



Impact of the awareness and behavioural campaign “Italy in Class A” On Energy Savings and Efficiency Targets

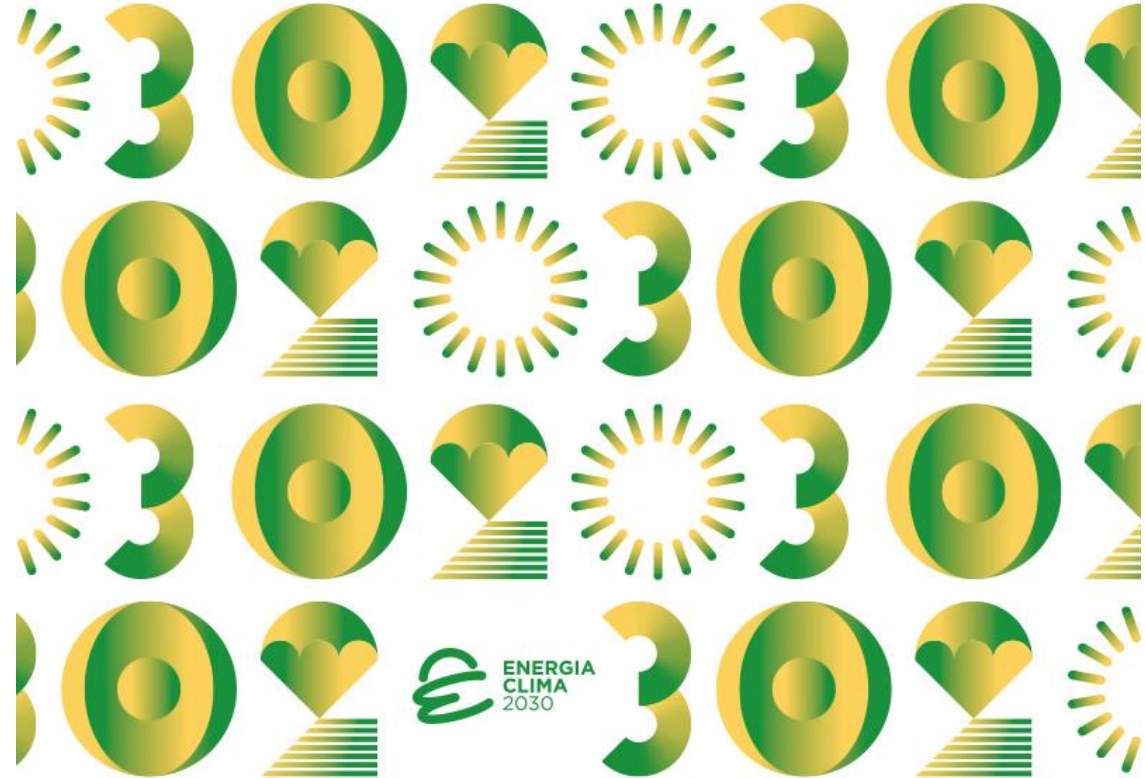
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www.italiainclassea.enea.it



The **National Energy and Climate Plan (NECP)** plays a central role in achieving the European Union's climate targets ([Fit for 55](#)) and delivering Italy's contribution to the [Paris Agreement](#).

Italy's updated NECP, published in June 2024, revealed a 'realistic' approach, a roadmap to reach climate goals up to 2030, supported by a coherent policy framework for increasing energy efficiency and energy savings and promoting renewable energy sources.



National Information and Training Programme for Energy Efficiency

A new national long-term EE program for information and training actions promoted by the Italian Ministry of Environment and Energy Security according to art.12 of 2020 Decree 73 (National transposition of EED).

Timeline: until to 2030

Budget: 9 million every three years

It is included in the National Recovery and Resilience Plan, part of the Next Generation EU (NGEU)

An effective awareness and involvement programme for different target groups, aiming at promoting efficiency and get tangible energy saving results



Energy saving Targets

According to Italian NCEP, awareness and behavioral campaign

(the Italian Information and Training Programme on EE)

should obtain energy savings at least for **0,02 Mtoe** per year

- **Awareness campaigns integrated into a strategic plan can contribute to the achievement of the national targets for decarbonisation to meet climate goals**



Aims of the Programme of Information and Training on EE

The campaign included three different types of programs:

- information
- social interaction
- cognitive education

aimed to

- support large companies and SMEs to perform energy diagnostics and to use the incentive tools available aimed at installing efficient technologies;
- promote programs for the energy retrofit of public buildings and to stimulate behaviour in public employees that contribute to reducing energy consumption of Public Administration;
- boost behavioural change in households for a sustainable energy use;
- Address the energy needs of vulnerable citizens
- educate school students of all levels and degrees to a more conscious and efficient use of energy;
- promote new forms of financing to improve the energy efficiency of buildings
- perform training activities and dissemination of good practices.

