



# National and regional energy advice for consumers in Finland

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# Energy advice for consumers in 4 slides

1. Who are we and how have we organised advice service in Finland
2. Methods and channels
3. Topics and target groups
4. Most popular topics right now

# Energy Authority funding energy advice

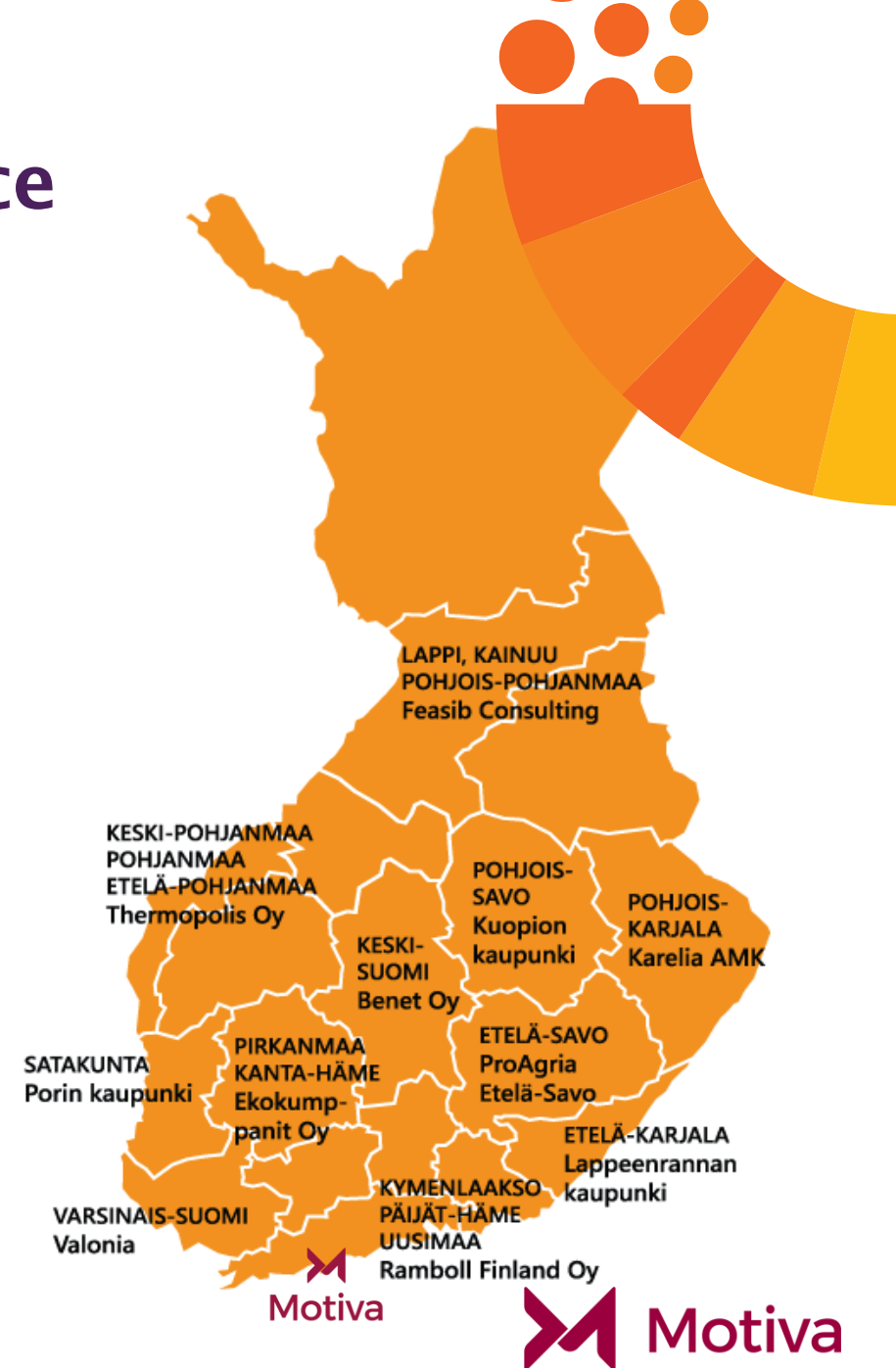
## Energy advice

- provides unbiased information about the means available to improve energy efficiency and the use of renewable energy
- is one way of promoting emission reductions: the energy advisors assist in taking one step towards increased energy efficiency and use of renewable energy.

Energy Authority and Motiva plan together annual action plan that is promoted nationally and in regions.

- Energy efficiency and renewable energy promotion is part of Motiva's annual energy work programme commissioned by the Energy Authority
- Regional advice 2018-2023 covers mainland Finland (18 regions)
  - 11 organisations (energy agencies, regional or municipal operators and consulting firms)
  - Includes advice for consumers, municipalities and SMEs

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# Methods and channels

In Motiva we

- produce and update information on websites,
- develop concepts and run campaigns,
- develop counseling methods, produce tools and background materials for advisors
- develop co-operation with national actors and aim to facilitate local co-operation
- offer training for advisors and organise nationwide targeted webinars for consumers and housing companies (e.g., solar power, charging stations)

Regional advisors

- run campaigns, organise local events/webinars and cooperate with local stakeholders

Basic information is always available on the websites and campaign sites.

