EⁿR catalogue of best practices related to behavioural insights

Factsheets related to behavioural insights into energy use and implementation of energy policy





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European Energy Network

The voluntary network of European Energy Agencies - at the heart of the clean energy transition



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Foreword (by ADEME)

Behavioural and lifestyle changes are of utmost importance for the energy ' transition. To ensure the sustainability of this transition, one cannot focus on technological progress or public policies alone.

Users' actions are central for the success of this challenging endeavour and behavioural insights need to be taken into account in energy policies.

Energy agencies are key players in engaging and supporting citizens in their countries on energy issues, and their role will be even more important in the coming years. There will be an increased need for education and awareness raising, advice and support to encourage greener energy choices, as well as behaviour change programmes to promote more sustainable habits.



Arnaud Leroy, Ademe, France, EⁿR President (©Jean Chiscano)

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These activities are at the heart of the 25 national energy agencies, members of the voluntary European Energy Network (EⁿR). ADEME, the French Agency for Ecological Transition, holds the 2021 EⁿR presidency. The 2021priority themes are aligned with the European Green Deal focusing on the Renovation Wave with an emphasis on Energy Poverty and Just Transition, as well as on Industry Decarbonisation in the framework of national recovery and resilience plans.

Behavioural changes in these areas offer some of the greatest potential, from the improvement of energy efficiency at home to buildings' renovation, but also to enhanced energy efficiency in the industry context.

A holistic approach is required in order to meet the net-zero goal by 2050 and EⁿR dedicates its efforts towards joint activities where its unique character provides added value at both a European and individual Member State level.

Social sciences and humanities can help practitioners understand individual behaviours and how they can be addressed so that behavioural changes are timely, sustainable and without rebound effects. But, there is a need for a more joined-up approach, so that energy agency programmes are as effective as they can be. Therefore, EⁿR network welcomes collaboration with social scientists, as within this area, there is much that energy agencies can learn from behavioural and social sciences, to strengthen the work they do.

With this catalogue, we are pleased to present several best practices, which can inspire our reflections.

Arnaud Leroy, EⁿR President

Introduction **Working Group Behaviour Change**

Established in 2005, the EⁿR Behaviour Change Working Group aims to enhance knowledge and to add value to the existing work of its members through communication, coordination and collaboration between national activities and those of the European Commission and other relevant international bodies. To achieve this aim, the group has the following objectives:

- to follow developments of the European Commission and Parliament in the fields of awareness raising, promotion and behaviour change;
- · to exchange information and share experiences relating to campaigns, programmes and projects aiming at improved awareness and better understanding contributing to energy related behaviour change in EU countries;
- to design and implement joint projects to promote behaviour change and bring about a significant reduction in energy end-use amongst the EU population;
- to initiate and facilitate discussion and exchange between scientific community and energy agencies (EⁿR members) within the EⁿR Behaviour Change Working Group.

The EⁿR network, and in particular the Behaviour Change Working Group, initiated the first bi-annual European Energy Efficiency and Behaviour Change (BEHAVE) conference in 2009 and has since been co-organising these conferences.

The EⁿR Behaviour Change Working Group successfully carried out a joint European project BEHAVE in 2006-2009. The project consisted of a comprehensive analysis of 41 European energy-related projects targeted to consumers, on the basis of which the project partners prepared a guide Changing Energy Behaviour; Guidelines for Behavioural Change Programmes. The guide provides an overview of the best practices and guidelines for developing and implementing successful policy interventions aimed at consumers.



Irmeli Mikkonen, Chair of the Behaviour Change Working Group



I am proud and grateful to be part of this 6th BEHAVE conference. A great deal has been achieved for a more sustainable future during the 12 years history of BEHAVE conferences. Continuation of the BEHAVE conferences and dedication of presenters and participants of the conference proves the importance of the work of all of you.

I would like to extend my warmest thanks on behalf of the whole EnR family to Gabriela Prata Dias and Xianli Zhu at the Copenhagen Centre on Energy Efficiency for the organisation of this event. It has been a pleasure collaborating with you.



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Analysis of all best practices

1. Purpose of this catalogue

This catalogue showcases a wide range of best practices on behavioural insights in energy efficiency from many different agencies in Europe, demonstrating the diversity of the work of the European Energy Network, EⁿR . An analysis of the best practices is given, providing the main highlights and conclusions and some recommendations for consideration.

The best practices were clustered into different categories. We will firstly present an overall summary of the main findings per cluster and then go into a more detailed analysis per cluster. At the end of the catalogue you will find factsheets of all best practice projects presented.

A small group of EⁿR representatives, consisting of the following persons, designed the survey, carried out the analysis, contributed to this catalogue and designed the programmes for two EⁿR workshops at the BEHAVE conference:

Irina Uzun-Dupouey, Eleanor Guillaume & Didier Bosseboeuf, ADEME, France, Irmeli Mikkonen, Motiva, Finland, Rebecca van Leeuwen & Wiesje van Nunen, RVO, the Netherlands, Luís Silva, ADENE, Portugal, Paule Anderegg, Swiss Energy Agency, Switzerland, Matthias Agius & Juliet Borg Sant, EWA, Malta, MariaGiovanna Gaglione, ENEA, Italy, Helen Williams, SEAI, Ireland, Adrianna Threpsiadi, Katie Hoy & Emilie Carmichael, Energy Saving Trust, UK

2. Analysis of the EⁿR Best Practices on Behavioural Insights

EⁿR carried out an analysis of best practice projects on behavioural insights in energy efficiency amongst EⁿR agencies. The best practices were categorised into different clusters, namely:

- 1) Broad awareness raising campaigns or programmes;
- 2) Tailored-advice programmes;
- 3) Educational programmes;
- 4) Research programmes.

In total 30 projects were analysed from 13 different countries. It was discovered that it is not always clear cut and that sometimes the best practices fall into more than one category. For the purpose of this analysis we categorised according to what we felt was the primary objective.

The main aims of the analysis were to:

- understand which types of projects are being delivered by EⁿR members;
- search for common characteristics, common success factors/challenges;
- learn from difficulties and obstacles encountered in programme design or implementation;
- identify which behavioural insights have been used to inform the programme design; identify what can be learnt from each approach.

1) Broad Awareness Raising Programmes

In the Broad awareness raising Cluster, the following twelve best practices were analysed: 1.Communication and awareness raising campaign for the general public on the "FAIRE" public service (Facilitating, Accompanying and Informing on Energy Renovation) | ADEME, France Aim: provide free-of-charge tailored guidance on energy renovation works to citizens, building sector professionals and local authorities.

2. Mobility Challenge Initiative | ADEME, France

Aim: provide a tool for promoting and raising awareness of alternative modes of transport to the private car use.

3. Certificar é Valorizar ("EPC gives value to your house") | ADENE, Portugal Aim: promote energy efficiency in households by changing behaviours and encouraging the use of energy performance certificates (EPC).

4. CERTAGRI | ADENE, Portugal

Aim: improve production efficiency and enhance consumer awareness to the products' impact along its value chain, in the tran¬sition from a linear to a circular economy.

5. PrioritEE | CRES, Greece

Aim: strengthen the policy-making and strategic planning competencies of local and regional public authorities in the energy management of Municipal Public Buildings, gaining experience in five local pilots in the Mediterranean area.

6. Investing in Energy | EWA, Malta

Aim: promoting energy efficiency within medium and small sized enterprises with focus on the manufacturing, services and import/ distribution industries.

7. Italy in Class A - Information and Training Programme | ENEA, Italy

Aim: firstly, providing massive information and communication activities on energy saving to ensure broad public basic knowledge; secondly, maximizing information coverage and start tailored action; thirdly consolidating initiatives, disseminating results and analysis of communication impact, evaluating achieved outcomes.

8. Learning from failures as a support for energy transition | MOTIVA, Finland

Aim: with an innovative approach, the intervention shows how sharing failures related to renewable energy experiments can be empowering for developing new working solutions and support broader learning.

9. Live by Energy | SIEA, Slovakia

Aim: raise awareness and spread knowledge in energy efficiency, energy saving and renewable energy sources to broad public, by free expert advice especially for households, public sector, students and entrepreneurs.

10. Renewable Heating Programme | SwissEnergy, Switzerland Aim: replace fossil fuels heating systems with renewable heating systems.

11. Make Heat Simple | SwissEnergy, Switzerland Aim: extending the use of remote controlling of heating systems in secondary residences in Switzerland.

12. 2000-Watt Site label | SwissEnergy, Switzerland

Aim: evaluate large site developments in terms of building quality, density, mixed usage and mobility. The aim for low resource consumption is achieved by energy-optimized buildings, production of renewable energies on site, in a well-functioning urban development context.

1. Programme Design

In the analysis there are programmes and actions both designed to raise broad awareness and spread knowledge on energy efficiency. A few consist in multi-modal campaign developing through a considerable range of time, over three years, such as the Italian "Italy in class A", "Live by energy " in Slovakia, "PrioritEE" in Greece, "Renewable Heating Programme " in Switzerland. As for the remaining national campaigns, they develop in shorter times as they are designed to reach specific target groups.

"FAIRE service" in France, "Certificar é Valorizar" in Portugal, Investing in Energy in Malta, "Learning from failures as a support for energy transition" in Finland among the others, share a more customised approach to reach and engage the targeted audience.

Thus, programmes and campaigns have been designed on research and behaviour change modelling in order to engage and meet target groups' needs, as in "Make Heat Simple " in Switzerland, where behavioural insights have been used to identify the consciousness and the readiness of the target group to change behaviour.

The programmes targeted different stages of change starting from Pre-Contemplation through Contemplation and Preparation to Action, but only a few targeted Maintenance as "EPC gives value to your house" in Portugal.

In the broad awareness campaigns addressed to the broad public, in order to reach a variety of target audiences, different languages were used, as in Italy in Class A, Live by Energy in Slovakia and Renewable Heating in Switzerland. In each campaign traditional and social media were used do deliver the messages, as well as workshops, roadshows, webinars and targeted events.

In Italy, the broad public was sorted by age: citizens under 25, who are building their own personal and social identity and whose behaviours will consolidate in the future, clear, open and complete messages were delivered in a contemporary language, through social media. For citizens over 65, a more traditional

language was used through a TV series, radio, seminars – this cluster represents a very important part of our society as with their experience they are leaders in the family networks and can influence energy choices. The broader target of the working population is considered crucial for the campaign, as it represents the heart of energy efficiency demand, so the quality of messages and languages were relevant and clear, simple and understandable for everyone. Eventually, a communication strategy was developed to help vulnerable people to understand and manage energy issues, overcome the existing barriers and adopt specific behaviours for an efficient energy use.

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In the "FAIRE" communication campaign the target group was engaged by an online survey, and at the same time representatives of individuals, professionals and communities, at national and regional levels were involved in the steering committee. In the "Mobility Challenge" the target group was chosen among great users of private cars on daily basis, such as employees and students.

In "CERTAGRI" the target group was the agri-food's value chain, in "Investing in Energy". The national energy agency selected enterprises in manufacturing, wholesale and retail as target groups for their great potential to achieve energy savings through energy auditing and the adoption of energy efficiency actions.

In the "Make Heat" campaign, the target audience consisted of owners of secondary residences in Switzerland who were supported in using easy remote control of heating systems in order to save energy and money.

In the Smart Energy Transition Intervention in Finland, a group of energy experts were invited to the Energy Pioneers' "After Work" event series, encouraged by a familiar and relaxing atmosphere to openly share their learnings, thus promoting the adoption of an experimental culture and the local dissemination of experimental lessons. The crucial factor is to design a tailored approach for every target group, then to evaluate the insights and the outcomes, for future changes of strategy, if needed.

2. Implementation & Learnings

Success factors and bottlenecks are strongly linked to the target audience/group of the programme or campaign, their values, interests, habits, preferences, circumstances, personal background, level of involvement, or a myriad of other factors. Therefore, clear audience targeting and communication strategies, as well as relevant messaging and impact, are key factors to reach the right person at the right moment through the right communication channels and/or formats and tools. Finally, evaluating success, its key success dimensions and criteria, incl. multi-dimensional nature and major risks, must be planned/anticipated before the programme or campaign starts.

In the case of the Awareness Raising Cluster, the twelve projects are targeted to different audiences (e.g., general public, households, schools, local authorities, enterprises), address various subjects (e.g. sustainable mobility, buildings renovation, circular economy, energy efficiency in SMEs, heating systems) and are distinct in nature (e.g., communication and public awareness programmes or campaigns, labelling and certification schemes).

Different types of evaluation approaches were used to assess the overall general results, specific segments or different aspects of the programme/campaign: from social listening^{1,2}, /conversations³ and process indicators⁴ to post-programme/campaign qualitative and quantitative studies, including market surveys and data collection through questionnaires, focus groups and interviews⁵.

- ³ Investing in energy project (EWA): The success of the project was informally measured by gauging feedback from the participating enterprises and through the number of best practices shared during the business breakfasts.
- ⁴ PrioritEE (CRES): The success was measured with project indicators (number of participants to events, numbers of visits to the project website, downloads of the toolbox, etc.) and evaluation questionnaires distributed to all partners (scientific, local, and associated).
- ⁵ EPC gives value to your house (ADENE): The post-campaign market study involved two methodologies: qualitative focus-group (8 individuals) and quantitative, through telephone interviews (983 interviews).

FAIRE (ADEME): We measured the success of our campaign through the statistics (number of connections to the faire.gouv.fr website, calls via the telephone platform and appointments made with FAIRE advisers).

² Mobility Challenge (ADEME): During the week of the challenge, through the consolidation of participants (companies-employees/schools-students), modes of transport and mileage travelled via the Mobility Challenge web tool.

