoided burden of asthma due to the reduced exposure to indoor dampness</i>	Asthma morbidity Quantification based on COMBI model – comparison of the population suffering from asthma due to indoor dampness prior to and after the implementation of EEI actions Unit: DALY
Sol-4	Human health due to reduced air pollution	-
Sol-4.1	<i>Air pollution-related mortality</i>	GAINS model and impact pathway approach Unit: Number of deaths avoided
Sol-4.2	<i>Air pollution-related morbidity</i>	GAINS model and impact pathway approach Unit: DALY or restricted activity days (RAD)
Sol-4.3	<i>Working days lost (impact related to health)</i>	Lost working days due to ill health caused by outdoor air pollution Quantification based on country-specific concentration response functions; monetisation by taking a cost-of-illness approach and estimating the reduced productivity due to reduced working time Unit: Number of days gained

Economic indicators

Ecl	Economic impact indicators	Quantification methodology / unit
Economy (Macro)		
Ecl-1	Impact on GDP	Input-Output analysis Unit: mil. €
Ecl-2	Employment effects	Input-Output analysis Unit: thousand persons
Ecl-3	Energy price effect	Unit: % change (range)
Ecl-4	ETS price effect	N/A
Ecl-5	Impact on sectoral Shifts	Input-Output analysis Unit: mil. € and thousand persons
Ecl-6	Energy intensity	PRIMES model, Final demand reduced by EEI actions divided by GDP Unit: ktoe/1000€
Economy (Micro) & Competitiveness		
Ecl-7	Impact on the asset value of commercial buildings	Valuation of buildings and companies for different end-uses according to energy efficiency benefits Unit: €, % change
Ecl-8	Turnover of energy efficiency goods	Production statistics Unit: €
Ecl-9	Impact on Competitiveness	Input-Output analysis to derive changes in unit cost of production by industrial sector Unit: % change in unit cost of production and/or % change in demand
Energy Security & Energy Delivery		
Ecl-10	Import dependency	Main input is final demand reduced by EEI actions. Relevant output is net imports of fuels multiplied by their respective energy prices (based on PRIMES) Unit: %
Ecl-11	Aggregated energy security (supply diversity)	Relevant output is net imports. Allocation model to determine country of origin of imports. Use of risk indicators to assess political risks Unit: Herfindahl-Hirschman-Index (HHI)
Ecl-12	Impact on demand integration of renewables	Demand-response potentials by country Unit: MW / %
Ecl-13	Avoided additional energy generation capacity	Avoided electric power output & investment costs incl. cost for grid infrastructure Unit: €

Environmental indicators

EnI	Environmental impact indicators	Quantification methodology / unit
Energy & Resource Management		
EnI-1	Energy (cost) savings	Energy savings derived from scenario analysis or bottom-up evaluation of policies Partly based on PRIMES Unit: MWh, ktoe
EnI-2	Savings on material resources	Material Flow Accounting: Bottom-up modelling (cradle-to-gate) of material and energy flows; characterisation by intensity of primary materials Unit: tons, tons/GDP
EnI-2.1	<i>Reduction in overall material footprint</i>	Sum of extracted abiotic (fossil fuels, metal ores, minerals) and biotic raw materials from nature, including the extraction of economic unused materials. Unit: tons, tons/GDP
EnI-2.2	<i>Life-Cycle wide fossil fuel consumption</i>	Accounting of all raw materials from nature, that can be classified as fossil fuels and are put to an economic use. Unit: tons
EnI-2.3	<i>Metal ores</i>	Accounting of all raw materials from nature that can be classified as metal ores and are put to an economic use. Unit: tons
EnI-2.4	<i>Minerals</i>	Accounting of all raw materials from nature that can be classified as minerals and are put to an economic use. Unit: tons
EnI-2.5	<i>Biotic raw materials</i>	Accounting of all raw materials from nature that can be classified as biotic raw materials and are put to an economic use. Unit: tons
EnI-2.6	<i>Unused extraction</i>	Accounting of materials that are extracted from nature that are not translocated from site or put to an economic use. This includes overburden and by-catch as well as waste on site. Unit: tons
Global & Local Pollutants		
EnI-3	Impacts on RES targets	Partial achievement of RES targets due to the reduction of gross final energy consumption; replacement of RES capacity; reduced need for interconnectors Unit: %
EnI-4	GHG savings (savings of direct carbon emissions)	Direct carbon emissions are based on emission factors for different fuel types. Values are listed in CO ₂ equivalents per unit of energy. Unit: Mt CO ₂ eq
EnI-5	Reduction in air pollution emissions	GAINS model Outdoor air pollutants emissions from fuel combustion, transportation and other economic activities (SO ₂ , PM _{2.5} , NO _x , NH ₃ , NMVOC) Unit: tons

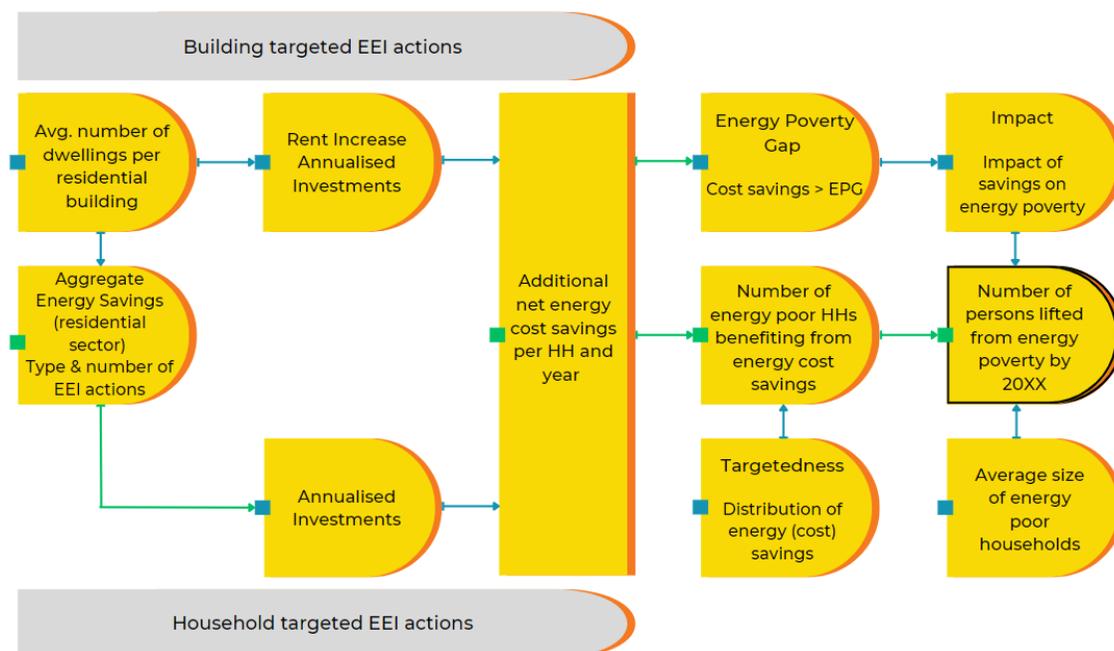
Energy Poverty Alleviation

For household targeted EEI actions:

$$\Delta EP = N \times PTF \times IF \times SSH$$

For building targeted EEI actions:

$$\Delta EP = \frac{N}{D} \times PTF \times (IF_{owner} \times OR + IF_{tenant} \times (1 - OR)) \times SHH$$



N: Number of EEI actions per year
D: Average number of dwellings per building
PTF: Policy Targetedness Factor
IF: Impact Factor for owner occupiers, tenants or all households
OR: Ownership rate among energy poor households
SSH: Average size of energy poor households

Energy Poverty – Impact Factor

M2 indicator:

% of households whose disposable income is below the national median value **and** below half the respective national median value (710 €/a)

Energy Poverty Gap:

Difference between household energy expenditure and M2 threshold value (i.e. half the national median)

