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DIRECTIVE

The Italy's 3-year Training & Information Programme

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ENEA

Energy Efficiency Department

20 March 2019

The Programme



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3-year Information & Training Programme: phases



Phase 1 – Start up (first year): massive information/communication activities on energy saving and energy efficiency topics, to ensure initial basic knowledge, through the national campaign “Italia in classe A” (“Italy in A class”).

Phase 2 – Tailored targets (second year): central phase of the Programme, maximizing information coverage and starting the tailored actions.

Phase 3 – Monitoring and consolidation (third year): consolidating the initiatives; dissemination of results and analysis of the communication impacts, with evaluation and control of achieved results

3-year Information & Training Programme



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ENERGY SAVINGS DUE TO TV INFORMATION CAMPAIGN AND DISSEMINATION EVENTS

Phase 1: RAI-TV campaign



	Uno Mattina	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 Leonardo x2	Un posto al sole x13	TOTAL
Target	Audience												
Total	838.333	1.539.481	2.630.231	2.273.266	3.371.050	4.047.069	613.777	1.360.976	1.709.035	2.501.072	2.343.171	29.017.690	52.245.158
Men (4+)	327.131	552.623	1.063.969	982.023	1.128.236	1.419.568	281.585	432.062	922.729	1.044.552	1.003.292	9.588.917	18.746.687
Women (4+)	511.202	986.858	1.566.262	1.291.243	2.242.814	2.627.350	332.192	928.914	786.306	1.456.520	1.339.886	19.428.773	33.498.472
Socio-economic status	AA	137.255	218.370	385.035	457.315	359.087	528.831	60.412	134.318	250.030	294.302	600.282	-
	AB	93.547	194.818	293.179	51.958	496.806	522.146	133.910	198.280	78.967	325.950	6.168	-
	BA	30.030	72.694	74.827	204.190	148.109	157.754	32.789	27.552	145.347	142.684	121.412	-
	MA	339.374	538.951	1.135.415	926.678	1.260.744	1.470.633	198.647	481.050	505.368	791.446	889.520	-
	MB	181.595	354.742	604.810	489.594	738.433	1.107.250	139.694	298.376	545.559	718.414	506.860	-
	BB	56.531	159.905	136.966	143.530	370.870	260.456	48.326	221.398	183.764	228.274	218.934	-

Source: AUDITEL

On average 2.232.130 (almost 1 million of households) for «Un posto al sole», a soap opera where well-known actors conveyed energy efficiency messages

Phase 1: The Energy Efficiency Month initiative



November 2016 was the month of the energy efficiency in Italy: companies, associations, Public Administration and schools were invited to join the initiative, by organizing during the month several events, promotional activities and information seminars, to promote a more conscious use of energy

- More than 2500 e-mails asking for information
- 400 subscriptions
- 270 events over the national territory
- 12 million of final consumers reached

Phase 2: Energy Efficiency on the road / 2



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BOLZANO 12.10.2017
TORINO 26.10.2017
FERRARA 13.11.2017
ASCOLI PICENO 23.11.2017
VITERBO 14.12.2017
MATERA 11.01.2018
NAPOLI 30.01.2018
BARI 08.02.2018
PALERMO 22.02.2018

EFFICIENZA ENERGETICA ON THE ROAD
ESPERTI IN VIAGGIO DAL NORD AL SUD DELL'ITALIA PER INCONTRARE CITTADINI, IMPRESE E AMMINISTRATORI E DIALOGARE SUI TEMI DELL'USO CONSAPEVOLE DELL'ENERGIA

ITALIA IN CLASSE A
Campagna nazionale per l'efficienza energetica

www.italiainclassea.enea.it
#ItaliainClasseA

ENEA
AGENZIA NAZIONALE PER LE NUOVE TECNOLOGIE, L'ENERGIA E L'AMBIENTE
Ministero dello Sviluppo Economico

"Italia in Classe A" Campagna nazionale per l'efficienza energetica, promossa dal MISE, Ministero dello Sviluppo Economico, e realizzata dall'ENEA, Agenzia nazionale per le nuove tecnologie, l'energia e lo sviluppo economico sostenibile, in attuazione del decreto legislativo 102/2014

ITALIA IN CLASSE A

EFFICIENZA ENERGETICA ON THE ROAD

On the official Facebook page of *Italy in Class A*, from October 2017 to April 2018 the timeline deliveries of the posts were about **1,200,000** for a total number of over 640,000 people reached (half of them in the age group ranging from 25 to 44 years) and over 23,000 user interactions.