One of the most significant initiatives carried out was the campaign "One Can at a Time"

In Italian **Un Posso alla volta** , as the word Can has an assonance with the word STEP (it; passo)

"One Step at time " towards climate goals and energy Saving targets.

Let's consider this campaign for calculating the impact on energy savings



The core message is that


Everyone can do their part to use energy in a sustainable way, adopt new practices for energy savings.

TEN RECOMMENDATIONS FOR REDUCING ENERGY DEMAND THROUGH


- **CURTAILMENT BEHAVIOUR**
- **EFFICIENT BEHAVIOUR**


To tackle excessive or wasteful energy consumption, or improve the living conditions with an efficient use of energy (installing photovoltaic panels and reducing gas consumption, replacing appliances and air conditioners with high-efficiency models and installing LED lighting)





 **ItaliainclassaA**


Dieci piccoli **POSSO** per l'efficienza energetica




 **"Posso utilizzare lampadine a risparmio energetico"**
Scegli lampadine LED o a basso consumo per l'illuminazione.


"Posso monitorare e regolare la temperatura" 
Utilizza termostati programmabili per controllare la temperatura degli ambienti e ridurre gli sprechi di energia.


 **"Posso spegnere la luce"**
Ricorda di spegnere le luci quando non servono, sia in casa che nei luoghi di lavoro.

"Posso incentivare l'efficienza nei luoghi di lavoro" 
Nei contesti professionali, promuovi la cultura dell'efficienza attraverso la gestione consapevole dell'energia.


 **"Posso partecipare a iniziative per la collettività"**
Condividi le iniziative che promuovono l'efficienza energetica, incoraggiando la diffusione di consigli e risorse.

 **"Posso scegliere elettrodomestici efficienti"**
Scegli elettrodomestici con classe energetica elevata per ridurre i consumi elettrici.

"Posso investire in energie rinnovabili" 
Installa impianti di energia rinnovabile come pannelli fotovoltaici per ridurre la dipendenza da fonti non rinnovabili.

 **"Posso ridurre l'utilizzo di acqua calda"**
Impiega acqua fredda per il lavaggio e regola la temperatura delle docce: taglierai così i costi e contribuirai alla riduzione delle emissioni di CO₂.

"Posso ottimizzare l'uso dei dispositivi elettronici" 
Usa ciabatte multipresa per gestire in modo efficiente gli elettrodomestici e spegnere tutto facilmente.

 **"Posso promuovere comportamenti virtuosi"**
Attraverso la condivisione di abitudini sostenibili, puoi coinvolgere gli altri e ispirare il cambiamento.

➤ Measuring the effectiveness of information campaigns is a complex challenge.

The evaluation of energy savings resulting from behavioral changes requires adequate tools to monitor the achievement of objectives

An approach adopted in Italy during the previous three-year period of the campaign, employed a quantitative methodology to estimate energy savings*, based on parameters as :

- **average energy consumption per person,**
- the **number of individuals reached** by the campaign
- the rate of change in behaviour



Challenge: in accurately assessing and monitoring the effectiveness of awareness-raising campaigns is the lack of a shared methodology at European level both in terms of media impact and real energy savings*

The diversity of approaches adopted in the various EU Member States

makes it difficult to compare the results of individual campaigns on a homogeneous basis, although the Italian NECP provides a reference basis for estimating the contribution of behavioural actions to national energy savings

(as. In Energy Efficiency Certificates)

 **European Energy Network**
A voluntary network of European energy agencies

Behaviour Change Working Group:

**Results of monitoring survey of
behavioural measures**

Final, 1.8.2023





The advertisement features two children, a boy and a girl, sitting at a wooden table. The boy is holding a cardboard wind turbine, and the girl is holding a light bulb. A sign on the table reads "Un POSSO alla volta". The background is a light blue wall with a potted plant and a blue sofa. The text on the right side of the advertisement reads: "L'efficienza energetica, un posso alla volta. Scopri cosa puoi fare ogni giorno per rendere i tuoi consumi più efficienti e a rendere l'Italia un Paese di classe energetica A. Scarica la guida".

The measurement of the results for 2023 focused on this campaign
UN POSSO ALLA VOLTA