From the factsheets and the survey responses, the following main success factors have been identified:

- programme/campaign impact on knowledge and awareness⁶, but also changes in attitudes, public policy coherence and institutional and socio-cultural sustainability;
- degree of satisfaction and importance that target groups assign to information or deliverables of the programme/campaign.

In addition, the following main bottlenecks have been identified:

- multiple target audiences and multi-channel programmes/campaigns implies a strong understanding of target audiences needs and appropriate contents;
- participation of stakeholders be they authorities⁷, enterprises⁸, communities, or consumers to discuss/influence the programme/campaign, support or validate decisions, engage with activities and help evaluating results.
- better anticipation and mapping of all kind of variables, incl. the need for more flexible and resilient contents⁹, facing tight deadlines or lack of resources¹⁰ and managing the success of the programme/campaign¹¹ or its diversification and extension to other segments/audiences¹².

There is a permanent need to learn how the target audiences respond to the programme/campaign and to improve its evaluation (results versus the plan), aiming to provide improvement learnings (from the successes and failures) and recommendations for future programmes/campaigns. Other lessons learned include the creation of baselines to track actual performance against what was expected, as well as to ensure the maximum amount of resources working on the project to accommodate the need of exploring new contents/segments, increase promotional activities or managing the success of the campaign.

3. Outcomes & Effectiveness

The impact of the majority of the programmes and broad awareness campaigns analysed can be assessed in improved energy skills, knowledge and behavioural change. In the great transformation of the energy system currently under way, the variable "level of information" has a significant impact on citizens' behaviour. A good level of awareness generally achieved: a growing number of people are aware of the energy class of the house in which they live and regularly check energy bills to verify that they are compliant with the actual use of domestic energy.

"Italy in class A" programme included many actions so there were challenges and a constant need for exploring new languages to inform a variety of people and stimulate behaviour changes for a better use of energy. In a broader perspective, the most effective interventions go beyond information provision, focusing on structural intervention strategies to encourage people to adopt a more environmentally- friendly lifestyle and attitude towards energy.

- ⁷ PrioritEE (CRES): Bureaucracy sometimes makes it difficult to engage local authorities in project activities and there might not be enough time for municipal staff to study relative documents and design such campaigns.
- ⁸ Investing in energy project (EWA): Due to the companies' workload, enterprises have found it a little bit difficult to attend to business breakfasts and share good practices.
- Italy Classe A (ENEA): The programme included many actions, so there were challenges and a constant need of exploring new languages to inform a variety of people and stimulate behaviour changes for a better use of energy. The most effective interventions go beyond information provision, focusing on structural intervention strategies to encourage people to adopt a more environmentally friendly lifestyle and attitude towards energy.
- ¹⁰ Mobility Challenge (ADEME): 2020 has been difficult in terms of engaging public inter-municipal cooperation bodies as partners. Another difficulty is the lack of resources of ADEME Regional Offices in terms of valorisation at the level of employers, schools and participants.
- " FAIRE (ADEME): The difficulties included tight deadlines and then managing the success of the campaign (in terms of phone calls and requests to FAIRE service advisers).
- ¹² CERTAGRI (ADENE): The major bottleneck encountered was the difficulty regarding the inclusion of the retail and distribution sectors, as it was hard to map all the different variables involved.

⁶ Italy Classe A (ENEA): A good level of awareness achieved: 47% of respondents are aware of the energy class of the house in which they live and 73% check their energy bills to verify that they are commensurate with the actual use of domestic energy.

In "FAIRE", results were advertised towards professionals of the renovation sector involved in the different phases of a home renovation project, in "EPC gives value to your house" environmental awareness and concerns regarding comfort in households increased after the campaign. The study also pointed to an increase in the implementation of energy efficiency measures and in the concerns with excessive water use. The results were the basis of the simulator used for a national financing programme of energy efficiency measures in households.

In Investing in Energy, good results created a cascading effect of good practices among enterprises, which has led to the replication of many good practices across different industries. In Learning from Failures, discussing failures highlighted the influence of the context of the experiments as well as of the competence of connected actors. The underdevelopment of the market and the problems in co-development were identified as further challenges in promoting the energy transition.

Most successful engagement strategies include a bottom up approach, an attractive and easy language, a shared plan and a timely request for feedback, in order to assess adequately the behaviour change process and provide advisory reports in order to include behavioural factors when making policies.

4. Sustainability of the Programmes

In the context of existing information, from the twelve factsheets and seven responses in the case of Awareness Raising Cluster, no clear evidence could be gathered on any assessment and evaluation of positive impacts or if, and if so, how the programmes/campaigns led to a long-lasting behaviour change. In fact, relatively few public programmes/campaigns are formally evaluated and when they are, evaluation is focused on understanding whether the target audience retained and understood the message, or if they liked them.

However, at the core, any programmes/campaigns have the ability to create significant influence on those they are aimed at, and it is expected they inspire action and help embed positive change, as is the case for Mobility Challenge initiative (ADEME, France), EPC gives value to your house (ADENE, Portugal), Italy in Class A (ENEA, Italy) and Live by Energy (SIEA, Slovakia).

FAIRE (ADEME, France), Investing in Energy (EWA, Malta), PrioritEE (CRES, Greece), and Make Heat Simple and Renewable Heating Programme (SwissEnergy, Switzerland) set time-boundaries and aim to contribute to tangible strategic goals aligned with European and/or national wide targets and policy objectives

regarding energy renovation of buildings, energy efficiency in companies and public administration, and efficient heating systems. All these programmes/campaigns require continued intervention^{13,14}, to keep the countries/sectors on track to reach the long-term objectives.

On the other hand, Energy Pioneers' After Work Event Series (Motiva, Finland), CERTAGRI (ADENE, Portugal) and 2000-Watt Site Label (SwissEnergy, Switzerland) adopt holistic problem-solving approaches to the issues of societal learning, consumers demand and urban labelling.

¹³ Mobility Challenge (ADEME): The goal is to broaden and integrate other cities as partners.

¹⁴ Investing in energy project (EWA): Following this project further work is being carried out (...) to implement Energy Clusters, following on the success that arose from the best practice sharing through this initiative.

Results should be used in next-generation programmes/campaigns and information can be shared more widely before being incorporated in larger initiatives for the achievement of energy transition, circular economy and living environment goals.

The replication potential of a programme/campaign in other countries depends on the energy policies and challenges addressed, national priorities, concepts and methodologies developed, and technological solutions involved, in both technical and non-technical fields. Nevertheless, from the twelve factsheets, five programmes/campaigns show characteristics which can be replicated in other countries due to concepts (Mobility Challenge initiative, Investing in Energy), methodologies (PrioritEE, CERTAGRI) and technologies (Renewable Heating Programme) involved.

In the tailored-advice programmes cluster, the following nine best practices were analysed:

2) Tailored-Advice Programmes

1. SARE programme

Aim: To provide advice and support to households on energy audits, support professionals in the housing renovation sector.

2. FAIRE programme

Aim: To provide free tailored guidance on energy renovation works to residents, building sector professionals and local authorities.

3. I ditch my car campaign

Aim: To support volunteers who wished to reduce car use in favour of other less polluting means of transport.

4. Nest

Aim: To provide free telephone advice on energy saving and renewables, to people in Wales, with a focus on energy users who are vulnerable.

5. Home Energy Scotland (HES)

Aim: To provide advice to people in Scotland to help them improve their home energy efficiency, reduce their energy bills, and lower their carbon footprint.

6. Community and Renewable Energy Scheme (CARES)

Aim: To support and advice communities in Scotland with setting up locally owned renewable energy schemes.

7. Consumer Energy Advice Aim: To provide free-of-charge energy efficiency advice to Finnish households.

8. Solar power for households

Aim: To provide a versatile source of information about solar power and its procurement, via a website.

9. The Heat Expertise Centre

Aim: To support the decarbonising of the building stock by providing multi-level expertise to regional authorities.

1. Programme Design

The programmes analysed in this section aim to go beyond raising awareness on energy issues, and really support people or businesses in taking the next step towards action. In all of the best practice examples analysed in this section, the way of providing this support is through offering tailored advice and in-depth information.

The majority of the above programmes have been designed to support people in the residential sector, either to help them make a change in their behaviour; to improve the comfort and energy efficiency of their home (SARE, FAIRE, Nest, HES, Consumer Energy Advice); or to access renewable energy (Solar power for households). One programme (I ditch my car) had a slightly different focus, as it targeted transport behaviour and others also aim to support professionals in the renovation sector and local government (SARE, FAIRE).

The target audience in each of these programmes is broad with all of them offering support to all members of the public residing in the region they cover. None of the programmes restrict their services to a particular group defined by age or socio-economic characteristics, although Nest and HES do have an emphasis on supporting vulnerable energy consumers and those in energy poverty. The Solar Power for Homes programme will be focusing on supporting housing cooperatives, as this is seen as an area with potential for take-up of solar energy.

Two of the programmes used behavioural science insights in the design of their programme, while the majority did not explicitly base their design on a particular theoretical approach. In most cases, the programme design was informed by customer information, like demographic and geographic indicators, deprivation indicators, EPC information, market data and experience from previous projects. In addition, in one case (Home Energy Scotland) theoretical research on behaviour change was one of the elements factored into the re-design of the service some years ago.

One of the two programmes which explicitly used behavioural insights in their approach was 'I ditch my car'. Understanding how transport habits can be changed and maintained over time, from a psychology perspective were central to the design process. These insights informed the tools used to target and recruit volunteers and to understand which ones were most suitable for the local city context. In addition to bibliographical research, various surveys and focus groups were carried out to understand the motivating factors of the target audience.

The second programme to use behavioural insights was 'FAIRE', which based its approach on a study of behaviour in relation to home renovation. In particular, looking at how phases of life (having children, old age etc.) influence decision making for home renovation. The programme also used findings from a study on how an advisors' style of advice delivery, when dealing with households seeking information, effects the outcome.

2. Implementation & Learnings

All programmes offered a variety of ways to engage with their services. The two most common methods of delivering advice were through a telephone conversation with an advisor (FAIRE, HES, Nest, Consumer Energy Advice) or using an online interactive digital tool (FAIRE, HES, Solar Power for Households). Some programmes also deliver face-to-face advice (HES) and almost all make use of social media channels. The digital tools used by these programmes are a way of turning web content into advice that is specific to each users' circumstances. All the tools require the user to enter certain pieces of information about themselves and/or their homes and the guidance given is tailored to that particular user's needs. 'Solar Power for households' features a tool for people to calculate the power and size of a solar energy system that is suitable for them, as well as giving information on costs. FAIRE features an interactive tool that calculates the financial aid available for renovation, depending on the user's financial circumstances. HES offers an online Funding Finder tool, to help people identify ways to finance home energy improvements, as well as the Home Energy Check which gives recommendations on how a specific home's energy performance can be improved.

The scope of advice offered in most cases was about general energy use and energy improvements in the home (FAIRE, HES, Nest, Consumer Energy Advice), while 'Solar Power for Households' and 'I ditch my car' had a specific focus on one area. The advice offered by HES, Nest and Consumer Energy Advice is holistic and focuses on all aspects of energy use in the home such as heating, home energy improvements and changes in behaviour, and touches on water use and transitioning to renewable energy. Consumer Energy Advice also mentions promoting demand side response. 'Solar power for households' offers specific advice about solar energy systems, guidance on how to procure solar energy systems and compares tenders. 'I ditch my car' delivered advice on how to reduce car use in favour of sustainable alternatives.

The advice programmes analysed were mostly long-term programmes that are ongoing (HES, Nest, FAIRE, Consumer Energy Advice). Offering energy advice/renovation support as an ongoing service is the preferred approach, as it allows people to engage with the advice when they have a need for it and allows people to use the service multiple times. The 'I ditch my car' programme was the only one-off intervention, where the advice was delivered over a six-month period to people who volunteered to give up car travel during that time. 'Solar Power for Households' is a campaign which runs for part of the year and is repeated annually. All the programmes target multiple stages of change, with most emphasis on the pre-contemplation, contemplation and action phases and less emphasis on the maintenance phase.

Factors, which contributed to the ongoing success of the advice programmes, were, having a funding commitment from regional or national governments enabling the service to operate on a long-term basis. Often the commitment to fund these advice programmes ties into wider national or regional targets and commitments, for example the 'Consumer Energy Advice' programme forms part of Finland's climate actions to ensure carbon neutrality by 2035. Other success factor identified were the ability to regularly evaluate the service and use the learnings to improve the advice provision, therefore ensuring that the advice service stays relevant and useful to people over the long-term. Some of the bottlenecks faced by the programmes included tight deadlines, limited resources and getting stakeholder buy-in (FAIRE, SARE). In the case of 'I ditch my car', legal approval was needed for some of the programme deliverables and there were delays with approving and implementing the marketing and communication of the programme. In the case of HES, one challenge mentioned was balancing the need to provide impartial advice to customers, but at the same time giving them information that is specific enough to help them take the next step with home improvements. For example, not being able to recommend specific installers, even though this information would make it easier for customers to arrange home energy improvements.

3. Outcomes & Effectiveness

All of the programmes aim to either offer knowledge, change habits, or encourage a decision to make their home or mode of transport more sustainable. None of the programmes were exclusively about changing attitudes or values, although this is accepted as a necessary part of achieving long-term behaviour change.

There were various ways that the programmes measured their impact and success. All refer to measuring the number of advice contacts, either by phone or face to face. For example, how many people have benefited from the advice, received measures. In some cases, like Nest, the programme also tracks the amount of money the household has saved on bills after received home improvement measures. Others mention broader metrics like brand awareness. HES describes a consistent and regular evaluation of the programme, involving customer interviews. The findings form the evaluation, not only help understand the impact of the programme but also feed into the continual improvement of the service.