Phase 2: social networks / 1



Facebook



Twitter



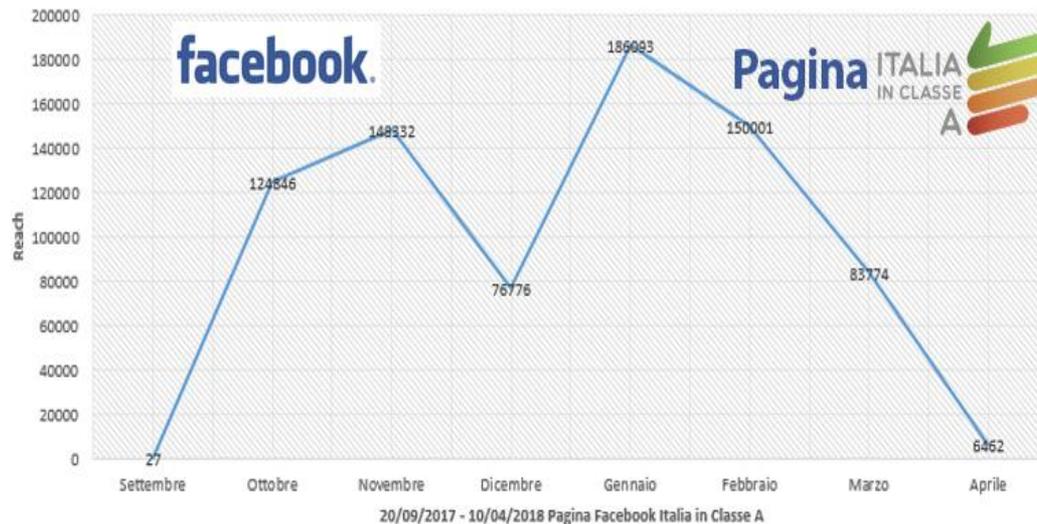
Youtube



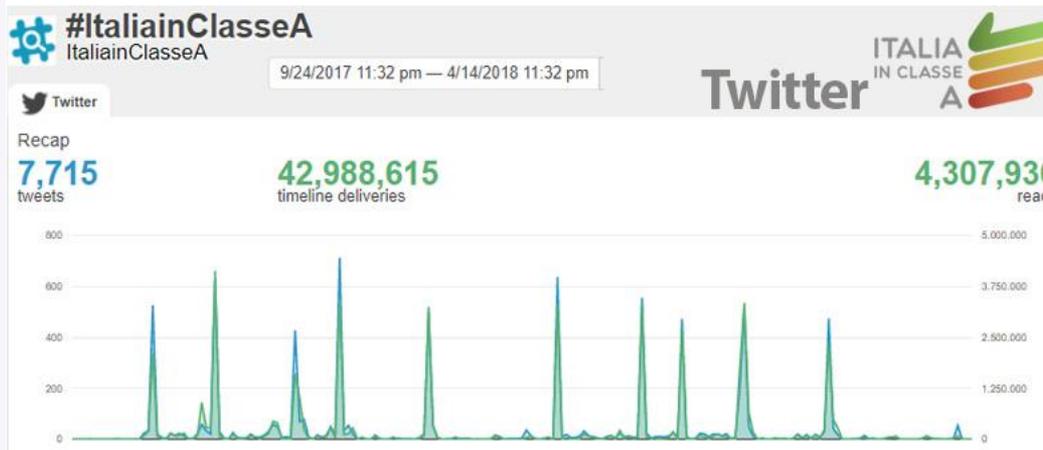
Instagram



LinkedIn



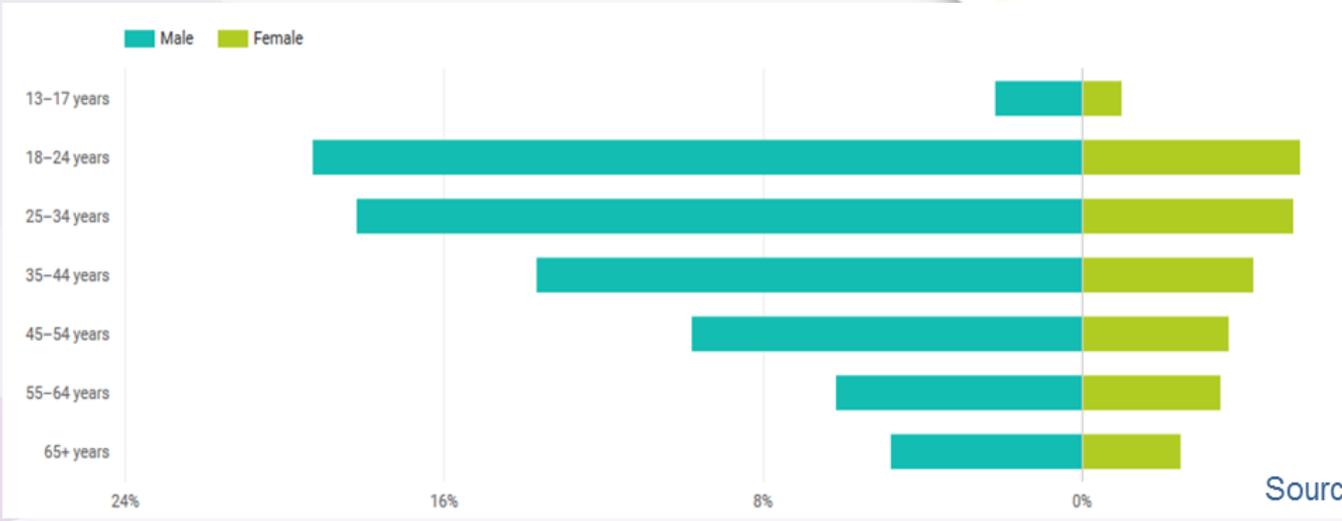
Source: Facebook



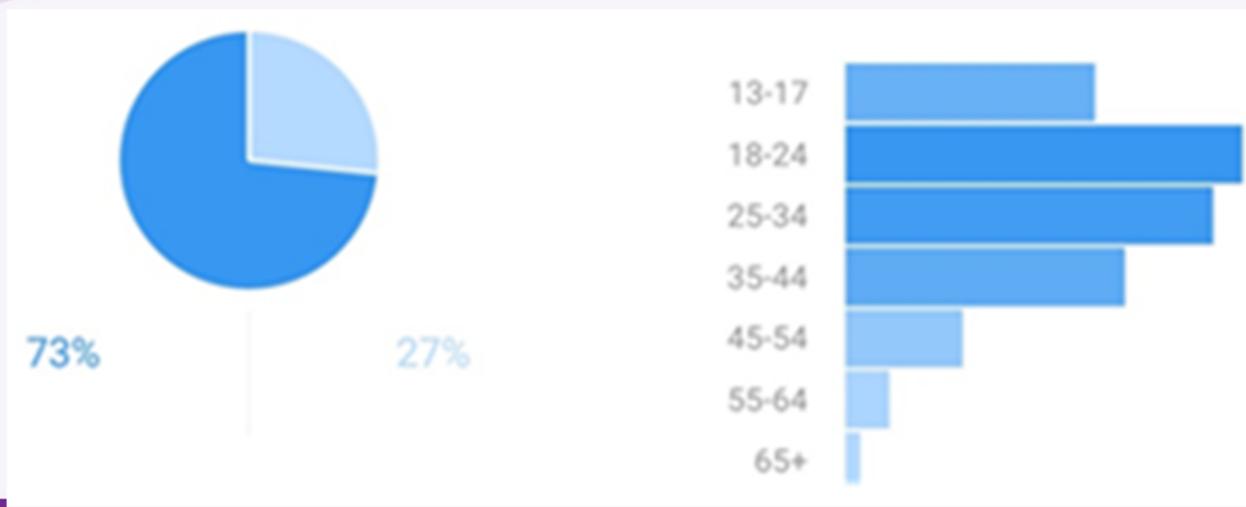
Source: Twitter

Phase 2: social networks / 2

-  Facebook
-  Twitter
-  Youtube
-  Instagram
-  LinkedIn



Source: Youtube



Source: Instagram

Virtuous actions at home



	“Virtuous” actions	Saving (%)
1	Make sure the refrigerator’ seals are in good condition	0.20 - 0.60
2	Set the temperature of the refrigerator between 1 and 4°C and that of the freezer at -18 ° C	0.05 - 0.15
3	Use energy-saving programs for the washing machine	0.15 - 0.45
4	Use the dishwasher in an eco-friendly mode	0.10 - 0.30
5	Carry out periodic maintenance of the air conditioner	0.10 - 0.30
6	Reduce the solar heat inside home in the summer	0.01 - 0.03
7	Eliminate drafts in doors and windows	0.05 - 0.15
8	Reduce the temperature of the thermostat by a few degrees	0.05 - 0.15
9	Carry out periodic maintenance of the boiler	0.15 - 0.45
10	Let the sun enter inside home in the winter	0.05 - 0.15
11	Lighting the house with sources in the most used areas only	0.05 - 0.15
12	Remember to turn off the lights when they are not necessary	0.15 - 0.45
13	Measure and compare the energy consumption of household appliances	0.10 - 0.30
14	Use electric power strips and turn them off when connected appliances are not used	0.05 - 0.15
15	Disconnect the electronic equipment when not used	0.10 - 0.30
16	Use the energy saving mode of computers	0.05 - 0.15
17	Reduce the temperature of hot water heater	0.10 - 0.30
18	Take care of the refrigerator	0.06 - 0.18
19	Use the air conditioner intelligently	0.05 - 0.15
20	Cook efficiently	0.03 - 0.09

