



## **EnR Session 1 at BEHAVE Conference**

“Energy agencies supporting households and communities through the energy transition with a focus on behaviour change and advisory services”

**Date:** 21<sup>st</sup> April 2021

**Time:** 13.00-14.30 CET

### **Background and motivation**

In light of the European Commission’s European Green Deal and the new target of net-zero carbon emissions by 2050, there has been a lot of discussion on how Europe can reach this historical milestone. Aside from the huge effort required on the part of governments and industry, all sectors of society will have a big role in the transition to climate-neutrality, including citizens.

The scale of the challenge cannot be underestimated and will require a sharp shift in how we, as energy users, view ourselves in this transition. If we are to meet the net-zero goal by 2050, energy users must shift from being passive consumers of energy, to being actively engaged with how we use energy and how it is produced.

People will need to become aware of the important role they will play in achieving net-zero and the need for this transition. Therefore, information and education about the steps needed to tackle climate change and the role our energy use has in this is crucial. This is so everyone understands why we need to make big changes in our energy system and get their buy-in. Energy agencies can play an important role in awareness raising and educating the public, so that these big changes are understood and accepted by citizens.

### **Energy agencies supporting the energy transition**

[European Energy Network \(EnR\)](#) is a voluntary network numbering 25 European energy agencies, with responsibility for the planning, management or review of national research, development, demonstration or dissemination programmes in the fields of energy efficiency, renewable energy and climate change abatement.

The network seeks to strengthen cooperation between member agencies and other European actors on all issues relevant to sustainable energy (energy efficiency, sustainable transport and renewable energy). International comparison and information sharing take place primarily through eight Working Groups which are also open to relevant non-member organisations.

EnR provides a first point of contact for national energy agencies in EU Member States. The network dedicates its efforts towards joint activities where its unique character provides added value at both a European and individual Member State level. It provides a channel for pan-European technical support on matters of energy policy, strategy, evaluation, programme design & delivery and marketing communications.

### **Session objective**

This [special session](#) will showcase best practices implemented by the national energy agencies. It aims to demonstrate how they are using behavioural insights to design their programmes and to address energy-related behavioural change at individual and collective levels of different target groups.

The EnR members will present an overview of awareness raising, tailored advice support, educational and research programmes implemented towards energy transition in different sectors. They will share information

on developing and evaluating the programmes, present tools and resources adapted to different target groups, and discuss challenges and lessons learnt.

### **Target audience for attendance at the session**

- Authorities/Decision makers on local and national level
- Other practitioners
- Social scientists
- SMEs

### **Session programme**

#### **13.00-13.20 Introductory session (Chair – Kerstin Schilcher, AEA)**

13.00-13.05 – Welcome speech (Kerstin Schilcher, AEA)

13.05-13.10 – WG Behaviour change presentation (Irmeli Mikkonen, Motiva)

13.10-13.20 – Presentation of the catalogue & analysis of best practice examples (Adrianna Threpsiadi, EST)

#### **13.20-14.20 Panel discussion – Presentation of best practices by energy agencies**

##### **1. Broad awareness raising programmes**

“Communication & awareness raising campaign on buildings’ renovation” – ADEME, France

##### **2. Tailored advice support programmes**

“Consumer Energy Advice” - free-of-charge advice for Finnish households - Motiva, Finland

##### **3. Educational programmes incl. digital engagement & gamification**

“e-Radl” - Modal shift (car to e-bike) pilot campaign – AEA, Austria

##### **4. Research programmes**

“Behavioural science informed catalogue” for increasing energy efficiency in SMEs – SwissEnergy, Switzerland

#### **14.20-14.30 Closing remarks (Kerstin Schilcher)**