Personal advice is given by email, telephone and on web/facebook Messenger.

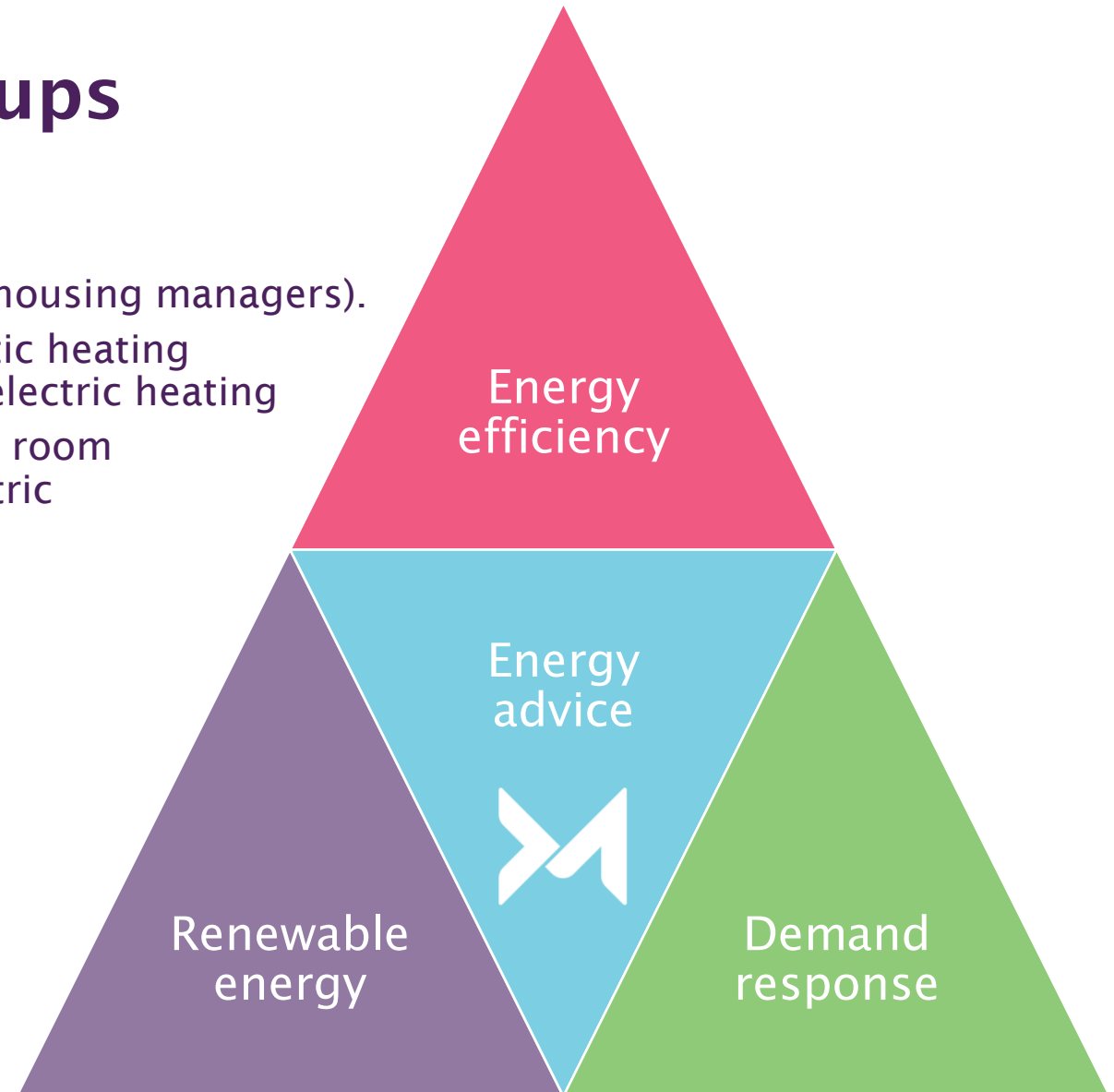


# Main topics and target groups

Counseling is aimed at owners and residents of single-family houses and housing companies (also housing managers).

- Heating systems: heat pumps, efficiency of electric heating + secondary heating systems to reduce of oil or electric heating
- Energy use and efficiency in everyday living (e.g., room temperatures, ventilation, choice and use of electric household appliances, and energy labelling...)
- Usage of water, specially hot water
- Solar power
- Home automation, adjusting and control devices
- Electric cars and charging

Reliable and unbiased cooperation with energy companies and service providers is ensured.





# Most popular topics at the moment

- Water consumption in housing companies
- Heating systems, phase out of oil heating (subsidy available)
- Energy subsidies for housing companies
- Solar power (single-family houses, housing companies)
- Everyday energy savings, electricity cost

## Examples of our ongoing campaigns, themes and new approaches:

- Solar power: sizing, cost-effectiveness and price information for turnkey solar electricity, digital assistant for bidding
- Monitoring electricity consumption from energy supplier's website (online service), promoting variable price electricity contract and demand response
- Newsletter for households and consumers – based on the experience of a pilot project monitoring the impact of advice and information management on electricity consumption



**Thank you!**

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