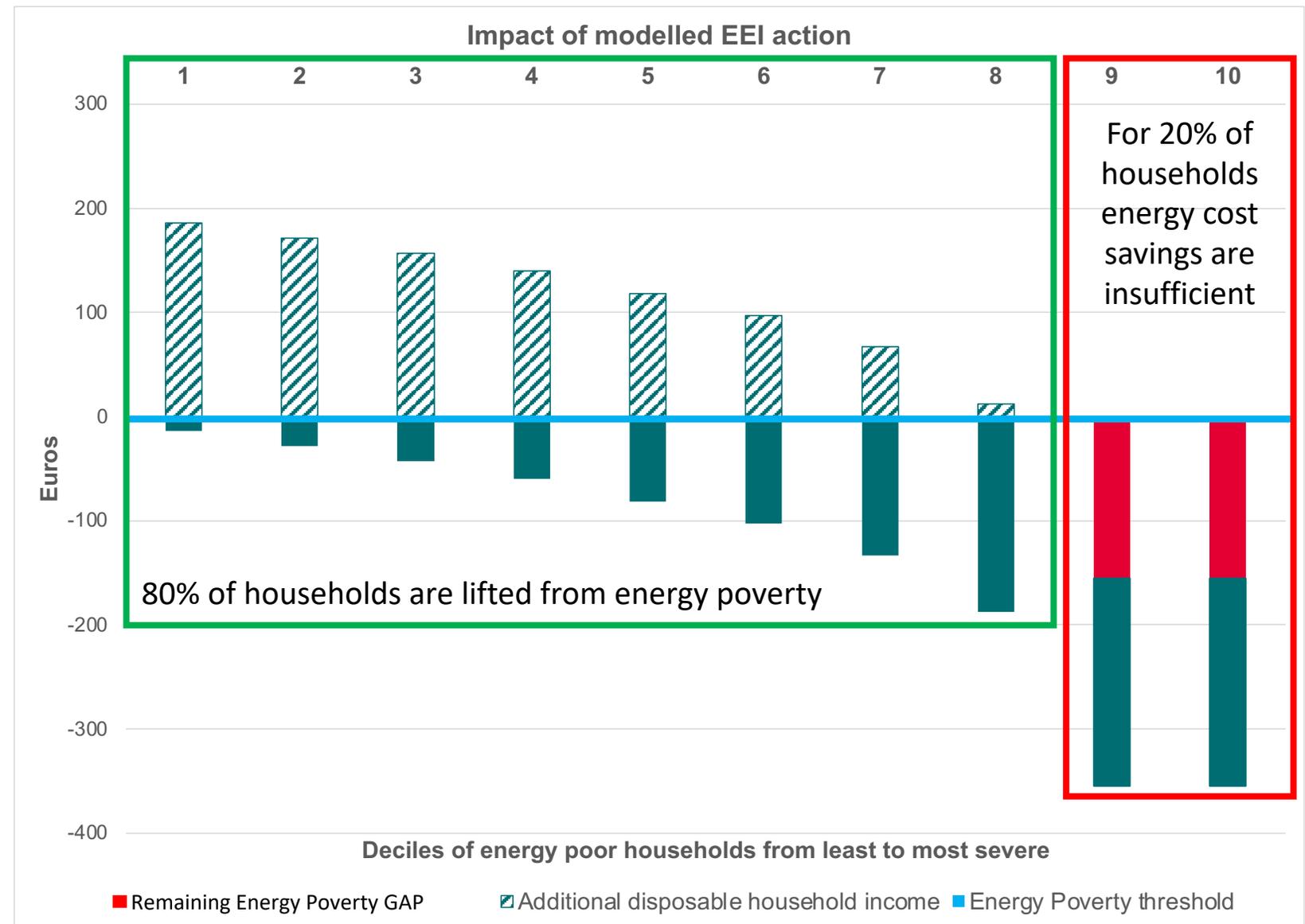
Severity of energy poverty ranges from underconsumption of 14 € in the 1st decile to 355 € in the 10th decile

Example:

Energy efficiency measure generates yearly energy cost savings of 200€/y per household

80% is lifted from threshold, 20% remain under threshold

Impact Factor → 0.8



The TEAM



FRAUNHOFER's project CO and in charge of WPs 3 (assessment) and WP4 (tool development). Mainly in charge of **Economic indicators**



WI is COMBI's former coordinator. Mainly in charge of WP 2 (Framework) with a major role in WPs 3 and 4 (assessment & tool development). Mainly in charge of indicators on **social indicators** within WP2.



E3M owns PRIMES and GEM-E3 models and has a major role in the framework development of the empirical basis of **economic indicators** within WP2.



IIASA's role is mainly in the framework development of the empirical basis of **environmental indicators** within WP2 (Framework) and supporting WP3 (assessment).



In charge of **stakeholders engagement** on national and EU level, policy feedback and **communication and dissemination**.



ICLEI's role is mainly in WP5, leading the **stakeholder engagement on a local level**, and WP6 contributing to the overall conclusions and recommendations.



WISE is mainly supporting IEECP in **communication and dissemination**

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password: Fit-for-55

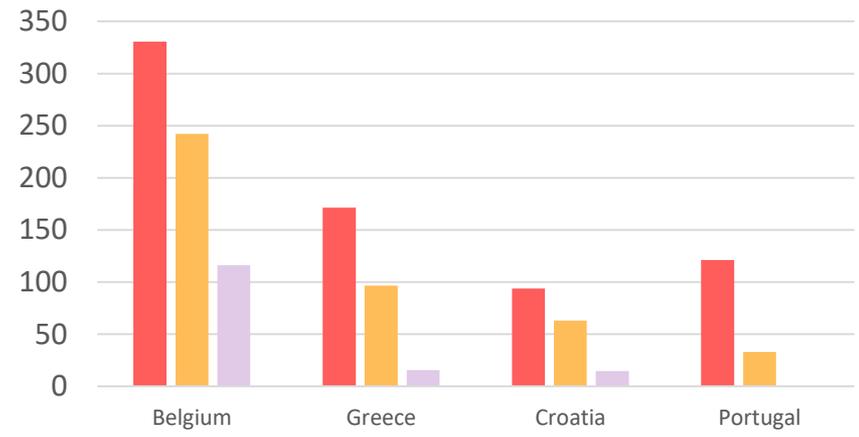
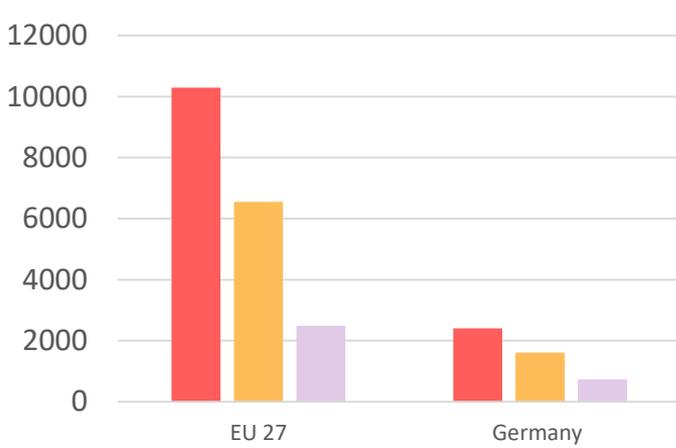




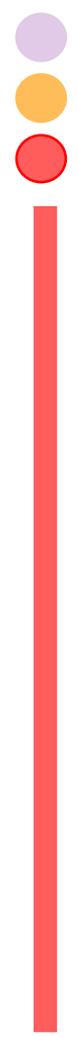
NUDGE has received funding from the European Union's Horizon 2020 Research and innovation programme under grant agreement No 957012.



Context: Heating demand in the EU



Overview of the space heating related energy use in Europe and the NUDGE-Project countries (Eurostat, 2022): Final energy consumption in households 2019, final energy consumption for space heating and amount of natural gas in the final energy consumption for space heating [PJ], Further remarks: 75 % of natural gas in the EU residential sector used for space heating, 39 % of the extra-EU imports of natural gas in 2021 (share of trade in value) were from Russia (Eurostat, 2022).