The I ditch my car programme evaluated the results at the end of the campaign and identified that the main motivating factor for people giving up car travel was increased awareness of environmental issues. They also found that women were more likely to change their behaviour and reduce their cause.

4. Sustainability of the Programmes

The programmes do not describe a way of monitoring long-lasting behaviour change. In most cases, the focus is on providing advice to people when they need it and there is less focus on monitoring whether the advice has been followed and for how long a change in behaviour has been maintained. Although many see the value of monitoring the long-lasting effects, this is often not possible due to limited resources.

Whether or not the changes initiated by the programmes are self-sustaining or require continued intervention, is hard to assess currently. To get this type of insight, there needs to be several rounds of follow-ups, to see if the behaviour is being maintained. Often programmes do not have provisions for this level of data gathering.

3. Education Programmes

In this Education Cluster, the following five best practices were analysed:

1. E-Radl – Pedelec trials as key to sustainable changes in mobility habits (Austrian Energy Agency) Aim: to change individual mobility behaviour and shift the current modal split towards more sustainable means of

transport.

2. Positive Energy Families (ADEME, France)

Aim: to change behaviour patterns at home and at work through collective actions.

3. Energy efficiency awareness raising actions (HEA) Hungarian Energy Agency)

- i) Residential Aim to raise awareness on energy efficiency amongst young people competition for university
- ii) Public Buildings Aim to improve energy efficiency in public buildings.

iii) Business: Aim to track energy savings potential in obligatory energy audits of large enterprises and maintains the official registry of the energy auditors.

4. Learning your way to a Greener Future (EWA, Malta)

Aim: to provide children between the ages of seven (7) and twelve (12) with an interactive educational experience on renewable energy and energy efficiency.

5. Green Wedge Project (RVO, the Netherlands)

Aim to provide suppliers of sustainable technologies with ways to improve their communication with potential buyers of their technology.

1. Programme Design

A variety of approaches was taken in designing the programmes, ranging from workshops to gaming, and awareness raising actions. Target groups were analysed and in some cases, training was provided. Behavioural research and insights were included in all projects. The projects targeted different states of change for example 'Learning your way to a Greener Future' targeted the pre-contemplation phase, the "Green Wedge" project targeted the contemplation phase, the "Positive Energy Families" targeted the preparation phase, and the "E-Radl" targeted the action phase.

We noted a broad range of target audiences – for the gaming and awareness projects the younger generations were targeted, whereas for the project "Green Wedge" for which a workshop format was opted the target audience included suppliers of sustainable technologies in the process industry.

2. Implementation and Learnings

Green Wedge

From the Green Wedge project it was learnt that suppliers of sustainable technologies (for example heat pumps) generally tend to sell their products on the basis of price and product technical specifications, rather than taking behavioural and decision-making aspects into account. During an effective, interactive workshop suppliers were inspired to use behavioural insights in broadening their sales pitch to potential clients which resulted in substantial, innovative approaches.

Positive Energy families

ADEME supported organisations in implementing actions for a "behavioural change towards energy efficiency" by offering awareness-raising tools. In the Normandy region, ADEME's Regional Department organised the challenge in companies by financing the coach, promoting the initiative and engaging participating companies in addition to supplying measuring equipment (thermometers, flowmeters, watt meters). The project resulted in not only informing people, but also encouraging them to act collectively.

Energy efficiency awareness raising actions

Energy Ambassadors campaign in the Residential sector: HEA targeted the younger generation with its "Energy Ambassadors" campaign. Under this programme HEA organises a competition every year for university students to show the importance of the energy efficiency in an enjoyable and playful way. **Public Buildings**: Awareness raising action plan created to reduce energy consumption in the office. Employees were monitored in relation to waste disposal, printing, mode of transport to work etc. A special website was launched containing tips on how to be more energy efficient complete with an e-leaning platform. **Business**: HEA tracks the energy savings potential identified in the obligatory energy audits of large enterprises and maintains the official registry of the energy auditors.

Learning your way to a Greener Future

EWA has developed educational games to raise awareness on different types of renewable energy sources and energy efficiency (mainly behavioural and appliance use that affect energy consumption in households). The project received positive feedback from both educators and children themselves. Furthermore, it was observed that children engaged more with hands-on and digital activities when compared to traditional methods such as talks.

E-radl – Pedelec trials as a key to sustainable changes in mobility habits

Through their campaign, AEA targeted commuters in the federal province of Burgenland, Austria. Participants were given the opportunity to test an e-bike free of charge for two weeks while renouncing their private cars. The campaign was also accompanied by a scientific evaluation to assess participants' mobility associations. During the campaign the use of e-bike as a means of transport has risen sharply and around fifth of the participants actually wanted to buy an e-bike.

3. Outcomes and Effectiveness

When educational programmes are designed around competitive campaigns or with gamification, the results showed that participants appreciate a "playful" character, a non-obligatory participation and the absence of guilt tripping. This results in a low threshold to actually participate in the intervention, especially when youth is involved. But an even more straightforward approach, such as a workshop, can be effective when the aim is to convey another perspective or specific tips for delivering a message.

4. Sustainability of the Programmes

When participation leads to ambassadors of the programme, the participants fulfil a continuing contribution to the project, as they continue to spread the message. For the energy ambassadors in the Residential Sector, this resulted in online dissemination activities such as YouTube videos. These can easily be monitored and in that way it becomes clear how many people are 'influenced' by the message.

The factsheets/answers to the survey did not really indicate how this resulted in long- term behaviour change.

4. Research Programmes

In this Research Cluster, the following four best practices were analysed:
1. "A typology of households engaging in energy-efficient renovation work" (ADEME, France)
Aim: To describe the human factor to take into account when implementing energy efficiency policies targeting households at the national and local levels.

2. "Personal and up-scalable approaches for preservation of residential areas" (RVO, Netherlands)
 Aim: To persuade and enable private homeowners to take sustainable measures in their homes and direct environment at a national level.

3. "Behavioural science informed catalogue of suitable interventions for increasing energy efficiency in SMEs" (SwissEnergy, Switzerland)

Aim: To create a catalogue of voluntary instruments to be implemented.

4. "Exploring the experience of a home renovation works" (ADEME, France)

Aim: To understand better the "mental load" that a large-scale home renovation project puts on the household in charge of leading/coordinating the work, and the difficulties, barriers... it is likely to face at every step. To enlighten the good practices that ensure the work to be conducted with success and that will benefit to all the stakeholders involved.

1. Programme Design

This cluster consists of four good practice factsheets selected from the research field. They are bottom-up programmes that aim to solve a specific problem. This can make them different from top-down programmes that are broader or have more resources. These programmes provide ideas and tools to improve existing behaviour in the field of energy efficiency.

It can be said that the projects were designed in a rather similar way, based on behavioural insights, most often through psychological and sociological analyses, sometimes complemented by interviews with target groups. For the most part, the projects are designed to better understand the diversity of households and their needs to adjust the service offerings of companies in the field of energy efficiency but also to integrate sustainable behaviour in households by changing their mindset.

The programmes targeted different stages of change such as contemplation ("Personal and up-scalable approaches for preservation of residential areas" and "Typology of households"), preparation ("Behavioural science informed catalogue of suitable interventions for increasing energy efficiency in SMEs") and action ("Exploring the experience of a home renovation works").

Three projects targeted households, most of which were selected on the basis of their social profile and behaviour through surveys or interviews. The other programme, called "Behavioural science informed catalogue of suitable interventions for increasing energy efficiency", targeted businesses, especially SMEs. The target groups were actively involved in the implementation of the programme through experiments or interviews, e.g. 14 families reported about their daily life during the renovation of their house in the project "Exploring the experience of a home renovation works".

2. Implementation & Learnings

The implementation of the programmes seemed to work well because the target groups were interested in the subject and had to participate actively. However, from the long-term experiences, it seems that people's interest and participation has decreased, such as in the programme called "Exploring the experience of a home renovation works". Another difficulty for one of the projects, however, was its implementation, not because of disinterest, but because the authorities were busy with similar projects ("Personal and up--scalable approaches for preservation of residential areas").

The implementation of the programmes allows professionals and authorities to better understand the needs, motivations and difficulties of the target groups, who have also experienced a way to behave in a more sustainable way.

In the case of this cluster the four projects are research-based programmes that then reach a target group through interviews, questionnaires or participation in experiences. This approach can be beneficial in terms of dissemination for all agencies, including those with fewer resources, as it provides a scientific base to address a specific problem.

3. Outcomes & Effectiveness

The lessons learnt from the programmes could help to adjust and better design the services offered to the real needs of people in order to encourage them make more sustainable decisions and thus adopt more sustainable behaviours. The impact of these programmes can be assessed in terms of behavioural change, as many of the results are taken into account and evaluated by authorities and professionals to assess/ redesign policies and to offer better support to people in improving their habits and behaviours ("Personal and up-scalable approaches for preservation of residential areas" + "Exploring the experience of a home renovation works" + "Typology of households"). This could also enable further projects and experiments to be implemented ("Behavioural science informed catalogue of suitable interventions for increasing energy efficiency in SMEs").

Engagement methods seem to work best when people are deeply involved in the process by sharing their observations and reflections in a non-binding way. This is a way of making people feel engaged and gaining more knowledge about the subject.

This consultative approach is a common feature of all projects. In the case of these research projects, it is difficult to analyse the success of the programmes as this is preparatory work for their future implementation.

4. Sustainability of the Programmes

The programmes are more research-based, but the way they are conducted teaches households, authorities and professionals what works and what needs to be changed to benefit both clients and workers. In the field of service companies, once changes are made in the way they provide advice, work on site (in a house renovation, for example), recruit their employees, then the changes stand on their own. When the programme involves people, if it goes well, there is no reason why those who have tried a new behaviour should not keep it and spread it around.

For this cluster, the four programmes analysed could be replicated in other countries because they are research studies based on academic work, interviews and people's involvement.

3. Key Conclusions from the Analysis

The main conclusions from the analysis are as follows:

- There is a broad range of behaviour change projects being delivered across the EⁿR network;
- Insights from behavioural science and psychology are starting to be factored into the design more now, but not used consistently;
- Monitoring long-term impact is not done consistently, often due to lack or resources;
- Success requires commitment from multiple stakeholders;
- Programme design is still quite top-down, but target audience are sometimes consulted.

4. Recommendations

Recommendations drawn from the analysis include, but are not limited to the following:

- Encourage agencies to carry out more research & education programmes which are generally easy to replicate since they are based on academic work, and are bottom-up programmes, requiring fewer resources;
- Encourage agencies to test the programmes in order to verify the hypotheses and optimise the design;
- Encourage agencies to systematically evaluate the effectiveness and impact of programmes to facilitate the design of future programmes. In this way we could build on past projects using lessons learned and recommendations. These evaluations may also be useful for replicating the projects in other countries;
- We recommend setting up a workshop on how to monitor and measure results of behaviour change programmes (perhaps together with the social scientists) and identify some measurable impacts, key indicators for example;
- Secure commitment from multiple stakeholders;
- Select appropriate channels & language according to target group;
- Encourage agencies to actively involve their target audiences (e.g. through hands-on activities) to achieve better citizen engagement.

5. What can energy agencies learn from behavioural science

Aside from analysing current best practices, the EⁿR was also interested in understanding how the behaviour change programmes that energy agencies deliver can be enhanced and become even more effective in the future. Within this area, there is much that energy agencies can learn from behavioural and social sciences, to strengthen their understanding of the psychological and sociological aspects of behaviour change. The EⁿR initiated dialogue with leading academics within the fields of sustainable energy behaviour, energy sufficiency and vulnerable consumers, with an aim to share knowledge. For the practitioners it is useful to learn about the existing theories and research on these topics and for academics to gain insight into how behaviour change programmes are being delivered in real- life settings.

To help us understand the current level of knowledge and activity among EⁿR members on the topics of energy sufficiency and vulnerable consumers, we distributed a survey to all EⁿRmembers in March 2021. The results were used to inform the discussions at 'The road to net zero: what can energy agencies learn from behavioural science' session during the 2021 Behave conference. The results of the survey are summarised below.

Vulnerable and hard to reach energy consumers

In the survey circulated to EⁿR members, we asked respondents whether their country had a definition for vulnerable energy consumers and/or a hard to reach energy consumers. The responses showed that 55% of member countries had a definition for vulnerable energy consumers, 36% did not and 9% said that a definition was in development. None of the respondents had a specific definition for a hard to reach energy consumer.



Some examples of the definitions used

In Ireland, vulnerable energy consumers are defined as those who are critically dependent on electrically powered equipment, like medical equipment, or those who are particularly vulnerable to disconnection during winter months for reasons of advanced age or physical, sensory, intellectual or mental health.

In Poland and Hungary, the criteria are socio-economic and linked to eligibility for social welfare support. In Italy, the definition is related to the ratio between income and expenditure on basic services.

In the UK, a vulnerable consumer is defined as one who is significantly less able than a typical consumer to protect or represent their own interests, or significantly more likely to experience detriment, or for that detriment to be more substantial.

Support programmes targeted at vulnerable energy consumers

The majority of EⁿR members who responded to the survey, reported a number of programmes aimed at supporting vulnerable energy consumers in their country. The criteria that qualify people for these support programmes are mostly socio-economic, health issues, as well as the climate in the area of residence. The types of support offered varied, with most offering tax reductions, energy saving advice, grants to cover energy efficiency improvements, additional legal protections and reduced energy tariffs.