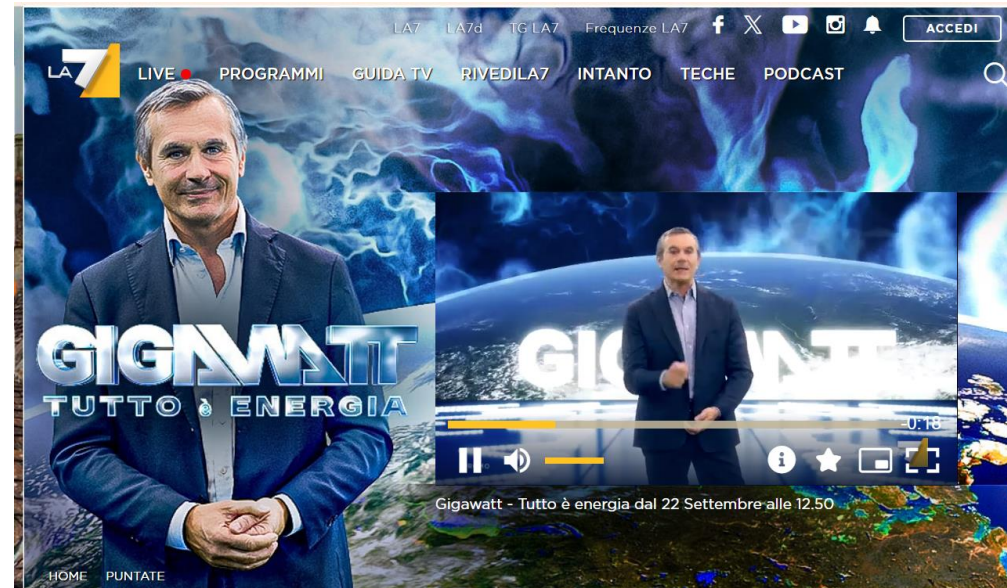
considering the **average energy consumption per household** estimated by ARERA (1,400 smc/year of methane gas and 3,500 kWh of electricity) and **the number of individuals** reached by the campaign, assuming a **percentage** of subjects who may have changed their behavior after reading the savings advice on the www.italiainclassea.enea.it website

THE CAMPAIGN REACHED A BROAD
AUDIENCE

THROUGH DIFFERENT CHANNELS
FOR DISTRIBUTION OF KEY MESSAGES

Channel	Audience reached .
RADIO	21442
Streaming and podcast:	2.280.668
Digital advertising	1.515.494
Social	1.135.363
Out of Home	5.680.000 (20%)
Connected TV	3.261.566
	13.894.533

208.000 visits on the web site
Italiainclassea , and downloads of the
Guide with tips for energy saving and
efficient behaviour



Tip	Potential Energy Savings	Energy savings	TOE
"I can use Led lights for energy savings".	75% energy for lightning	262,5 kWh/per year	0,049
"I can set and monitor the optimal temperature for heating". Use smart thermostats for heating and tocontrol temperature , comfort and efficiency	10% energy for heating . Suppose that the consumption for heating is 60% of total gas consumption	84 smc/per year	0,070
"I can turn off the lights". Rember to turn off the light when you leave the room, at home and at work.	15% of energy consumption for lightning	35 kWh/per year	0,007
«I can Set my hot water heater at lower temperature». You can cut your energy bills and reduce emissions	15% of energy for producing domestic hot water . Suppose that the energy for producing domestic hot water is 20% of total gas consumption	42 smc/per year	0,035
"I can optimize the use of electric appliances". Do not leave devices in stand by mode, Use power strips	10% of total energy consumption	350 kWh/per year	0,065

0,226



“Posso spegnere la luce”

Ricorda di spegnere le luci quando non servono,
sia in casa che nei luoghi di lavoro.

An estimated 12,272 visitors to the recommendations page took the tip to turn off the light, generating a total savings of 322,140 kWh in 6 months. Converting this saving into (Mtoe), the value corresponds to 0.027 Mtoe/year,

BRAND LIFT STUDY ON KEY MESSAGES OF THE CAMPAIGN

The surveys were carried out in order to test different KPIs based on what are the main objectives of the campaign

two sample groups: one of respondents who were targeted by the campaign and a control group, which is not part of the target group, and therefore did not see it

to determine the effects of the campaign (the ads on its key metrics and on the reputation of who delivers it

As a result, the creativity produced worked very well, with a clear call to action

Do you think the following message conveys an informative message?	57% yes
Is this slogan interesting for you ?	59% yes
Reading the following message, do you feel involved in your country clean energy transition?	59% yes
What inspires this message?	Need for Change – 35,9 % Responsibility – 41 % Sharing - 11,5 % Opportunity – 11,6 %

Like many awareness campaigns that support energy efficiency programs using behavioural insights include

- General and tailored communication , social media , training and information activities (cognition type) based on the assumption that increasing citizens' **energy literacy** will change their habits in energy use .

As a matter of fact information is not sufficient to sustain behaviour change in the long term.

Behaviour is not only an individual process but also a **social process** with neighborhood and local communities.

Social norms, peer-to-peer learning, engaging communication strategy with direct messages seem to work better, especially when delivered by a **trusted and impartial source**



Overall, the Information and Training Programme on Energy Efficiency shows how the combination of awareness-raising actions, financial incentives the promotion of sustainable technologies can concretely contribute to the achievement of the energy efficiency objectives set by NCEP.

An Accurate measurement and monitoring activity of the results is a crucial step to ensure positive effects in the long term , contributing to the national energy transition process and to the decarbonization of the energy sector.

Thanks for your attention
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