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NUDGE aims to *systematically assess and unleash the potential of behavioral interventions towards achieving higher energy efficiency;*

and to pave the way to the *generalized use of behavioural interventions as a worthy addition to the policy-making toolbox.*

What is nudging?

Facilitating Nudges

Positioning

Default

Anchoring & Adjustment

Reinforcement Nudges

Feedback & Awareness

Instigating Empathy

Hedonic Goals

Just-in-Time Prompts

Social Influence Nudges

Goal Setting & Commitment

Moral Norm

Enabling Social Comparison

Fear Nudges

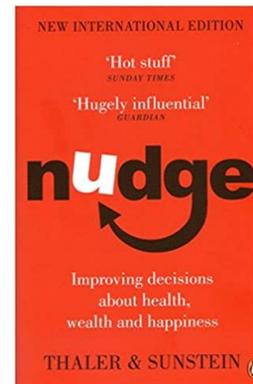
Make Resources Scarce

Reducing The Distance

Confronting Nudges

Reminding of Consequences

Nudging is any aspect of the choice architecture that alters people's behavior in a predictable way without forbidding any option or significantly changing their economic incentives



R. Thaler, and C. Sunstein. *Nudge: Improving Decisions About Health, Wealth, and Happiness*. 2009



The NUDGE Pilots



Croatia:
Promoting distributed self-production for local Energy communities



Greece:
Efficient control of heating and DHW preparation for Natural Gas boilers



Germany:
Optimization of EV charging with self-produced PV power



Belgium:
Interdisciplinary, project-based education on home energy consumption for children



Portugal:
Healthy homes for long-lasting energy efficiency behavior

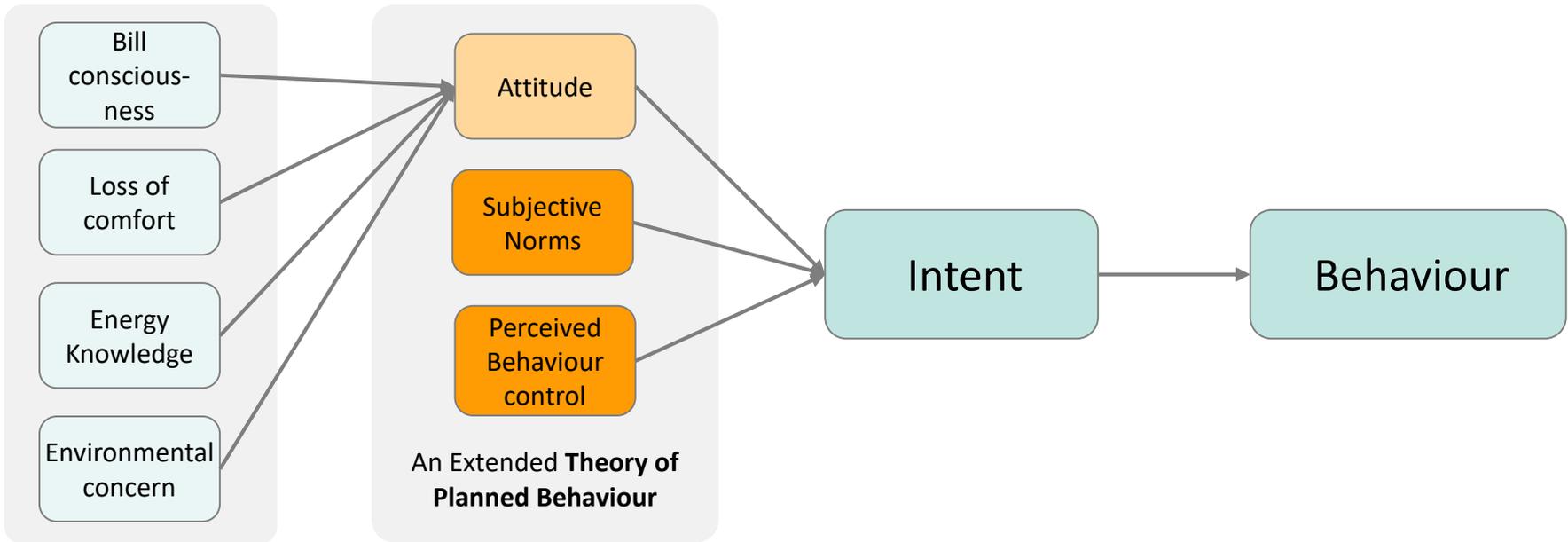
Energy monitoring and management tools

Digital user interfaces

Long-term energy efficiency behavior change potential



The behavioural model



Perceived behaviour control

Perceived behavioral control refers to an **individual's perception of their ability to control their behavior**.

How to improve perceived behavioral control and encourage households to reduce heating & cooling demand:

- **Information campaigns** directly targeting customers with practical measures and habit formation.
- Intermediary actors, such as energy companies, can be **obliged to promote** energy efficiency measures.
- **Customers must have timely access to consumption data to make informed decisions.**

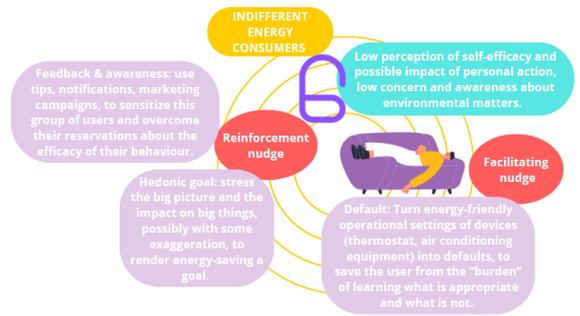
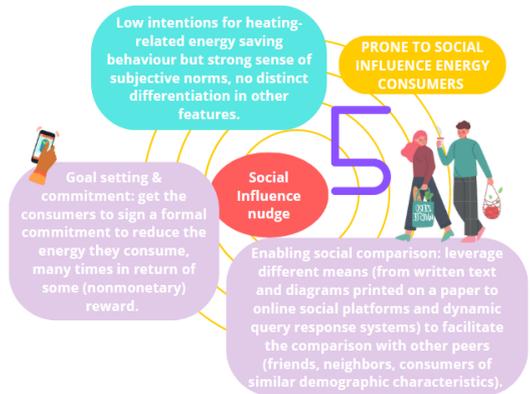
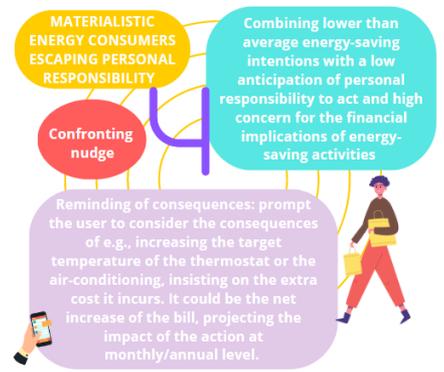
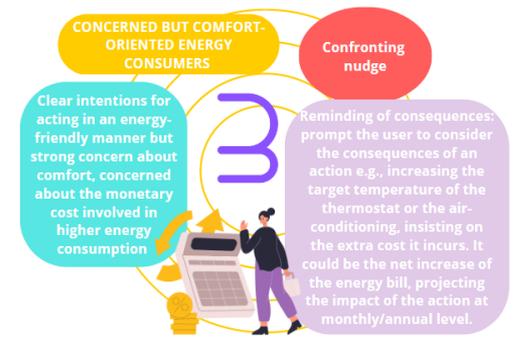
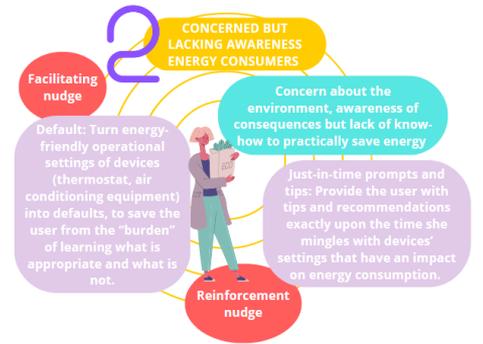
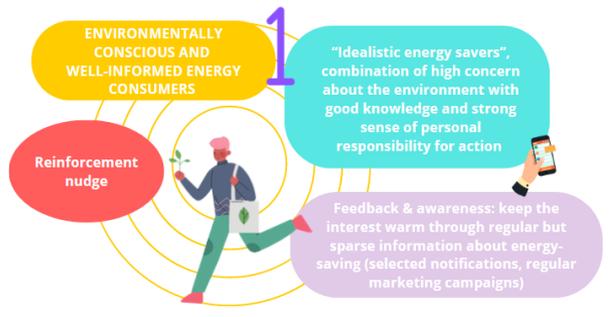
Subjective norms

Subjective norms: the **perceived social pressure to engage in a certain behavior**.