In Ireland, SEAI deliver the Warmer Homes Scheme, which offers free energy efficiency upgrades for consumers who are in receipt of certain welfare payments.

In Poland, there are various programmes, like the Stop Smog programme, that offer improvements to the thermal efficiency of homes and upgrade to less polluting heating systems. The programmes are targeted at those in energy poverty.

In Greece, there are special protection measures in place for those considered vulnerable, which prevent electricity suppliers from cutting-off supply during the winter and summer months, as well as allowing partial payment of energy bills and forgoing interest on late payments.

In Italy¹⁵, there are discounts on gas and electricity bills for people who meet certain socio-economic criteria. There is also an electricity bill discount available to those reliant on life-supporting medical equipment. There are also tax deductions for energy refurbishment of social housing buildings.

In Portugal, social tariffs for gas and electricity are available to vulnerable consumers. There is also support available to switch energy suppliers and improve energy literacy, although these are not specifically targeted at vulnerable energy consumers. The Portuguese National Energy and Climate Plan 2030 and the national strategy to tackle energy poverty, foresee policies and measures to protect and support vulnerable customers, in particular those with serious health problems, through legal protections, energy efficiency advice and financial support.

In the UK, there are many programmes funded by national and regional governments, as well as charity--run programmes aimed at supporting people in energy poverty. The programmes offer energy efficiency improvements to homes, heating system upgrades, energy saving advice and access to grants.

In Malta, the 'Replacement of Appliances for Vulnerable People' offers vulnerable households newer energy efficient appliances, free of charge, as well as advice on how to save energy. Vulnerable households are identified by social workers.

In the Netherlands, the RREW programme supports municipalities who want to engage with people, including hard-to-reach consumers, on energy issues by distributing free low-cost energy efficiency measures.

Sufficiency

In addition to questions on vulnerable energy consumers, we also included questions on sufficiency in the survey circulated to EⁿR members, in order to analyse the nature and level of activities that the EⁿR agencies have devoted to the new topic of sufficiency. 13 EⁿR members answered these questions.

Existence of a behavioural insights team in the agency/organisation

Half (7/13) of the agencies claim to have a dedicated staff dealing with behavioural insights (for example SEAI, Ireland; MEKH, Hungary; ENEA, Italy; ADEME, France; RVO, the Netherlands). Two additional agencies participate in projects having a social science dimension or take part in the EⁿR Working Group Behaviour Change, but without full-time specialised staff.

¹⁵ Italian measures for energy vulnerability: Electricity social bonus (2008 -); Electricity bonus for physical hardship(2009 -); Gas social bonus (2009 -); Tax deductions for energy renovation(2007 -); Electricity tax exemption (1993 -); Heating tax relief (1998 -); National Training and Information Energy Efficiency Programme (2016 -).

In Poland, KAPE indicates that the issue of behavioural insights is sometimes a part of their projects.

ADENE, Portugal, has a new area which is in development that will address the social aspects of the energy and environmental policies (e.g., energy poverty and consumers, fair and just transition).

Agencies mentioned their areas of interest, including energy poverty or social aspects of energy efficiency policies deployment, and raising awareness through education and information activities or forecasting.

Agencies' work on sufficiency

Not surprisingly, we found the same ratio of agencies dealing with sufficiency (7/13). In addition, four agencies incorporate somehow concerns on sufficiency (circular economy) or plan to do so.

EⁿR members are mainly dealing with energy issues only (i.e. energy efficiency, renewable energy, access to energy) and climate change. They work on circular economy, the "resource" sufficiency for strategic raw materials, and even the "consumption" sufficiency (for instance, eat locally and less meat, reparability of products etc.).

Only a few agencies (3) have a broader perspective than energy efficiency for energy sufficiency. In France, ADEME activities cover the three aspects (energy, resources and materials sufficiency). All these dimensions on sufficiency are gathered in unique long-term prospective scenarios called "ADEME's long-term visions on energy, consumption and resources".

Some agencies (RVO, the Netherlands; ENEA, Italy; CRES, Greece) are working on sufficiency at policy implementation level (circular economy, sufficiency and eco-design, energy poverty, awareness campaigns), and one agency referred to applied research in addition to policy implementation (ADEME, France).

In conclusion, it seems that the concept of sufficiency is rather new and is perceived as a continuation of energy sufficiency rather than a rupture. This concept also seems quite often to be understood only within its behavioural and individual dimensions rather than with a collective dimension. However, we can assume that this field will be of a growing importance for the agencies in the future, including resources and consumption sufficiency (circular economy).



Overview of factsheets

Clusters:

- 1) Broad awareness raising campaigns or programmes;
- 2) Tailored-advice programmes;
- 3) Educational programmes;
- 4) Research projects.

Name of factsheet	Cluster	Aim of project	Agency	Country	Page
Learning from failures as a	1	Encourage energy experimenters and other actors	Motiva	Finland	26
support for energy transition		to openly share their failures, thus promoting the			
		adoption of an experimental culture and the local			
		dissemination of experimental lessons			
CERTAGRI	1	Improve production efficiency and enhance con-	ADENE	Portugal	27
		sumer awareness to the products' impact along its			
		value chain, in the transition from a linear to a cir-			
		cular economy			
Make Heat Simple	1	Extending the use of remote controlling of heating	Swiss	Switzerland	28
		systems in secondary residences in Switzerland	Energy		
Investing in Energy	1	Creating a network between enterprises to work	EWA	Malta	29
		specifically on energy efficient measures			
Awareness-raising and pro-	1	Promote energy efficiency in households by chang-	ADENE	Portugal	30
motion campaign for energy		ing behaviours and encouraging the use of energy			
efficiency in households.		performance certificates			
Communication and awareness	1	Encourage citizens to undertake renovation works,	ADEME	France	31
raising campaign for the gener-		to promote the tailored support of advisers			
al public on the "FAIRE" service					
Renewable Heating Programme	1	Replace fossil fuels heating systems with renewable	Swiss	Switzerland	32
		heating systems	Energy		
Solar power for households	1	Encourage households to guide their behaviour	Motiva	Finland	33
		into more sustainable direction by investing in solar			
		power, and decreasing their electricity bill			
Live by Energy	1	Raise awareness and spread knowledge of energy	SIEA	Slovakia	34
		efficiency, energy savings and renewable energy			
		sources by providing free expert energy advice			
Italy in Class A	1	Support, raise awareness and encourage large com-	ENEA	Italy	35
		panies and SMEs to perform energy diagnostics and			
		to use the incentive tools available aimed at install-			
		ing efficient technologies			
The "Mobility Challenge" initi-	1	Promoting and raising awareness of alternative	ADEME	France	36
ative		modes of transport to the private car use			
2000-WattSite label	1	Evaluate large site developments in terms of build-	Swiss	Switzerland	37
		ing quality, density, mixed usage and mobility	Energy		

Name of factsheet	Cluster	Aim of project	Agency	Country	Page
Increase of Innovative per-	2	Increase the innovative performance of the Slovak	SIEA	Slovakia	38
formance of Slovak Economy		economy through the implementation of targeted			
Project		activities in all regions of the Slovak Republic			
The "FAIRE" service	2	Bring together all the public and private actors in	ADEME	France	39
		the field of energy renovation and renewable en-			
		ergies and make their offer clear under a common			
		banner "Committed to FAIRE"			
Expertise Centre for Heating	2	Supporting the decarbonising of the building stock	RVO	The Nether-	40
		by providing multi-level expertise to these regional		lands	
		authorities			
CARES	2	Help meet Scottish Government's targets for 1GW	EST	UK	41
		of renewable energy in community and local own-			'
		ership by 2020 and 2GW by 2030			
"I ditch my car"	2	Improve air quality by encouraging the reduction in	ADEME	France	12
		the use of the most polluting vehicles			44
Consumer Energy Advise	2	Improve the energy efficiency of Finland's housing	Motiva	Finland	47
		and to migrate into using renewable energy			40
Homo Enorgy Scotland	2	Improve the quality of life and wellbeing for page	ECT		
Home Energy Scotland	2	The in Sectland by boling them make their homes			44
		pie in Scotland by helping them make their nomes			
		warmer and safer, but also has a clear goal of tack-			
		ling the climate emergency			
SARE Programme	2	Implement information and support measures for	ADEME	France	45
		the energy renovation of housing and small private			
		tertiary premises throughout the country			
GREEN WEDGE	3	Improving the capacities and capabilities of suppli-	RVO	The Nether-	46
		ers of sustainable energy technology from SMEs in		lands	
		the process industry			
"e-Radl" - Pedelec trials as a	3	Motivate people to change their mobility behaviour	AEA	Austria	47
key to sustainable changes in					
mobility babits					
Loarning your way to a Grooper	2	Domonstrato roal life sconarios and shall provide			40
futuro	5	children with the basic knowledge to make operative			40
luture					
		Conscious decisions			
Energy eniciency awareness	3	Show the importance of the energy efficiency to		Hungary	49
raising actions		the youth and increase energy emciency in public			
<u> </u>		buildings and			
"Positive Energy Families"	3	Ensure that "eco-behaviors" at home and at work	ADEME	France	50
		are mutually enriching			
Exploring the experience of a	4	Bringing knowledge on how to design better its ser-	ADEME	France	51
home renovation works		vice offer and adapt to the constraints and wishes			
		of each household instead of bringing a standard-			
		ized advice solely focused on energy efficiency is-			
		sues			
Personal and up-scalable ap-	4	Persuade and enable private home owners to take	RVO	The Nether-	52
proaches for preservation of		sustainable measures in their homes		lands	
residential areas					
A typology of households en-	4	Understanding better the different profiles of	ADEME	France	53
gaging in energy-efficient reno-		households when looking into energy-efficient ren-			
vation work		ovation work			

Name of factsheet	Cluster	Aim of project	Agency	Country	Page
PrioritEE		Strengthen the policy-making and strategic plan-	EU		54
		ning competencies of local and regional public au-	project		
		thorities in the energy management of Municipal			
		Public Buildings			
TRACER		The design (or re-design) of Research and Inno-	EU		55
		vation (R&I) strategies of coal intensive regions in	project		
		order to facilitate their transition towards a sustain-			
		able energy system			
EU Heroes		Enabling increased deployment of communi-	EU		56
		ty-owned solar PV systems	project		
LEAP4SME		Support Member States in establishing or improv-	EU		57
		ing national and local schemes for SMEs to undergo	project		
		energy audits and implement cost-effective recom-			
		mended energy-saving measures			
EMOBILITY WORKS		Integrate electric mobility in European Municipali-	EU		58
		ties, strongly involving local business	project		
Label2020		Stimulate innovation by manufacturers and de-	EU		59
		mand for energy efficient products by consumers	project		
		and professional buyers			

EnR online Library of best practices

Our online library of best practice projects of our member agencies includes a portfolio of diverse projects relating to energy efficiency, renewable energy, behavioural insights, and links with all relevant elements of the European Green Deal. By selecting a particular project which may be of interest to you, you can click further to navigate you to a more detailed factsheet about the project. The factsheets provide more information about the main goals of project, who was involved, the main results and to which part of the Green Deal it is related.

Link to EnR library



The voluntary network of European Energy Agencies - at the heart of the clean energy transition

Name and Country of EⁿR Member

Motiva - Finland



Name of Project/Programme

Learning from failures as a support for energy transition

Description of Project

Learning from experiments has been seen important in developing climate and energy solutions, but less attention has been paid to learning from the inevitable failures associated with experiments. Societal learning from failures is nevertheless challenging because sharing such experiences is difficult. The project focused on a novel kind of intervention developed to support learning from failures related to renewable energy experiments. A series of After Work events for pioneers of energy experiments was held in different locations in Finland during 2018-2019. A total of 139 experts interested in energy experiments took part in the events. The aim of the Energy Pioneers' After Work event series was to encourage energy experimenters and other actors to openly share their failures, thus promoting the adoption of an experimental culture and the local dissemination of experimental lessons.

The events were planned in a way to create a safe space for sharing failures, including e.g. the use of a relaxing atmosphere, humorous examples, and discussions in small groups. Small group discussion results were written up by a project team member, and reports of the events were shared with participants. The series of events was evaluated by collecting feedback from participants and interviewing a number of them after the event.



organised. A total of 139 experts interested in energy experiments took part in the events.

The events highlighted very concrete lessons from failures such as the need to improve the flow of information, pay attention to the quality of the technical installations of the systems and support the fitting of new technology to the operating environment. Discussing failures also highlighted the influence of the context of the experiments as well as of the competence of connected actors. The underdevelopment of the market and the problems in co-development were identified as further challenges in promoting the energy transition. Vendors 'promises' and customer expectations may not meet and there have been problems in communication and interaction.

Identifying the causes of failures is key to developing new workable solutions and supporting broader learning. The experiment proved futile the suspicion that people would perceive the theme of failure as negative and discouraging. On the contrary, sharing failures can even be empowering if one succeeds in creating a psychologically safe state in which sharing failures is valued rather than criticized and peer learning is multifaceted. The project revealed that, with this new series of events, it is possible to contribute to accelerating the adaptation of new energy solutions to their operating environment, and thus to promoting energy transition.

An integral part of the project was also to raise awareness and encourage project owners to share their experiences on challenges and failures in project implementation. Changing behaviour to be more open on the difficulties and share and learn from failures is beneficial also on broader context than for the project

We studied what the events revealed about the failures and what participants learned from the discussions at these events. Based on the results, we examine how sharing experiences of failures could be promoted, how the intervention itself showed aspects of failure, and what was learned from organizing the series of events.