Energy savings: preliminary assessment



- Data from ARERA (the Italian Regulatory Authority for Energy, Networks and Environment) provide an average annual consumption per household of 1,400 m³ of natural gas and 2,700 kWh of electricity.
- By applying conservatively to such amount of consumption the lower end of the range reported in the previous Table, equal to 2%, a total energy saving of about 0.03 toe per household is derived.
- Applying this factor to the average audience of the TV soap-opera “Un posto al sole” (1 million of households), the savings amounted to almost 28 ktoe / year, compared to a specific cost of the TV campaign of 400,000 € (16 €/toe) and a total cost of the whole programme of 3 M€ (120€/toe).
- **An ad-hoc questionnaire will be developed during the third year of the programme to assess the achieved energy savings.**

3-year Information & Training Programme



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ENERGY SAVINGS IN THE INDUSTRY SECTOR DUE TO INFORMATION CAMPAIGNS

Extra WhCs energy savings



- According to the Article 7.8 of the Legislative Decree 102/2014 for the EED transposition into the Italian Legislative framework, energy savings for which White Certificates (EEOS) have not been recognized are communicated by the companies to ENEA every year.

Year	2014	2015	2016	2017
Savings (Ktoe)	63.246	989.493	463.539	587.139

To what extent information campaigns influenced the decision to take these actions, even with no financial incentives?

Ad hoc questionnaire for the 2019 Annual Report



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ENEA - Indagine sull'attuazione di interventi di efficienza energetica ai sensi dell'Articolo 7 comma 8) del Decreto Legislativo 102/2014

Facendo seguito alla comunicazione da Lei effettuata in merito all'attuazione di interventi di efficienza energetica, l'ENEA Le chiede di procedere alla compilazione del presente questionario. L'obiettivo dell'indagine è monitorare l'efficacia delle azioni svolte ai fini del raggiungimento degli obiettivi di risparmio energetico al 2020 previsti dall'art.7 della Direttiva Europea dell'Efficienza Energetica (Direttiva UE 27/2012).

*Campo obbligatorio

Indirizzo email *

Il tuo indirizzo email

AVANTI

Pagina 1 di 10

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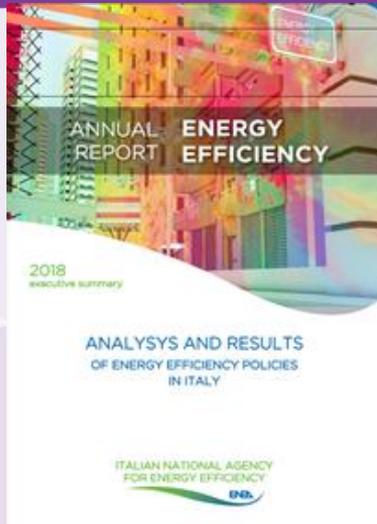
Google Moduli

<https://goo.gl/forms/eSi3NJ7xGo2zJBA33>

3-year Information & Training Programme



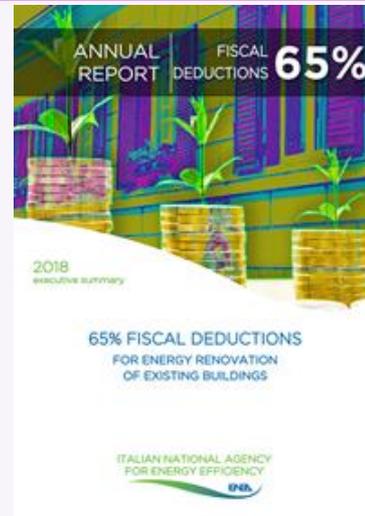
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2018 Energy Efficiency Annual Report

Executive summary in English:

<http://www.enea.it/it/seguici/pubblicazioni/pdf-volumi/2018/raee-2018-executivesummary-en.pdf>



2018 Ecobonus Annual Report Executive summary in English:

<http://www.enea.it/it/seguici/pubblicazioni/pdf-volumi/2018/detrazioni-2018-executivesummary-en.pdf>



Energy Efficiency roadshow

#ItaliainClasseA: a 6-month journey,
3,750 km long

<https://www.youtube.com/watch?v=coljoWlxY4g>



ITALY IN A CLASS

National Energy Efficiency Campaign

www.italiainclassea.enea.it

Thank you for your attention



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