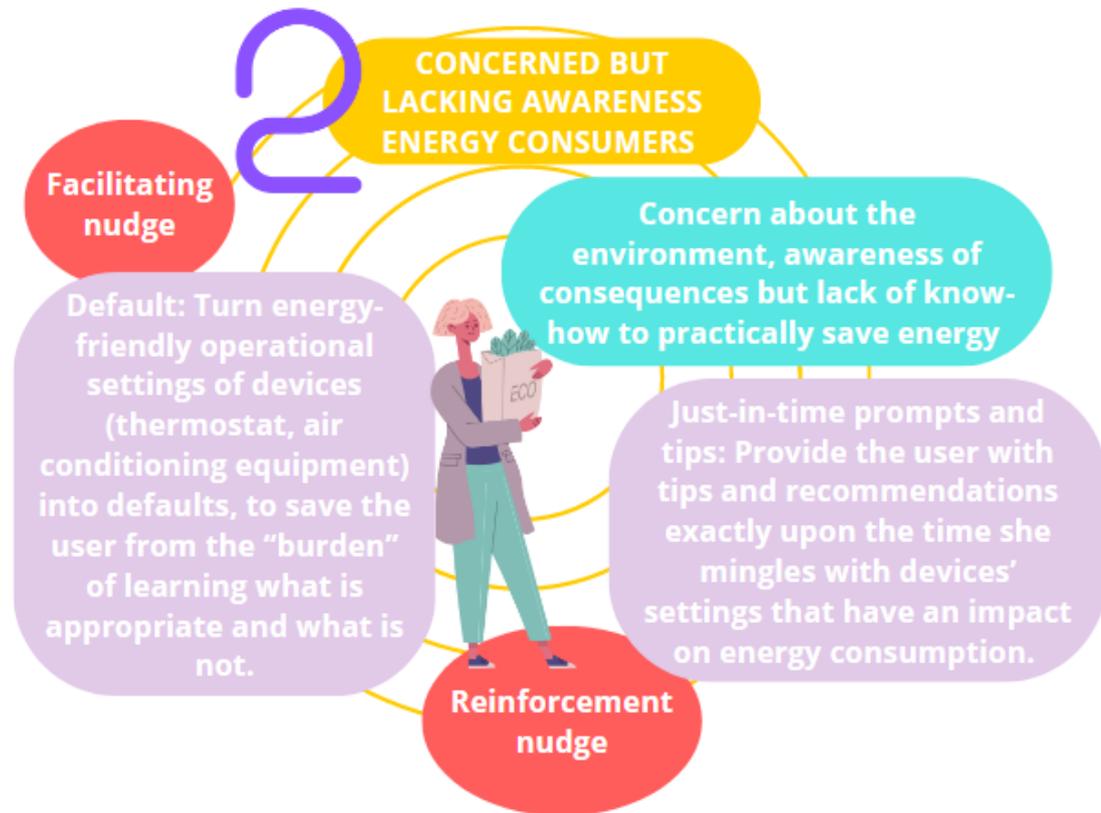
To improve their impact:

- **Highlight the behavior of others** to encourage individual consumption reduction (e.g. Use survey results, such as the percentage of people who think energy conservation is important,)
- **Connect** individual energy-saving behavior **with societal goals** (e.g. reducing energy dependency and high prices)

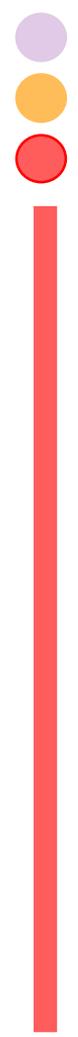
How to nudge consumer profiles for energy savings



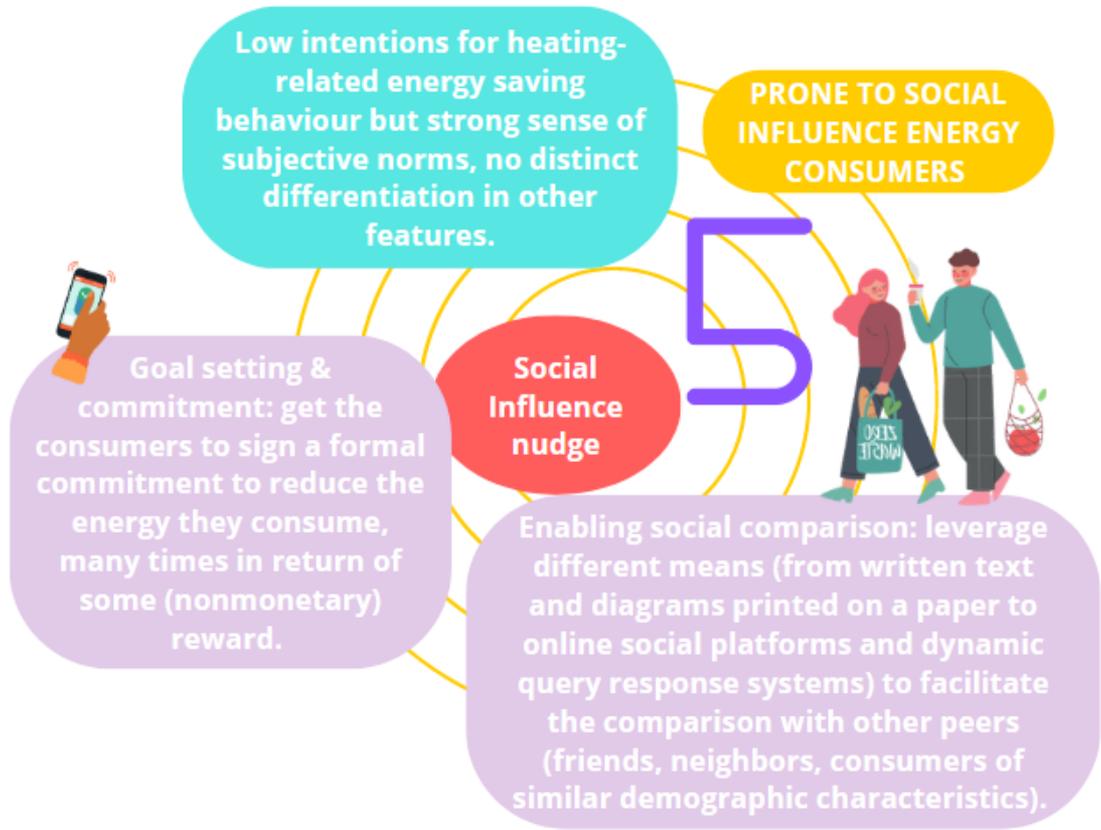
How to nudge consumer profiles for energy savings



- Legend:
- Profile
 - Key Points
 - Intervention Type
 - Description of Intervention



How to nudge consumer profiles for energy savings



- Legend:
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Pilot participants awareness of multiple impacts of energy efficiency and reduction of energy demand

Consumers are aware of some of the multiple impacts:

- energy cost savings and other own economic benefits
- some environmental effects (air quality; GHG emissions)

Overall the pilot leaders state that „the impact on a lot of other factors is not visible for participants“

Other impacts might be translated to positive impacts for consumers:

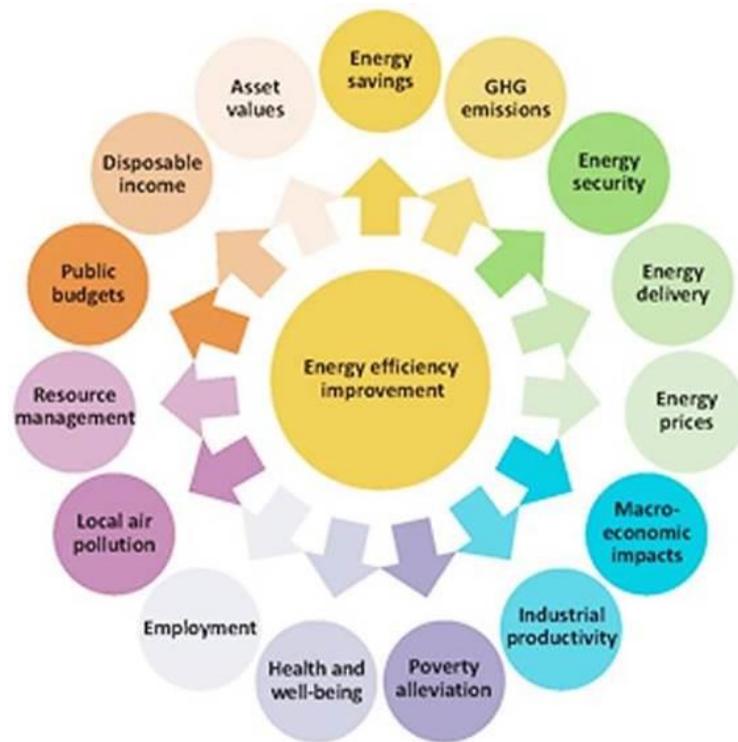
e.g. flexible prices for grid-serving consumption behaviour



Individual multiple impacts addressed through the pilots

Individual multiple impacts

- Poverty alleviation
- Increased asset value
- Citizen empowerment by increased energy literacy and energy consciousness
- Health and well-being (also including loss of comfort)
- Individual resource management



Communal multiple impacts addressed through the pilots

Communal multiple impacts

- Local air pollution
- Local job creation (e.g. solar installers and renovation craft)
- Energy delivery: grid stability through self-consumption and peak shifting
- Reduced consumption of fossil fuels & energy security

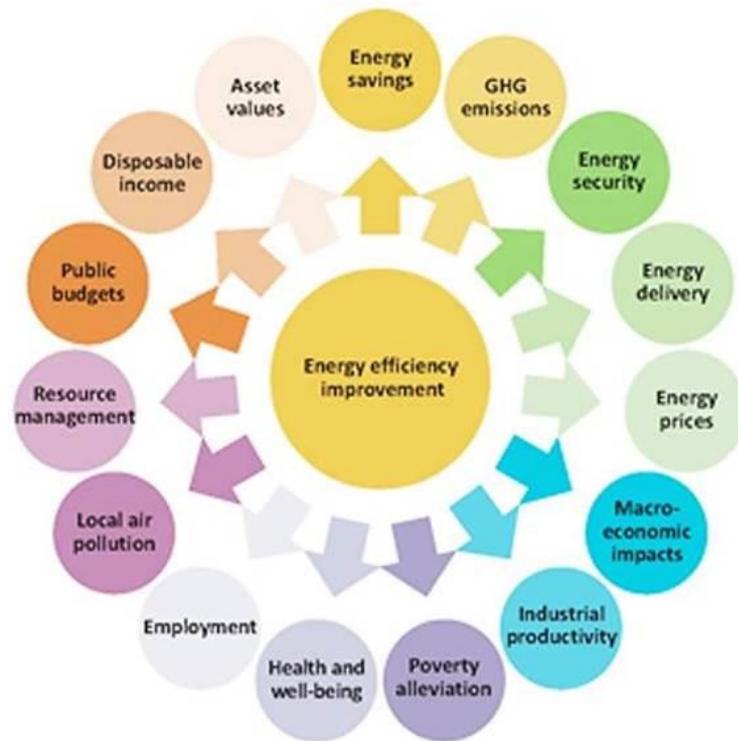


The role of multiple impacts for individual decision-making

- often pilot participants lack detailed data and / or knowledge to know how to best adapt their behaviour
- particular knowledge that caters their profile is required

More awareness on multiple impacts

- leads to a better peer-to-peer communication of (smart) solutions, saving options and investments
- increases the likelihood that the users from different profiles are addressed adequately



Key Takeaways for behaviour change in energy consumption

The behaviour of households has a very significant impact on energy consumption, even more so than building features.

The motivation to change behavior is influenced by 6 factors, in order of importance: *Perceived behavioral control*, *subjective norms*, *attitudes*, *personal moral norms*, *willingness*, and *age*.

Individuals have different energy usage profiles, and require personalized approaches to encourage energy efficiency.

Depending on the user profile, different multiple impacts will affect the decision-making.

Policymakers should evaluate the effects of policies on various user profiles to ensure successful implementation.





NUDGE has received funding from the European Union's Horizon 2020 Research and innovation programme under grant agreement No 957012.

[@NUDGEH2020](https://twitter.com/NUDGEH2020)
www.nudgeproject.eu

Profiling of energy consumers:
psychological and contextual factors of
energy behavior

- [Report](#)

Profiling and nudging energy consumers
to heat efficiently

- [Policy Brief](#)
- [Poster](#)

[Poster](#) on NUDGE definitions and
examples

Nudging consumers
towards energy efficiency
through behavioural science

Deliverable D1.1

Profiling of energy consumers: psychological and
contextual factors of energy behavior

Authors: S. Van Hove, M. Karaliopoulos, L. Tsolas, P. Conradie, M.
Amadori, I. Koutsopoulos, K. Ponnet
Project Coordinator: Filippos Anagnostopoulos

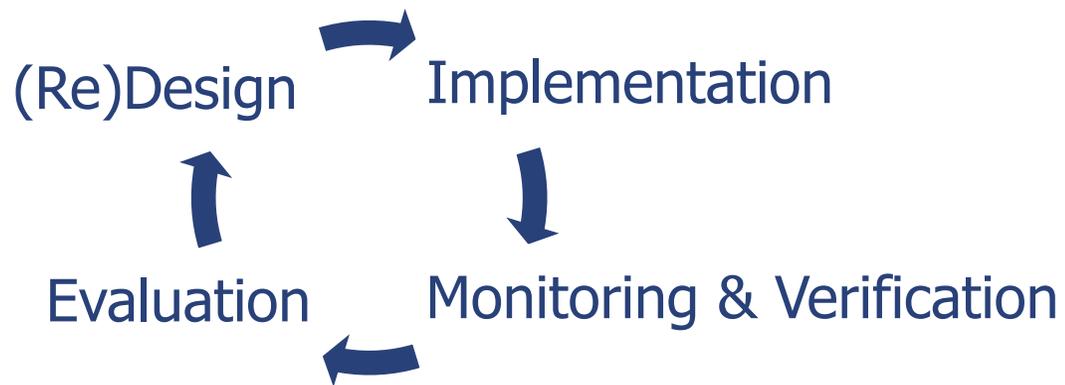
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ENSMOV Plus in a nutshell

➤ Support for the **implementation of Article 7 > 8 EED**

➤ Target groups: **public authorities & agencies, and stakeholders** (energy companies, ESCOs, ...)