Aim/Expected Impact of Project

In order to encourage sharing of experiences of failures, and collective analysis of what can be learned from these experiences, a series of After Work events for pioneers engaging in energy experiments in different locations in Finland during 2018-2019 was owner only.

Involvement of the Agency and Link to the EU Green Deal

Smart Integration Just Transition

This intervention was carried out by Centre for Consumer Society Research/University of Helsinki and Motiva within a work package 'Competence development: learning from smart energy pilots and early users' of a large Smart Energy Transition project (2015-2021) funded by the Strategic Research Council, Finland.



The voluntary network of European Energy Agencies - at the heart of the clean energy transition

Name and Country of EⁿR Member

ADENE - Portugal Adene Agência para a Energia

Name of Project/Programme

CERTAGRI Circular Economy Label

https://innovation.adene.pt/project/certagri/

Description of Project

The project aimed to implement a Circular Economy Label for the agri-food sector. The goal of the project was to transmit to the consumer, in a clear and precise way, the circular economy performance along the products' value chain. This performance is communicated through a combined classification, with gradation of colours – the Circular Economy Label.

CERTAGRI aimed to develop an integrated voluntary label¬ling system, directed to the agri-food sector, focused on the efficiency and circularity of resources along the entire value chain (agricultural production, industrial process, transport and retail). The project involved a broad Adviso¬ry Board and a group of stakeholders from associations and sectors' organisations.



Aim/Expected Impact of Project

The project aimed to improve production efficiency and enhance consumer awareness to the products' impact along its value chain, in the transition from a linear to a circular economy. CERTAGRI was the first step in creating a specific labelling instrument for the circular economy which applies to the agri-food sector, covering the associated agricultural, industrial and logistical sectors, with the purpose of combining sustainability with differentiation, through a label and tool for consumers and businesses.

Involvement of the Agency and Link to the EU Green Deal

Circular economy

ADENE aims to be the centre of excellence for the energy transition, mobilising citizens and institutions, with a view to a more competitive, sustainable and low-carbon economy. ADENE has applied in this project its experience of more than ten years in the implementation of voluntary and mandatory classification instruments, together with ISA's (Instituto Superior de Agronomia) wide experience in the sustainability of the agricultural sector and with the support of more than 25 stakeholders.





The voluntary network of European Energy Agencies - at the heart of the clean energy transition

Name and Country of EⁿR Member

SwissEnergy – Switzerland



Name of Project/Programme

MakeHeatSimple

Description of Project

The project aims at extending the use of remote controlling of heating systems in secondary residences in Switzerland. Switzerland has around 700'000 secondary residences, mainly in mountain regions. Behavioural insights have been used to identify the awareness and the readiness of the target group to change behaviour. As a result a dedicated communication campaign targeting property owners was implemented.

https://makeheatsimple.ch/ (in French, German, Italian)



Aim/Expected Impact of Project

The potential energy savings have been estimated at around 2'200 GWh/a.

Involvement of the Agency and Link to the EU Green Deal

Renovation wave Digitalization

Involvement of the Agency:

- Conception and management of the project, including testing
- Finding intermediaries (electrical and heating system installers and professional associations) and partners (local governments)
- Promotion





The voluntary network of European Energy Agencies - at the heart of the clean energy transition

Name and Country of EⁿR Member

The Energy and Water Agency (EWA) - Malta



Name of Project/Programme

Investing in Energy

https://www.energywateragency.gov.mt/energy-efficiency/ at-tachment/investing-in-energy

Description of Project

This project tackled various aspects of promoting energy efficiency within small and medium-sized enterprises with focus on the manufacturing, services and import/distribution industries. Its main components included an outreach initiative, pilot projects, data collection and training workshops.

It was designed in two phases, where during the first phase detailed collection on energy consumption was carried out, followed by a pilot set of energy audits. The second phase continued to expand the energy audits but focussed mainly on providing technical workshops, training opportunities in aspects of energy auditing (mainly on auditing transportation) and business breakfasts with sharing of good practices between enterprises.

The project was driven by the Malta Business Bureau in partnership with the Energy and Water Agency and the Malta Chamber of Commerce, Enterprise and Industry, with co-financing from the Regulator for Energy and Water Services and the Ministry for the Economy, Investment and Small Business. Through these channels and advertising it was possible to reach a wide range of enterprises. It was also possible to reach the general public through press-releases and presence in the local media.



Aim/Expected Impact of Project

A total of 150 enterprises were reached through this project, with the aim of creating a network between enterprises to work specifically on energy efficient measures.

Through the project it was possible to expose enterprises to Malta's strategic goals and highlight the key role industry plays in reaching these goals. It was also possible to provide technical support to industries in reaching these goals and implementing obligations. Enterprises were able to share good practice such as how to become more energy efficient, even when increasing the company's workload. By focussing on the processes that are common between different enterprises, it was possible to create a cascading effect of good practices, and many good practices were replicated across different industries.

Following this project further work is being carried out by MBB to implement Energy Clusters, following on the success that arose from the best practice sharing through this initiative.

Involvement of the Agency and Link to the EU Green Deal

Smart Integration/Just Transition

The Agency worked hand in hand with MBB in order to identify the target audience for this initiative. It also provided the resources necessary to carry out the energy audits within the group of enterprises, in order to highlight its benefits and support the companies in implementing energy efficient measures. In addition, the Agency worked on creating a scheme to keep promoting such energy audits within SMEs.

The project aimed at gauging the effort of each participating enterprise, operating in Malta, in complying with legal obligations emanating from EU energy regulations while providing an understanding as to the costs and savings resulting from energy efficiency measures that were being implemented or planned by the enterprises.

The Agency helped organise and participated in the breakfast meetings and workshops of this project. Through this participation it was able to reach various industries and highlight Malta's contribution towards EU Climate Targets.





The voluntary network of European Energy Agencies - at the heart of the clean energy transition



ADENE - Portugal



Name of Project/Programme

Awareness-raising and promotion campaign for energy efficiency in households.

Description of Project

The strategic objective of this campaign, focused on mainland Portugal and targeted to the residential sector, was to promote energy efficiency in households by changing behaviours and encouraging the use of energy performance certificates (EPC). The campaign was designed to promote and reinforce that investments in energy efficiency provides multiple benefits including better quality of life, costs reduction, health benefits and comfort improvement for households.

The main goals were to:

- Promote energy efficiency behaviour in the general public;
- To show that it is always possible to be more energy efficient and do more to save energy;
- Provide the different target audiences with tools and information that enables behaviour change;
- Promote energy efficiency multiple benefits, such as the achievement of strategic objectives for economic and social development and environmental goals;
- Demystify and simplify the behaviour change concept so that the campaign messages persist and reach future audiences, impacting their energy consumption habits.



- Make known to consumers the advantages of energy efficiency, by appealing to the responsible use of energy;
- Promote the additional benefits of the EPC for the citizens, beyond its legal requirement for sold or rented out buildings, namely the opportunities to do informed choices and value the properties, as well as direct benefits, in the short term, in terms of energy savings and monthly costs;
- Make citizens aware that:
- EPC increases the commercial value of homes and facilitat commercialization;
- by implementing measures, the energy performance of the house improves;
- living in an energy efficient home is less expensive, more comfortable and more rewarding.

Involvement of the Agency and Link to the EU Green Deal

Renovation wave

ADENE was responsible for the development of:

- Market studies, before the campaign, to evaluate the state of the art among the target audience and after the campaign to evaluate its impact;
- Simulator and app casA+, a tool to estimate the energy rating of houses, to identify simple improvement measures, as well as, best practices and associated savings: https://portalcasamais. pt/simulador/
- Communication and awareness raising actions, below the line,

Over 8.000.000 individuals (about 3,200,000 families), considering the target public and the geographical scope, were reached by the awareness, information, communication and promotion actions of the campaign.

Aim/Expected Impact of Project

The campaign, which had as motto "Certificar é Valorizar" ("EPC gives value to your house") aimed to:

• Inform individuals about practices and measures to trigger energy efficiency behaviour changes at home;

- for the target audience: households, students, tenants and real estate professionals.
- Communication campaign on media channels (TV, radio, internet, press):
 - https://www.youtube.com/watch?v=sY5zKmfFwfA
 - https://www.youtube.com/watch?v=oB7U3xeLYAM
- https://www.youtube.com/watch?v=rO2et9X5NH8
 https://www.youtube.com/watch?v=GTisjfG8luM
 https://www.youtube.com/watch?v=EYOCGKqbfho



The voluntary network of European Energy Agencies - at the heart of the clean energy transition

Name and Country of EⁿR Member

ADEME - France



Name of Project/Programme

Communication and awareness raising campaign for the general public on the "FAIRE" service (Facilitating, Accompanying and Informing on Energy Renovation)

https://youtu.be/9MoG9OgxzDw

Description of Project

"FAIRE" is the information and advice public service that provides free-of-charge tailored guidance on energy renovation works to citizens, building sector professionals and local authorities.

As part of the renovation dynamic initiated by the Energy Renovation Plan for Buildings presented in April 2018, the French Government and ADEME relaunched the FAIRE campaign in favour of energy renovation in June and July 2020, with the aim to promote the availability of the new state aid "MaPrimeRénov'".

In order to measure the effectiveness of this campaign, 1,050 online surveys were carried out among the French population of 18-years-old and above.

ADEME, with the support from BVA, French research and consulting company, performed the evaluation of the campaign through a post-test whose results were analysed in comparison with previous post-tests measuring earlier campaigns (conducted





Some of the conclusions of the evaluation:

- the campaign's performance was strongly influenced by the lock-down due to COVID-19;
- the campaign continues to strengthen the "FAIRE" brand in people's minds
- people are encouraged by this awareness raising campaign; new state aid MaPrimeRénov' interests them, but at the same time generates some frustration due to the information that is not clear enough on eligibility conditions.

These conclusions show that there are 2 possible axes of optimisation to promote:

- to mark and position the aid calculator more explicitly;
- and the support services offered by the FAIRE advisers to meet the need for quick visibility of eligibility conditions

Aim/Expected Impact of Project

The campaign had two main objectives to Facilitate, Accompany and Inform on Energy Renovation (FAIRE):

- Promote the existence of the new financial state aid "MaPrimeRénov'",
- Pursue the deployment of the FAIRE brand in order to encourage citizens to undertake renovation works, to promote the tailored support of advisers, and the understanding of the FAIRE service offer.

Involvement of the Agency and Link to the EU Green Deal

in 2018 and 2019).

The study aimed to meet the following objectives:1. to evaluate the knowledge of the support available for renovation works, in particular of the new state aid "MaPrimeRénov'",

2. to measure the awareness of the FAIRE brand,
 3. to evaluate the efficiency of the campaign,
 4. to evaluate the induced effects.

Renovation wave

The communication and awareness raising campaign for the general public was conducted by ADEME in June-July 2020 and evaluated with BVA, French research and consulting company.

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The voluntary network of European Energy Agencies - at the heart of the clean energy transition

Name and Country of EⁿR Member

SwissEnergy – Switzerland





Name of Project/Programme

Renewable Heating Programme

https://www.erneuerbarheizen.ch

Description of Project

The Programme involves many different measures and partners. The development of the programme was preceded by a detailed analysis of the obstacles to a corresponding change in behaviour. Renewable heating currently includes the following measures:

- An impulse advisory service for renewable heating was developed, specifically for efficient, initial on site advice for the building owners. This consulting is subsidised by most cantons. Website for building owners to easily find the options for renewable heating for their own buildings. The information includes investment costs, operating costs and CO2 emissions (2 different models). It contains comprehensive information on heating systems, an action plan and proposes consultants working nearby.
- The installers are trained in "impulse advisory" and additional training and education measures have been implemented to ensure that sufficient specialists are available for the replacement work.
- Numerous partnerships have been established with various associations and companies which contribute to the content and

- Umbrella communication which informs the different target groups on different channels: TV advertising, newspapers, social media, news channels, news letters, special editions, exhibitions, congresses, etc.

The programme has been in implementation since January 2020 and is expected to last about 5 years.

Aim/Expected Impact of Project

The aim of the Programme Renewable Heating is to replace fossil fuels heating systems with renewable heating systems. Today, 900,000 fossil heating systems (oil and natural gas) are in operation in Switzerland. By 2050 at the latest, these should be replaced by renewable heating systems. This corresponds to an increase in the replacement of fossil heating systems by renewable heating systems from 10,000 to 30,000 per year. As fossil fuel heating systems have a service life of 15 to 25 years, no more fossil fuel heating systems should be installed after 2025.

Involvement of the Agency and Link to the EU Green Deal

Renovation Wave

• SwissEnergy: project development, projectmanagement, financing, communication

communication. For example cantons, municipalities, association of installers, banks, insurance companies. • The execution is mainly with external communication agencies, partners, cantons and municipalities.



The voluntary network of European Energy Agencies - at the heart of the clean energy transition

Name and Country of EⁿR Member

Motiva - Finland





Name of Project/Programme

Aurinkosähköä kotiin (Solar power for households)

https://aurinkosahkoakotiin.fi/

Description of Project

Aurinkosähköä kotiin (Solar power for households) website is a versatile source of information about solar power and its procurement. The website includes e.g.

- Information concerning solar power and related equipment
- Guidance on how to procure solar power and compare tenders
- Tenders and a possibility to compare between turnkey deliveries (3-6 kW and 10-20 kW) for different sized model households. Tenders cover whole Finland.
- A calculator for estimating preliminarily which kind of a solar system (power, sizing and price) would be suitable for your house
- Information about solar system briefing events all over Finland
- Messenger instant message service via "Asiaa energiasta" (Information about energy) Facebook page related to consumer energy advice.