➤ Scope: **whole policy cycle**



14 partners from 12 countries

8 public authorities, agencies or institutes



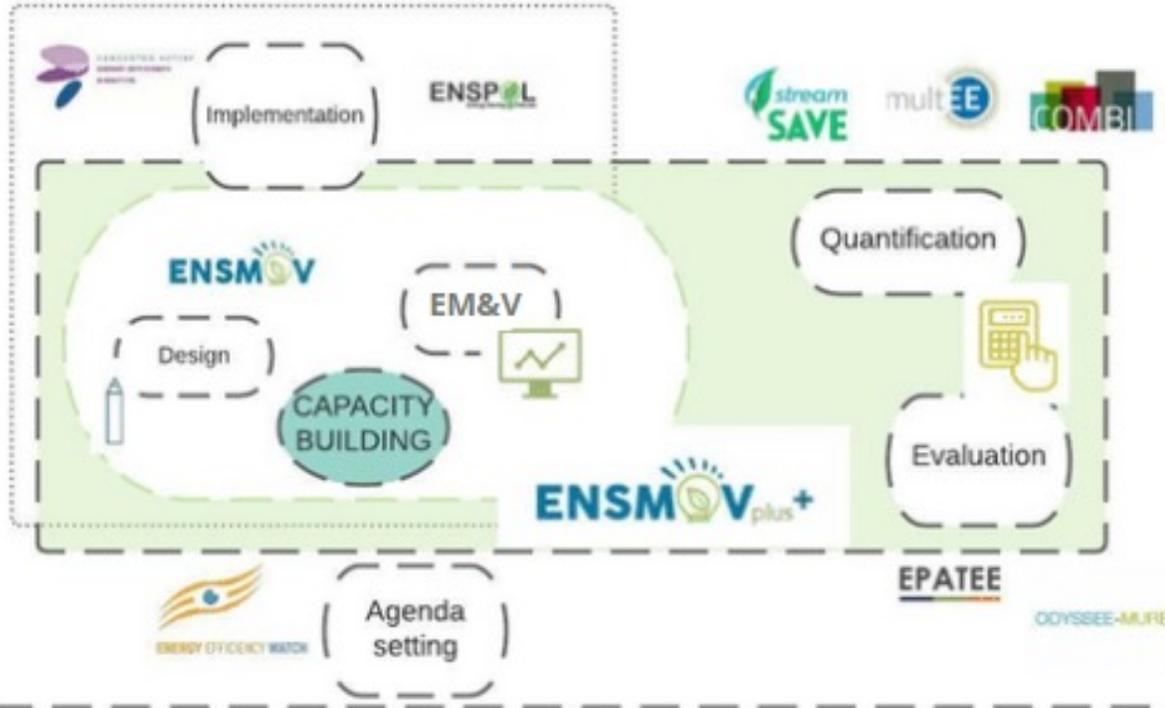
2 national associations of stakeholders



4 research labs or think tanks



Background



Objectives & outputs

➤ **Knowledge and experience sharing**
(activities + online platform)

➤ **Tailored resources and tools**

➤ **Two tasks on modelling**
(macro & micro)

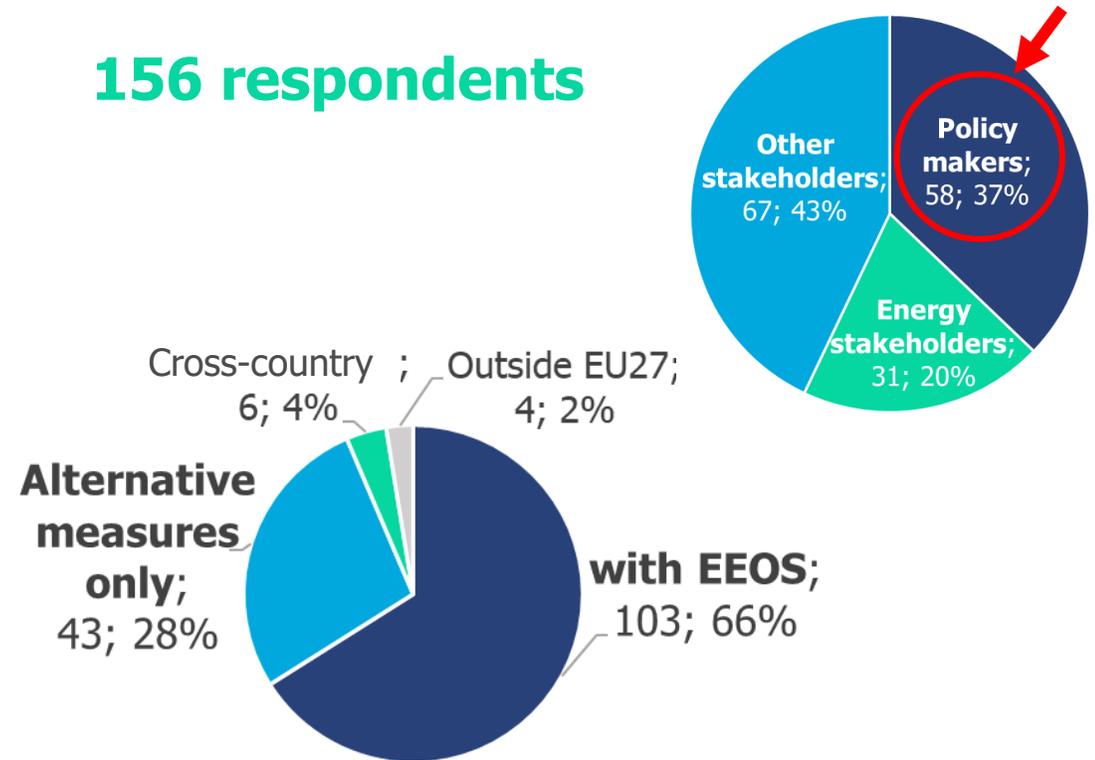


- ✓ Effective **policy implementation**
- ✓ Enhanced **MRV systems & evaluations**
- ✓ Informed **(re)design of policies towards 2030**

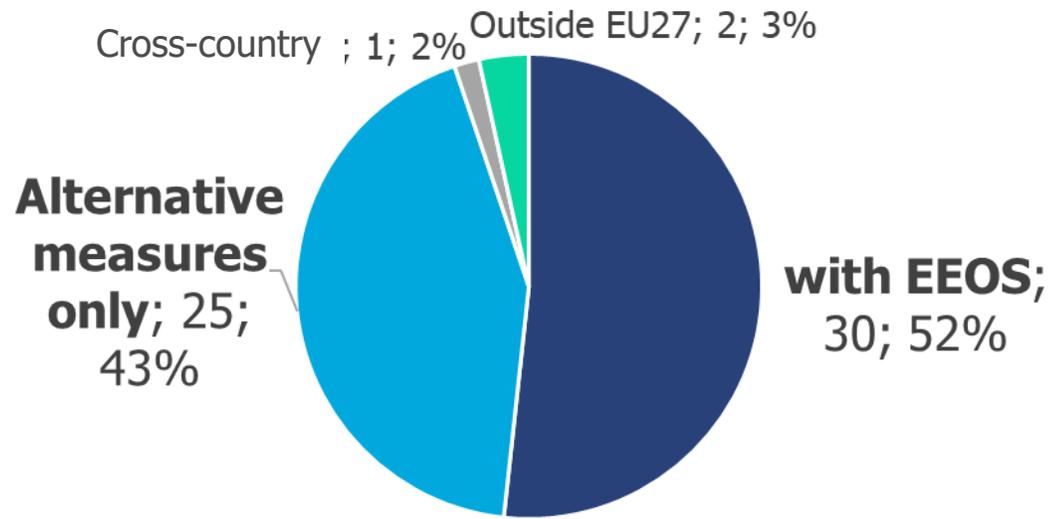
ENSMOV Plus' online survey

- ✓ identifying (and prioritizing) the specific **needs and challenges** of national stakeholders
- ✓ looking at issues about
 - (1) design & implementation
 - (2) monitoring & verification
 - (3) evaluation
 of the policy measures reported to Article 8 EED
- ✓ focus on changes brought by the **EED recast** / fit-for-55 package
- ✓ done in **February 2023**

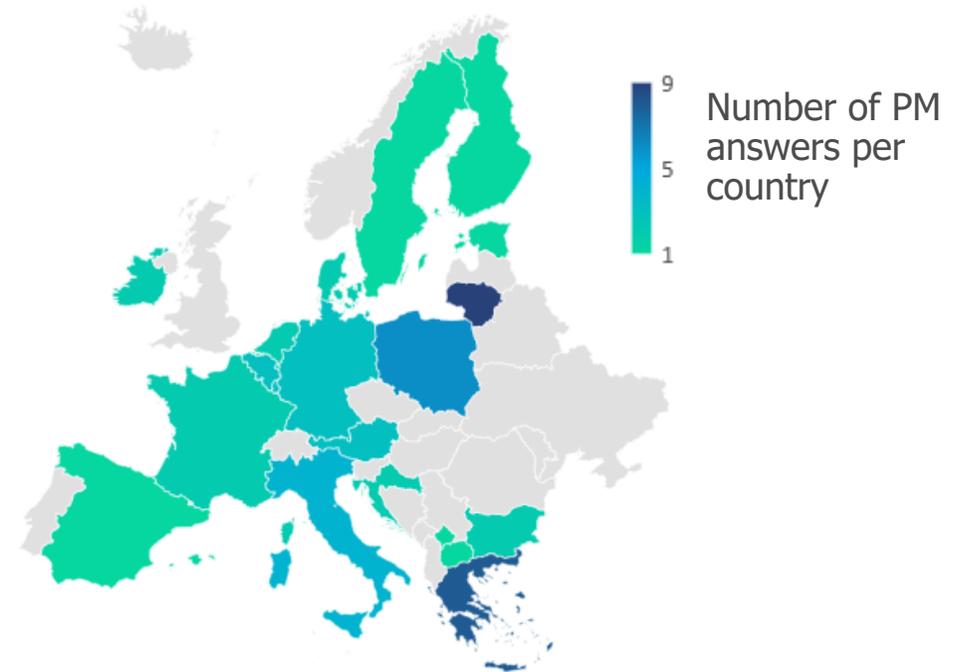
156 respondents



Focus on policy makers' answers



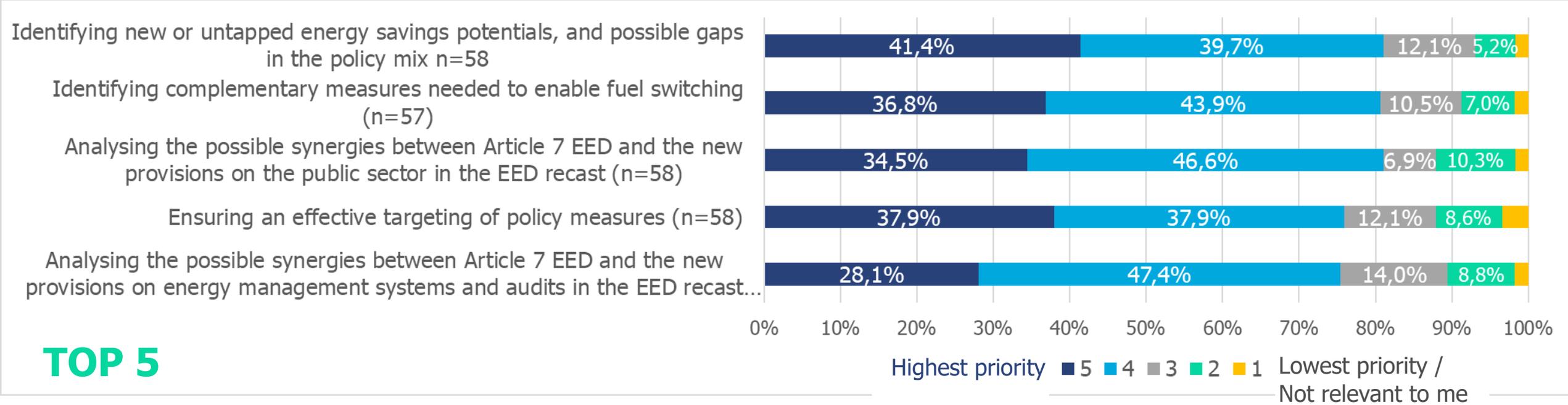
✓ balance between countries with alternative measures only, and countries with EEOS



✓ answers from 18 Member States + Kosovo and Macedonia

Priority topics for **policy design & implementation**

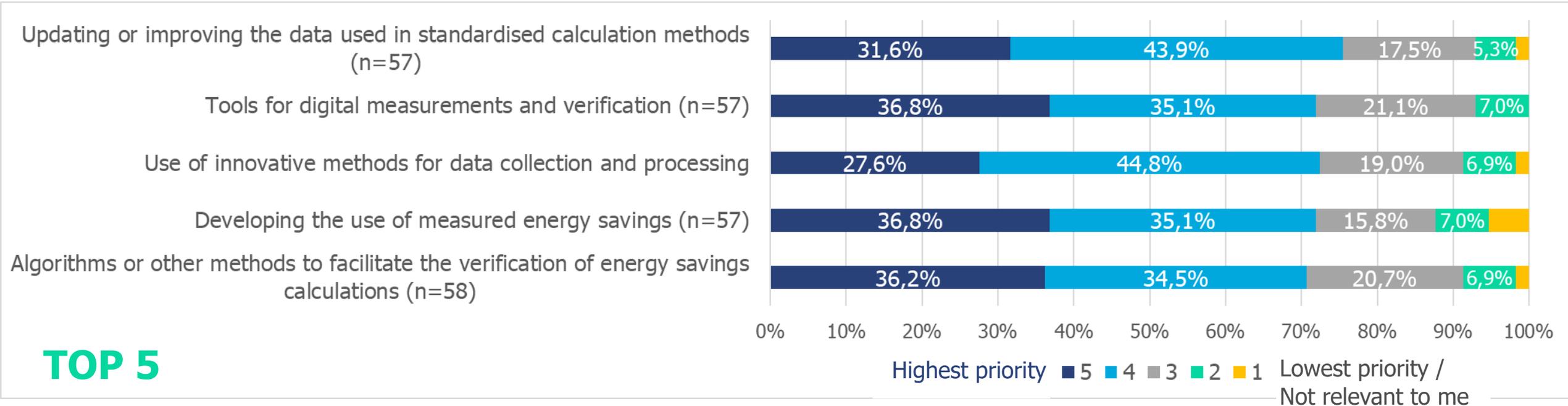
✓ 24 issues grouped in 5 categories (delivering higher targets / addressing energy poverty / pivoting away from fossil fuels / sectoral issues / other specific issues)



TOP 5

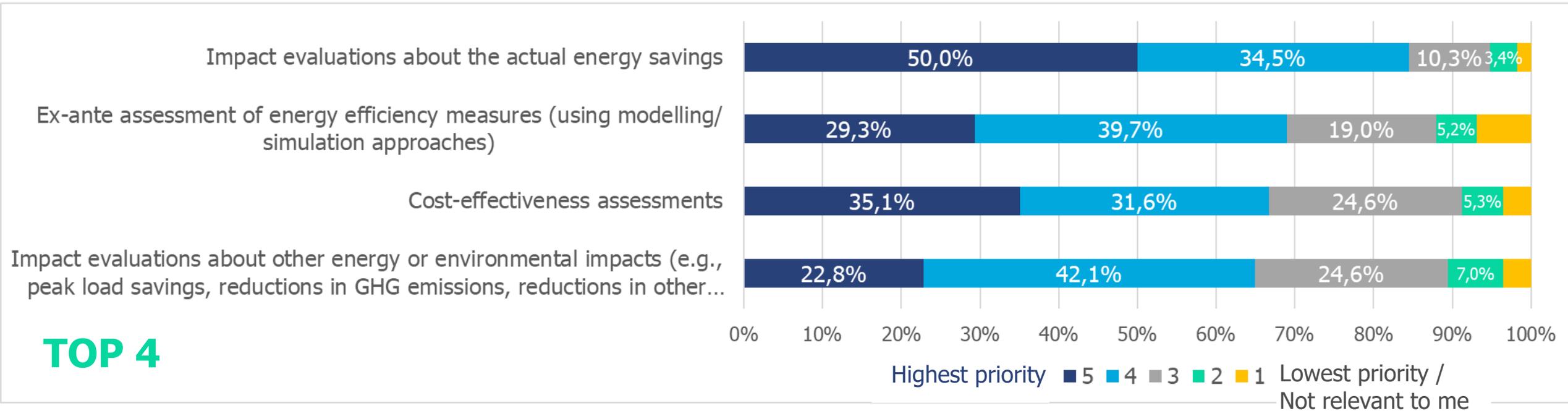
Priority topics for monitoring & verification