The campaign started at Motiva in 2018, and it has been repeated yearly. It is easy to ask for specific and detailed tenders via the webpage. The solar power companies attending the campaign are committed to give households specific tenders and deliveries. The campaign is targeted mainly to consumers/households

Aim/Expected Impact of Project

The campaign is part of the consumer energy advice delivery promoting the use of renewable energy sources and helps consumers to reduce the emissions of households. The campaign and respective tendering platform encourage households to guide their behaviour into more sustainable direction by investing in solar power, and decreasing their electricity bill. Yearly 40-55 companies have participated in the campaign, while consumers have invited 340-530 tenders via the campaign platform. In 2021 the campaign focuses on informing housing cooperatives, where the potential is considered promising.

Involvement of the Agency and Link to the EU Green Deal

Renovation Wave

The campaign has a link to the implementation of REDII directive in Finland.

Motiva coordinates the campaign.

but also to small and medium enterprises as well as to housing cooperatives. The website also includes guidance for joint procurement of solar power.



The voluntary network of European Energy Agencies - at the heart of the clean energy transition

Name and Country of EⁿR Member

SIEA - Slovakia



Name of Project/Programme

Live by Energy

https://www.siea.sk/bezplatne-poradenstvo

Description of Project

The main goal of the project is to increase the level and quality of public knowledge in energy efficiency, energy savings and renewable energy sources.

The project is designed to raise awareness and spread knowledge of the above-mentioned topics by providing free expert energy advice, especially for households, the public sector, students and entrepreneurs in 5 regional counselling centers (Bratislava, Trenčín, Žilina, Banská Bystrica, Košice), covering the whole area of Slovakia.

Besides expert consultancy provided to target groups, face to face in counselling centres, via e-mail, and free a helpline, the project includes providing free expert consultancy at se-

veral events, where a critical mass of different target groups can be impacted. Some examples of such activities are:

- energy-related events of European and national importance, such as conferences, workshops and seminars, fairs and exhibitions;
- events for primary and secondary schools focused on explaining the topics of energy savings and renewable energy sources



Moreover, the target groups are addressed by specific TV and radio broadcasts, as well as various publications available on-site during the events and online at the project website, where further information and useful links for both general and professional public can be found.

Aim/Expected Impact of Project

The project started in January 2016 and will run up until December 2023. It is expected to implement 2 500 information activities in total, with 6 500 individuals involved in these activities. As of today, 428 information activities have taken place from the beginning of the project, with almost 100 000 persons addressed.

Involvement of the Agency and Link to the EU Green Deal

Smart Integration/Renovation Wave

The agency is the Coordinator and the only implementing body of the project. A specific department within the agency (named "Department of Marketing Activities") is in charge of carrying out the project activities. Within this department, the agency has established five regional counselling centres in different regions of Slovakia (Bratislava, Trenčín, Žilina, Banská Bystrica, Košice) where free expert advice and consultancy in the fields of energy efficiency, renewable energy sources, energy savings, and related topics is provided to the target groups by qualified experts.

- to children and students;
- open-air events, e.g. summer festivals, important sports events fan zones (such as Ice Hockey World Championship 2019; Summer Olympics 2020 – in preparation);
- special events in cities and municipalities.





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Name and Country of EⁿR Member

ENEA – Italy



Name of Project/Programme

Italian Training and Information Programme Italy in Class A

https://italiainclassea.enea.it/

Description of Project

Italy in Class A, the campaign included three different types of programs (information, social interaction and cognitive education) and aimed to support, raise awareness and encourage large companies and SMEs to perform energy diagnostics and to use the incentive tools available aimed at installing efficient technologies; to 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; to stimulate behavioural change in every stratum of the population; to educate school students of all levels and degrees to a more conscious and efficient use of energy; to promote new forms of financing to improve the energy efficiency of buildings; to training activities and dissemination of good practices.

In order to reach a variety of target audiences, different languages have been used throughout the campaign. For citizens under 25, who are building their own personal and social identity and whose behaviours will consolidate in the future, clear, open and complete messages were delivered in a contemporary language, through social media. For citizens over 65, a more traditional language was used through TV series, radio, seminars - this cluster represents a very important part of our society as with their experience they are leaders in

the family networks and can influence energy choices. The broader target of working population is considered crucial for the campaign, as it represents the heart of energy efficiency demand, so the quality of messages and languages must be relevant and clear, simple and understandable for everyone. Traditional and social media were used do deliver the messages, as well as workshops, roadshow, webinars and targeted events to support the campaign.

Eventually, a communication strategy has been developed to help the vulnerable target of people to understand and manage energy issues, overcome the existing barriers and adopt specific behaviours for an efficient energy use. An expert team bestowed inputs to household associations, local municipalities, grid operators and financing institutions in order to find an holistic approach to alleviate energy



"Energy efficiency month", November is Energy Action month, an awareness campaign to engage consumers at workplaces, in schools and in communities to share energy saving tips and promote behavioural best practices for a better use of energy.

In the schools a call to action: **Save KW/h** a week when students and their families are invited to promote energy saving actions and adopt habits and behaviour related to energy saving.

KDzenergy.eu

A portal to engage and inform kids (aged 7-14) on energy topics through gamification and storytelling. https://www.kdzenergy.eu/

Salina

A short movie, presented at last Venice Film Festival, dedicated to Salina, Pilot Isle for Clean Energy for EU Islands. Through a wise use of film language, Salina tells about the energy transition and the creation of an energy community, involving all actors - including citizens, companies, policy makers, trade associations and tour operators. The local municipalities driving the transition are aware of the shift needed in people's mindsets in order to choose clean energy options and plans targeted education and communications activities to bring the local community on board. Salina's transition efforts are supported by the Regional Department of Energy, which will contribute to the transition together with the three municipalities and ENEA.

https://www.youtube.com/watch?time_continue=757&v=muHSvxN-AiM&featu-re=emb_title

Aim/Expected Impact of Project

Measurement of energy savings in accordance to the EU Rec. 2019/1658 with the 'Deemed energy savings' method for calculating impact.

Key information for evaluating the campaign targeted to citizens: citizens reached by the campaign, share of citizens who implement the behavioural change (through a survey conducted in the early months of 2020) and energy saving coefficient (energy potentially saved implementing the good practices promoted by the campaign).

109.59 ktoe of energy savings from the citizens campaign between 2017 and 2019 (36.53 ktoe/year).

poverty . https://www.youtube.com/watch?v=OwHRjdQsz1Y&feature=emb_title

Many events have been organized in collaboration with RAI (the Italian national public broadcasting company): interviews with researchers, professionals and policy makers. To reach great public and inform on energy efficiency, specific energy efficient intervention in buldings were included in many episodes of a popular fiction "**Un posto al sole**", as well positive individual behaviour in terms of energy saving were encouraged.

Web serie: an info reality on energy efficiency http://italiainclassea.enea.it/la-serie/

"WomenIn ClassA" a video storytelling on energy efficiency through interviews with professionals. The DonneinClasse A story was purposely developed to decode energy efficiency through a lifestyle lens, bringing in experiences, expressiveness and ideas related to personal and family energy consumption patterns. https://www.youtube.com/watch?v=WrqCnVHJRj4&feature=emb_title

Involvement of the Agency and Link to the EU Green Deal

Renovation Wave

The behavioural insights team within Enea and the policy makers have been working together to explore ways to encourage further uptake of the Green Deal, showing the households the benefits of installing energy efficiency measures in their homes. The study will go on in order to observe how people will respond on incentive on offer, and how they will use equipment once it is installed (home audits) in order to improve support schemes in an ongoing process towards reducing emissions goal and energy transition.



The voluntary network of European Energy Agencies - at the heart of the clean energy transition

Name and Country of EⁿR Member

ADEME - France



Name of Project/Programme

The "Mobility Challenge" initiative

https://www.defimobilite-paysdelaloire.fr/

https://www.challenge-mobilite-hdf.fr/

Description of Project

The "Mobility Challenge" is an initiative conducted by ADEME for more than 10 years in different French regions in cooperation with local stakeholders (Chambers of commerce, regional councils, associations ...). The initiative is organized annually during the European Mobility Week and targets private companies, public administrations or associations supporting them in the organisation of a collective challenge on the theme of mobility.

It is an important tool for promoting and raising awareness of alternative modes of transport to the private car use, as participants are invited not to use their car, but instead prefer walking, cycling, using public transport or carpooling to make their home-work journey. For companies, this "turnkey" event provides an opportunity to promote, enhance and reinforce their mobility initiatives (such as mobility plans, for example).

It is also a mobilising tool to unite employees and local actors around a common event and, in a fun and friendly way, to pro-



Aim/Expected Impact of Project

The Mobility Challenge aims to promote alternative modes of transport and discourage the use of the private car: walking, cycling, public transport, car-pooling, working from home, etc., are being promoted for the working people, for their home-to--work journeys. It also aims to promote good practices in terms of mobility, whether they are carried out by employees themselves or by the companies that facilitate the use of alternative transport modes for their employees.

ADEME and 6t-bureau de recherche (research agency) evaluated the initiative in 2018 and findings show that the Challenges seem to have had a noticeable impact on participants encouraging more action towards alternative transport modes use. The 2020 edition mobilised :

- in Pays de la Loire region: 216 participating organisations (including 20 schools) amounting to a total of 3 625 participants (incl. 567 pupils).
- in Hauts-de-France region: 129 participating organisations and 7800 participating employees.

Involvement of the Agency and Link to the EU Green Deal

Sustainable and smart mobility

ADEME, through its Regional Departments, co-organises this initiative annually with regional partners and provides techni-

mote public transport and other safer, cheaper and cleaner solutions for getting around, be it for one day or every day. cal support for the organization, but the agency's involvement varies in different regions. For example, in Pays de la Loire region, ADEME's Regional Department signed a 3-year partnership agreement with the associ-

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ation Alisee to organise the event.



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Name and Country of EⁿR Member

SwissEnergy – Switzerland



Name of Project/Programme

2000-WattSite label

2000-Watt society and 2000-Watt Site

Description of Project

The «2000-Watt Site» label allows to evaluate large site developments in terms of building quality, density, mixed usage and mobility. The total energy consumption and CO2-emission of a certified site is optimized to the targets of the 2000-Watt Society. This includes goals of the Swiss national energy strategy 2050 and CO2-Zero Emission targets according to Paris 2015. The aim for low resource consumption is achieved by energy-optimized buildings, production of renewable energies on site, in a well--functioning urban development context.

The concept of a 2000-Watt Site takes an integrative view of the entire site rather than individual buildings. It opens up the perspective by depicting the whole living environment.

It encompasses all phases of a site's life cycle: development, planning, implementation and operation of **newly constructed sites**. Additionally, **existing sites** that undergo a long-term transformation-process along a target path can also be monitored.



It is suited as part of a **quality management process and a corresponding primary energy & CO2 report** for single site projects or portfolios of several buildings.

- Planning and certification of large construction projects with mixed use
- Development and certification of sites and taking account of:
 - Construction
 - Implementation
 - Operation

Aim/Expected Impact of Project

Quantitative goals:

- 50 sites by 2020
- 100 by 2025
- 200 by 2030

(At the end of 2020, there was 40 2000W sites in Switzerland)

Involvement of the Agency and Link to the EU Green Deal

Smart Integration Renovation wave Circular economy Smart mobility Digitalization

Specific Involvement of the Agency:

- Conception and management of the project
- Implementation and coordination with partners

- Certification



The voluntary network of European Energy Agencies - at the heart of the clean energy transition

Name and Country of EⁿR Member

SIEA - Slovakia



Name of Project/Programme

National project Increase of Innovative performance of Slovak Economy Project "Inovujme.sk"

https://www.siea.sk/bezplatne-poradenstvo

Description of Project

The main goal of the national project is to increase the innovative performance of the Slovak economy through the implementation of targeted activities in all regions of the Slovak Republic. It has the ambition to help entrepreneurs find innovative solutions and raise awareness of the importance of innovation. The individual activities of the project inform entrepreneurs, company employees, high school and university students and the general public about the importance of innovation in everyday life and help them create innovations. Regional counseling centers focused on providing counseling services are available to target groups. The national project monitors in particular the following measurable indicators: the number of enterprises receiving support, the number of evaluations, analyzes and studies, the number of information activities and the number of participants in them, as well as the growth of research and innovation capacities in industry and services. Based on previous experience, it also implements benchmarking of cluster organizations with an international dimension.

FOTOGALLERY FROM WORKSHOPS



Aim/Expected Impact of Project

INNOVATION WORKSHOPS FOR STUDENTS

Innovation workshops are for following groups – high school and university students. In the summer we organize shorter version for public.

We offer two types of workshops for high school and university students:

- Workshops at schools 5-hour workshops. These are classical workshops which take place at schools when we work with students face to face.
- Online workshops 3-hour workshops. These are shorter version of classical workshops. This type we organize in the last months.

The workshop combines short lectures and an interactive part in which students apply basic methods used in innovative activities. At these workshops students learn following: the concept of innovation and innovation process, how to start their own business, how to present thier ideas, examine their creative skills in test. Thanks to all these activities students develop their creativity, presentation skills and improve their inventiveness. During the workshop students learn and practice techniques for creating of new ideas. After they are using this technique to solve given problem from their schools, cities or entrepreneurs. At the end students present their solutions for given problem. From the beginning of the project we have already organized 147 workshops. Output of workshops are hundreds of new ideas given to mayors of cities, entrepreneurs, universities and directors of high schools.

Events for special target groups with the aim of increase innovation awareness in society: conferences, seminars and fairs about innovation in different fields for experts, students, scientists and public.