✓ 25 issues grouped in 3 categories (M&V purposes / M&V tools / other issues)

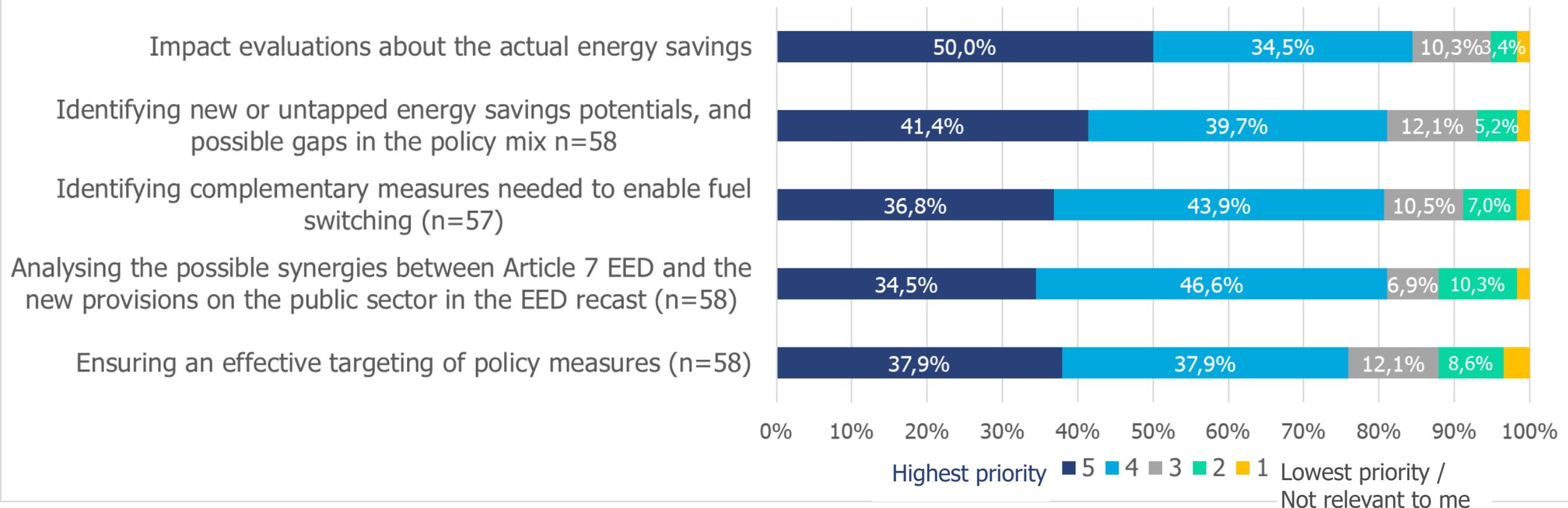


Priority topics for **evaluation**

- ✓ 18 issues grouped in 3 categories (evaluation scope & objectives / evaluation methods / other issues)



Overall top5



✓ 4 issues out of the top5 are about **policy design & implementation**

Issues related to multiple impacts

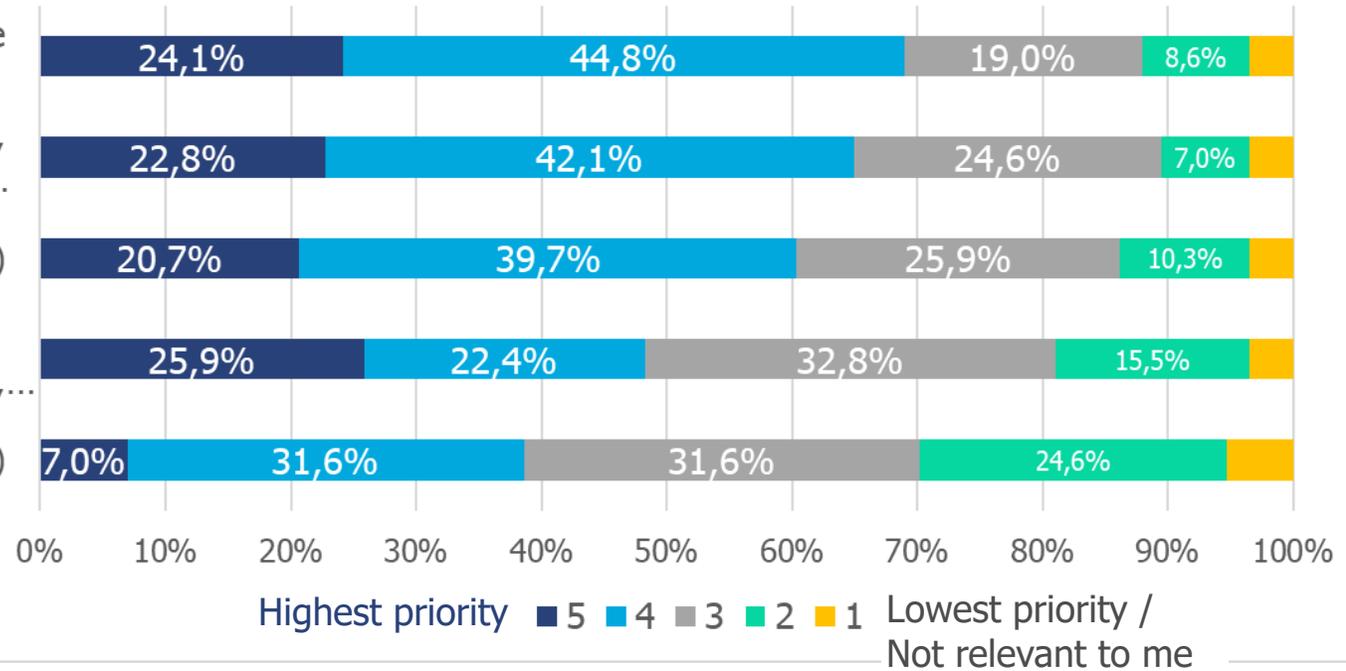
Comparing approaches for energy efficiency policy measures to alleviate energy poverty (n=58)

Impact evaluations about other energy or environmental impacts (e.g., peak load savings, reductions in GHG emissions, reductions in other...)

Identifying and mitigating distributional effects / social impacts (n=58)

Impact evaluations about socio-economic impacts (e.g., employment effects, reduction of energy poverty, health impacts, impacts on GDP,...)

Evaluation methods about non-energy impacts (n=57)



Possible reasons for lower interest in evaluation methods about non-energy impacts:

- ✓ Article 8 EED is focused on energy savings (hence higher interest in evaluating actual energy savings)
- ✓ Respondents may consider that the 'multiple impacts' topic is addressed by other projects (e.g. MICAT)

What's next

- ✓ **Full results and report** to be published in **April 2023**
- ✓ New resources and activities from May on



SAVE THE DATES

6 June 2023, Brussels (and online)

THE STREAMSAVE AND DEESME FINAL EVENT

FROM POTENTIALS TO ACHIEVEMENTS UNLOCKING THE POWER OF ENERGY SAVINGS

Assessing energy savings is crucial to the energy transition. Join us to discover the different methods to use and how they contribute to achieving greater energy savings!

Key Discussions & Insights

- ✓ Accurately estimating energy savings through deemed savings
- ✓ Improving energy audits in SMEs with insights on multiple benefits
- ✓ Measuring and verifying energy savings of policies, jointly organised with ENSMOV Plus

6 JUNE 2023 9:00 - 15:30 COMET MEETINGS BRUSSELS, BELGIUM



The streamSAVE project received funding from the H2020 Programme under grant agreement N° 890147.
The DEESME project received funding from the H2020 Programme under grant agreement N° 892235.

5 or 7 December 2023, Paris (and online)

ENSMOV Plus workshop with the release of the **update of the snapshots of EEOS and Alternative measures**

(back to back with the national seminar of the French white certificates scheme)

Thank you!

Contact: jsb @ iecp.org



ENSMOV Plus



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<https://ieecp.org/projects/ensmov-plus/>



Our Platform: <http://energysavingpolicies.eu/>



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