Involvement of the Agency and Link to the EU Green Deal

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Research and Innovation



The voluntary network of European Energy Agencies - at the heart of the clean energy transition

Name and Country of EⁿR Member

ADEME - France



Name of Project/Programme

The "FAIRE" service

(Facilitating, Accompanying and Informing on Energy Renovation)

https://www.faire.gouv.fr/

Description of Project

"FAIRE" is the information and advice public service that provides free-of-charge tailored guidance on energy renovation works to citizens, building sector professionals and local authorities.

The FAIRE service allows to estimate the necessary budget and the financial aids that are available, to carry out the most suitable type of renovation work or get in touch with a special adviser who will provide tailored support on a specific renovation project.

The FAIRE service has become a national brand related to energy renovation in France. It offers several tools:

- dedicated web platform;
- financial aid calculator, Simul'Aid€s: the only public digital tool in France that allows to identify available national and local, private and public financial aid for renovation;
- **network of advisers** based throughout the country in more than 400 FAIRE spots that can also be contacted through the web platform or via the unique toll-free number;
- professional catalogue with service offer by building sector



- Professionals:

 (1) renovation craftsmen & professionals - "FAIRE" helps them find special training to become an "RGE" professional;
 (2) companies & organisations - the common signature
 "Committed to do (FAIRE)" brings together all public and private actors involved in the building renovation process under a common banner.

- Local authorities: FAIRE gives them access to all the funding available, to local initiatives and to examples of local authorities with best practice projects.

Aim/Expected Impact of Project

FAIRE aims to bring together all the public and private actors in the field of energy renovation and renewable energies and make their offer clear under a common banner "Committed to FAIRE". They sign a charter and can associate their logo to the official "Committed to FAIRE" logo.

The objective is to commit, in the long term, €360 million (50% provided by the "Energy savings certificates", 50% by local authorities), for nearly 2 million accompanied households and co-owners' trustees.

Involvement of the Agency and Link to the EU Green Deal

Renovation wave

professionals with the RGE reference ("Recognised as a Guarantor of the Environment" is a recognition granted by the public authorities and ADEME to professionals in the building and renewable energy sector committed to a quality approach).

The target audience of the FAIRE service includes citizens, professionals and local authorities:

- **Citizens**: FAIRE advisers help them to carry out a free assessment of their energy consumption and find the renovation solutions adapted to their needs; they can also identify the financial support scheme best tailored to their project; finally, they can recommend craftsmen and professionals with the RGE reference.

The "public service" of information and advice on the energy renovation of housing is set up by the Ministry for ecological transition, ADEME, Anah (National Housing Agency), ANIL (National Agency for Housing Information) and local authorities.



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Name and Country of EⁿR Member

RVO - The Netherlands



Name of Project/Programme

Expertise Centre for Heating

https://www.expertisecentrumwarmte.nl/default.aspx

Description of Project

The Expertise Centre for Heating was set up specifically for municipalities, as they are in charge of designing renewable energy strategies and policies for their respective cities. The Expertise Centre provides municipalities with the required expertise related to (collective) heating, and supports their policy-making on a technical, economical and sustainable level.

The Expertise Centre can use different instruments to provide their assistance to municipalities; among other things, they provide every local authority with a guidebook that contains a preliminary analysis of their municipality's renewable heating options. There is also a help desk available as well as technical factsheets.



Aim/Expected Impact of Project

The agreements on how to decarbonise the built environment are written down in the Dutch Climate Agreement. In total, the entire task covers almost 7 million residential buildings and 1 million non-residential buildings.

The Expertise Centre supports this decarbonising of the building stock by providing multi-level expertise to these regional authorities. By providing such specific expertise, the Expertise Centre helps to accelerate the renovation of homes and buildings and the overall energy transition.

Involvement of the Agency and Link to the EU Green Deal

Renovation wave

RVO is responsible for the implementation and overall operation of the Expertise Centre.





The voluntary network of European Energy Agencies - at the heart of the clean energy transition

Name and Country of EⁿR Member

EST - United Kingdom



Gwissnaeth Ynni Energy Service

Name of Project/Programme

CARES in Scotland (Community and Renewable Energy Scheme) and WGES in Wales (Welsh Government Energy Service).

https://www.localenergy.scot/funding

Description of Project

Energy Saving Trust works on behalf of the Scottish and Welsh Governments to deliver the CARES in Scotland (Community and Renewable Energy Scheme) and WGES in Wales (Welsh Government Energy Service).

CARES and WGES both provide multiple different types of support to energy communities developing renewable energy projects including:

- Direct support from a nominated support officer who advises projects from inception through to installation and beyond. Advice covers subjects such as initial support to identify a viable project, guidance on the project development process, support on developing a business plan and help with accessing finance.
- Grants for early-stage project development costs (e.g. feasibility or system design). Grants for innovative projects (particularly around local energy systems).
- Loans for later stage development and capital costs (often used as bridging loans) and/or support in accessing other finance.

WGES aims to help realise Wales' decarbonisation ambitions and supports both the public and community sectors in Wales in the development of local energy efficiency and renewable energy projects which reduce carbon emissions, provides cost savings, income generation and wider community benefits and overall, increasing the drive towards a low carbon economy.

Involvement of the Agency and Link to the EU Green Deal

Renovation Wave

Energy Saving Trust and the Carbon Trust in consortium lead the delivery of the WGES scheme across Wales.

Energy Saving Trust leads a consortium of partners called 'Local Energy Scotland' which manages and delivers the CARES scheme across Scotland.

The WGES and CARES schemes provide examples of approaches which contribute to the delivery of Article 22 of the RED and specifically support through providing "tools to facilitate access to finance and information are available; and "regulatory and capacity-building support is provided to public authorities in enabling and setting up renewable energy communities, and in helping authorities to participate directly;". They are frontrunner examples of empowering regional and local energy communities as aimed in the Commission's Climate Pact. The interlinkages between societal change and innovative technologies that are a focus of the Green Deal are well presented

• Provision of tools and information to build the capacity and capabilities of communities to develop projects in future.

Aim/Expected Impact of Project

CARES provides support to help meet Scottish Government's targets for 1GW of renewable energy in community and local ownership by 2020 and 2GW by 2030. It supports Scottish Government wider energy strategy to increase the number of local energy systems, moving away from centralised fossil fuel plants and increasing renewables penetration. within CARES and WGES.



The voluntary network of European Energy Agencies - at the heart of the clean energy transition

Name and Country of EⁿR Member

ADEME - France



OÉCOUVREZ TOUTES



Name of Project/Programme

Operation "I ditch my car": a large-scale, individualised support system

Description of Project

This operation was conducted in 2017-2018 in one of the 49 city districts of Grenoble area. It targets people equipped with vehicles having a low Crit'air score. Crit'air stickers are air quality certificates, created in France, classifying vehicles according to the emission level of pollutants, aiming to create low emission zones. This certificate is compulsory in some areas. It may also allow citizens to benefit from certain advantages introduced by the authorities (parking slots, traffic clearance during high-pollution days when differentiated traffic is put in place).

The stages of the operation included: mobilisation of the public, personalised advice session, testing of alternative solutions, choice of the alternative solution and commitment to it, capacity-building modules, support and coaching, and evaluation.

In return for a commitment to use less or give up their car, the participants received personalised advice for six months on how to change and adapt their transport modes. In order to convince volunteers to try something other than the car, lower-cost trial offers were made available for public or private transport. The operation covered 220 volunteers. It was then evaluated and conclusions were drawn for future campaigns, in addition to lessons learned in terms of effectiveness in supporting behaviour change:

- The main motivation for joining the operation is linked to increased awareness of environmental issues (positive experience) rather than to fear of not being able to drive during pollution peaks.
- Women appear to be more able to change their behaviour as they receive support, and to "break up" with their vehicle.
- Promotional offers play partly a role of insurance: they are highly appreciated, although not necessarily used.

Aim/Expected Impact of Project

The operation aimed to improve air quality by encouraging the reduction in the use of the most polluting vehicles. It aimed to support volunteers who wished to separate from their cars in favour of other less polluting means of transport: walking, cycling, buses, trams, but also car-sharing or car-pooling.

Involvement of the Agency and Link to the EU Green Deal

Sustainable and smart mobility

ADEME conducted this operation together with Syndicat Mixte des Transports en Commun (Mixed union of public transport)





The voluntary network of European Energy Agencies - at the heart of the clean energy transition

Name and Country of EⁿR Member

Motiva - Finland



Name of Project/Programme

Consumer Energy Advise

www.motiva.fi/energianeuvonta

Description of Project

The Finnish Energy Authority finances and Motiva implements free-of-charge advise for Finnish households. This guidance includes e.g., the heating of premises and water, the changes of heating systems to utilize energy from renewable sources as well as general user practices contributing to the energy efficiency of housing, cutting energy usage and promoting demand response. Advise is given on Motiva's webpages, on Facebook/Messenger social media service, via e-mail and by phone.

The network of regional energy advisors in Finland is supported by offering training and networking possibilities for advisors, advise and communications material and by coordinating national campaigns.



Cooperation is developed both with significant actors in energy field and with consumer organizations to guarantee wide scope of communications and major impact. Lessons learned from both national and international research and development projects will be utilized to improve advise in practice.

Aim/Expected Impact of Project

Energy advise belongs to Finland's climate actions to ensure carbon neutrality by 2035. In addition to this energy advise helps Finns to improve the energy efficiency of their housing and to migrate into using renewable energy. 68% of households' energy consumption is used to heat premises, 15% to heat water, 5% to warm up saunas and the rest is used for electronic devices at home.

Involvement of the Agency and Link to the EU Green Deal

Renovation wave Just transition

Motiva coordinates the energy advice delivery





The voluntary network of European Energy Agencies - at the heart of the clean energy transition

Name and Country of EⁿR Member

Energy Saving Trust - United Kingdom



Name of Project/Programme

Home Energy Scotland

https://www.homeenergyscotland.org/

Description of Project

Home Energy Scotland is a support service available to people living in Scotland, to help them improve home energy efficiency, reduce their energy bills, and lower their carbon footprint. The programme aims to improve the quality of life and wellbeing for people in Scotland by helping them make their homes warmer and safer, but also has a clear goal of tackling the climate emergency.

Home Energy Scotland delivers:

- Telephone advice via trained advisors
- Home visits, where in-depth advice and support is needed, for example if customers are very vulnerable or installing complex measures
- Online advice through website information and interactive tools

Customers receive impartial advice on how to reduce energy waste in the home, on renewable technologies, green travel, cutting water waste and get support with finding suitable funding options. There are also services which specifically target vulnerable energy consumers and those in energy poverty. The Home Energy Scotland advisors check what support customers are entitled to



This integrated approach provides a single point of support, removing the complexity of accessing advice, while also makes it easier for households to take action.

Customers can also access interest-free loans, through Home Energy Scotland, of up to £38,500 to help them overcome the critical barrier of high upfront investment costs of energy efficiency improvements and transitioning to renewables.

Aim/Expected Impact of Project

Each year Home Energy Scotland helps more than 90,000 customers and customer satisfaction is at 97%. The lifetime savings on energy bills by customers using the service in 2017-18 was estimated to be more than £82 million and the lifetime carbon savings is estimated to be 300,000 tonnes CO2.

Home Energy Scotland is able to provide householders with more detailed and tailored advice, informed by their smart meter data. Through the use of a smart meter tool, customers are presented with data in a user-friendly way and advisors are able to provide personalised advice directly to householders.

By offering guidance and financing for home renovations, the programme is playing a key role in supporting building renovations in the UK and ensuring that those least able to finance the measures themselves are referred into grant schemes.

Involvement of the Agency and Link to the EU Green Deal

and those who qualify are referred to the relevant support services.

Home Energy Scotland is funded by the Scottish Government and Energy Saving Trust directly delivers and manages the service.



The voluntary network of European Energy Agencies - at the heart of the clean energy transition

Name and Country of EⁿR Member

ADEME - France



Name of Project/Programme

SARE Programme (Accompanying energy renovation of housing)

https://www.faire.gouv.fr/

Description of Project

The SARE information programme has been developed in the framework of the Energy Savings Certificates plan.

The programme's goal is to implement information and support measures for the energy renovation of housing and small private tertiary premises throughout the country.

This new programme will strengthen and complement an already existing public service: the "FAIRE" information desks that aim to facilitate, accompany and inform about energy renovation.

The programme's budget is 200 million euros for 2020-2024 timeframe.

The co-financing provided under the SARE comes from the Energy Savings Certificates programme and will follow a pay-for--performance logic. The SARE programme will cover up to 50% of the costs, the rest being co-financed by local and regional authorities. The expected impact is to bring together stakeholders providing information to households through a 'one-stop-shop'. The SARE programme will be implemented at the regional level and will cover all regions.



Aim/Expected Impact of Project

The SARE programme should allow to co-finance the amounts committed by local and regional authorities to carry out three main missions:

1. Provide a support service for households

The programme aims to inform, advice and support households and citizens, and to organize energy audits.

- 2. Create a regional dynamic around renovation Co-finance awareness-raising and mobilization actions in order to help renovation experts and other stakeholders hone their skills in the energy renovation of housing.
- 3. Support the deployment of an advisory service to small private tertiary premises

Awareness raising and advice for the owners of small private tertiary sector buildings (shops, offices, restaurants, etc.).

- The SARE programme contributes to the strategic priority of the French government for energy renovation of housing and the fight against thermal sieves.

Involvement of the Agency and Link to the EU Green Deal

Renovation Wave

ADEME is the main programme leader and thus monitors the programme at the national level. The Agency accompanies the regional actors in the development and the implementation of the programme at the regional level. ADEME ensures training of

advisers, overall communication about the programme, provision of tools, and support for regional activities, etc.

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Name and Country of EⁿR Member

RVO - The Netherlands



Name of Project/Programme

GREEN WEDGE

https://ispt.eu/about-ispt/ https://www.youtube.com/watch?v=UNAbWg-w5FI

Description of Project

This project was aimed at improving the capacities and capabilities of suppliers of sustainable energy technology from SMEs in the process industry. First the biases and presumptions of the target group were analysed, followed by a science-based training to promote an effective method of offering sustainable energy technology for the process industry. The project built upon the knowledge developed from a previous project (Green by Choice, Green by Design), and put emphasis on the side of the seller and a business- to-business context. The previous project showed that in addition to a lack of knowledge on the buyer side, there is also self-censorship on the supplier side, which means that sustainable variants of technology are hardly or not offered at all in the chain. The Green Wedge project aimed, by means of a newly developed workshop format, to come up with substantiated and tested innovative approaches that can change this situation. The project was carried out by external scientists.



Aim/Expected Impact of Project

Improved conditions for the sales of sustainable equipment and enhanced demand for sustainable solutions in dwellings, especially heat pumps.

The project aimed at capacity building among sustainable technology suppliers. The ultimate goal of the project was for technology suppliers to develop a more effective approach to actively market their sustainable technology. The main result of the project was a workshop format.

Involvement of the Agency and Link to the EU Green Deal

Circular economy

Promote new sustainable technologies, such as heat pumps, heat recovery from flue gases, software to save energy in operational processes, process development and optimization, chemical-free water treatment, energy efficient drying machines, etc.; reduce the demand for fossil fuels.

The project was initiated and carried out by RVO on behalf of the Ministry of Economic Affairs and Climate Policy, with support of external behaviour experts.



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The voluntary network of European Energy Agencies - at the heart of the clean energy transition

Name and Country of EⁿR Member

AEA- Austria



Name of Project/Programme

"e-Radl" - Pedelec trials as a key to sustainable changes in mobility habits

https://www.b-mobil.info/de/fahrrad/e-radl/

Description of Project

Electric bicycles are a promising way to reduce the use of conventional cars since they are suitable for many everyday journeys. Especially for commuters, they offer an extensive potential to shift the current modal split towards more sustainable means of transport.

A major challenge in this context, however, is to change people's habits, as individual mobility behaviour is strongly based on these. This goal was the focus of the campaign "e-Radl - Frischluft tanken", which was carried out as part of this project. The target group of the campaign were commuters in the federal province of Burgenland, Austria. Participants were given the opportunity to test an e-bike free of charge for two weeks. The prerequisite for this was to renounce the use of their car for this period by symbolically handing over their car keys. The campaign was accompanied by a scientific evaluation, in the course of which the long-term effects of the campaign on the participants' mobility associations were evaluated. A total of three online surveys of the participants were carried out (one for registration, directly



Aim/Expected Impact of Project

A total of 98 people took part in the test phase; originally only around 70 participants were expected. Thus the expectations were far exceeded.

The project has shown that it is possible to use campaigns such as "e-Radl" to motivate people to change their mobility behavior, to invest in new technologies and to change their perceptions and attitudes in the long term. Particularly accessible were people who were ready to adapt their mobility behavior before the project and who had a latent intention to buy. The results of the surveys showed that participation in the trial had led to changes in the participants' associations, since the proportion of everyday situations associated with e-bikes as a means of transport had risen sharply and one fifth of the participants actually wanted to buy an e-bike. The generally high level of satisfaction among the participants and the relatively high number of people who bought a pedelec in the months following their test also suggests that similar campaigns can make an important contribution to further promoting the switch to e-mobility.

Involvement of the Agency and Link to the EU Green Deal

Smart Mobility

Changing mobility routines is a major challenge, since individual mobility behavior is strongly habitual. This goal was the

after the trial and approx. 4 months later) in order to record their perceptions and attitudes before the campaign and to be able to determine possible long-term changes.

focus of the "e-Radl - get fresh air" campaign, which was funded by the Austrian Climate and Energy Fund as part of the "E-mobility in Practice 2018" program. The Austrian Energy Agency was lead partner and implemented the project in cooperation with the Mobility Center of Burgenland and the Association of Sports Equipment Manufacturers and Sports Equipment Suppliers of Austria (VSSÖ).



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Name and Country of EⁿR Member

The Energy and Water Agency (EWA) - Malta



Name of Project/Programme

Learning your way to a Greener future

Description of Project

As part of EWA's commitment to educate citizens on energy and water conservation, the Agency has recently commissioned work to set up and install digital energy games targeting renewable energy and energy efficiency at its educational centre, Għajn. The goal of the project is to provide children between the ages of seven (7) and twelve (12) with an interactive educational experience on renewable energy and energy efficiency.

Aim/Expected Impact of Project

EWA has commissioned two digital games; one on renewable energy and one on energy efficiency. The game on Renewable Energy is characterised by four (4) mascots and mini-games representing different types of renewable energy; Soakley the rain drop (representing hydro energy), Gusto the wind gust (representing wind energy), Beamster the sun beam (representing solar energy) and BeeGee the biogas (representing the biogas). Each with a different story, the characters aim to raise awareness on the different types of renewable energy sources.





Screenshot from the solar energy game

Screenshot from the biogas game

The Energy and Efficiency game is characterised by two mini--games; one representing energy labelling and another one providing a simulation of daily behaviours around the house. The scope of the mini-games is to raise awareness among children about factors such as behaviour and appliance use that affect energy consumption in households.

To win the games, players (i.e. children) must overcome the set challenges which demonstrate the importance of renewable energy and energy efficiency respectively.

Whilst the games are designed to provide an interactive educational experience to children, the games also intend to demonstrate real-life scenarios and shall provide children with the basic knowledge to make energy conscious decisions.

Involvement of the Agency and Link to the EU Green Deal

Smart Integration Renovation Wave

Project has been financed through EWA resources. EWA was also involved in the drafting of the project concept, in particular ensuring alignment to the national educational curriculum.



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The voluntary network of European Energy Agencies - at the heart of the clean energy transition

Name and Country of EⁿR Member

HEA - Hungary





Name of Project/Programme

Energy efficiency awareness raising actions

HEA operates a special website, Facebook and YouTube platform in connection with "Energy Ambassadors":

http://energiakovetek.hu/

https://www.facebook.com/mekhenergiahatekonysag https://www.youtube.com/channel/UC2x96zg9esLirGhERxT_5NA

HEA operates a special website in connection with energy efficiency: https://www.enhat.mekh.hu/

HEA always publishes up-to-date information on its website: http://www.mekh.hu/

Description of Project

Residential sector

HEA targeted the younger generation with its "Energy Ambassadors" campaign. Under this programme HEA organises a competition every year for university students to show the importance of the energy efficiency in an enjoyable and playful way. We believe the most important audience to revise and change our behaviour is the youth. Of course, this campaign was also affected by the COVID-19 pandemic.

Public buildings

Hungary introduced EEOS from 2021. HEA is the executing body, responsible for the Monitoring and Verification. HEA tracks the energy savings potential identified in the obligatory energy audits of large enterprises and maintains the official registry of the energy auditors.

Aim/Expected Impact of Project

As for EEOS, according to Act LVII of 2015 on energy efficiency, the rate of end-use energy savings in the commitment period from 1 January 2021 to 31 December 2030 is the cumulative energy savings achieved with a national energy saving of 0.8% per year compared to the average final energy consumption in the 2016, 2017 and 2018 period.

As for the residential sector: Because of the great success of this action, HEA announces a call for tender every year to find its Energy Ambassadors.

Involvement of the Agency and Link to the EU Green Deal

Leave no one behind (Just Transition):

HEA participates in an integrated project of the European Union. Within the framework of this project we examine the issue of energy poverty in general and in the Northern Hungarian region. as well.

Activating education and training

The aim of the campaign written in the factsheet is to improve energy efficiency in public buildings. Our authority supports these sessions by publicly available educational materials, templates, awareness posters which are focused on the characteristics of the public buildings usage.

Business sector

In 2019, the energy consumption of companies that are part of the audit programme was distributed the following way: 11% building maintenance, 85% activities and services, 4% transportation and delivery. Energy audits revealed energy saving potential of 6% of the energy consumption of the audited companies.

HEA targeted the younger generation with its "Energy Ambassadors" campaign.

Mobilising research and fostering innovation HEA announced a tender called "Collection and analysis of good examples of energy and climate awareness raising activities abroad". The main aim of the project is to gather international (mainly EU and OECD countries) energy and climate awareness raising activities through literature and database analysis, and to present the best practices of these.



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Name and Country of EⁿR Member

ADEME - France





The winners of the 2012 challenge on the territory of the Seine-Eure territory.

Name of Project/Programme

"Positive Energy Families" Challenge - Behavioural change ap-plied to energy efficiency in companies

https://normandie.ademe.fr/entreprises-et-monde-agricole/reduire-mes-impacts/maitriser-lenergie-dans-mon-industrie/changer-les-comportements

Description of Project

In order to improve the energy performance of the company, employees have to be committed to and involved in this approach. To encourage eco-gestures, habits and behaviours, action programmes on energy efficiency are developed mostly based on awareness raising activities.

ADEME develops various awareness-raising tools that are available free of charge in different Regional Departments to support companies in raising awareness of their staff.

The goal of the **"Positive Energy Families" Challenge** is to ensure that "eco-behaviors" at home and at work are mutually enriching. It supports the staff through an awareness-raising approach called "Committed at home, thrifty in the company".

This initiative was conceived as a game, a festive and friendly challenge for families. Each team is betting on achieving a ADEME's Regional Department in Normandie region transformed this challenge into a "professional" initiative for companies. The idea behind this project is not only to inform, but namely to encourage people to act collectively.

Aim/Expected Impact of Project

This challenge aims at changing behaviour patterns at home and at work through collective actions.

Involvement of the Agency and Link to the EU Green Deal

Energy efficiency

ADEME, through its Regional Departments, co-organises this initiative annually with regional partners and provides technical support for the organization, but the agency's involvement varies in different regions.

For example, in Pays de la Loire region, ADEME's Regional Department signed a 3-year partnership agreement with the association Alisee to organise the event.

certain percentage of energy savings compared to the previous year's consumption, supported by meter readings (heating, hot water, household appliances, etc.). Participants appreciate the "playful" aspect, the fact that the discourse is not guilt tripping and that their participation does not require any investment. Winners are rewarded with a diploma.



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Name and Country of EⁿR Member

ADEME - France



Name of Project/Programme

Exploring the experience of a home renovation works

https://www.leroymerlinsource.fr/energie-confort/explorerle--temps-du-chantier-de-renovation/

Description of Project

This research work seeks to explore the experience of a home renovation project from households' point of view. It aims at understanding what is at stake when a household undertakes large-scale home improvement works while still living on-site, and the interfacing with one or several construction companies recruited for implementing the project.

Fourteen families documented their day-to-day experience of their home renovation works on an online platform during two months.

The target audience are professionals of the renovation sector involved in the different phases of a home renovation project (public advisors from the FAIRE service, private stakeholders offering a coordination, administrative, technical... service offer to households willing to start a project, construction companies).



Aim/Expected Impact of Project

The aim of the project is to understand better the "mental load" that a large-scale home renovation project puts on the house-hold in charge of leading/coordinating the work, and the difficulties, barriers... it is likely to face at every step of this journey. It also enlightens the good practices that ensure the work to be conducted with success and that will benefit to all the stakeholders involved. This research work will have an impact on the public "FAIRE" service, by bringing knowledge on how to design better its service offer and adapt to the constraints and wishes of each household instead of bringing a standardized advice solely focused on energy efficiency issues.

Involvement of the Agency and Link to the EU Green Deal

Renovation wave

ADEME financed the study and coordinated the technical content in partnership with the private think tank Leroy-Merlin Source.



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Name and Country of EⁿR Member

RVO - The Netherlands





Aim/Expected Impact of Project

4 effective and up-scalable interventions to persuade and enable private home owners to take sustainable measures in their homes and direct environment are ready for use on a national level.

Involvement of the Agency and Link to the EU Green Deal

Renovation Wave

Promote new sustainable technologies and reduce the demand for fossil fuels.

The project was initiated and is carried out by RVO on behalf of the Ministry of Interior, with the support of internal and external behaviour experts.

Name of Project/Programme

Personal and up-scalable approaches for preservation of residential areas (November 2020-to November 2021)

Project of Programma aardgasvrije wijken, (Residential Areas with Zero-Natural gas) RVO, for the Ministry of Interior

https://aardgasvrijewijken.nl/default.aspx

Description of Project

Many attempts are undertaken to persuade residents to invest in sustainable preservation of their dwelling. Usually it is the municipality that approaches citizens to this aim. In this project we examine which factors determine the effectiveness of a personal approach, and how the findings can be used to develop a top 4 of effective and up-scalable interventions that personally affect groups of private home owners and encourage them to take sustainable measures at neighbourhood level. 27 residential areas are involved to test the interventions in various pilots, and a large number of people and organisations are involved to help build the challenge we face.





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Name and Country of EⁿR Member

ADEME - France





Name of Project/Programme

A typology of households engaging in energy-efficient renovation work

https://www.ademe.fr/typologie-menages-realise-travauxrenovation-energetique

Advising households in retrofitting their homes

https://www.ademe.fr/accompagnement-menages-renovation-logement

Description of Project

These two studies unveil sociological and psychological analyses aiming at understanding better the different profiles of households when looking into the field of energy-efficient renovation work.

Strong public policies including financial incentives have been put in place in France throughout the last years to accelerate renovation, but observations show that households are struggling to understand how they can benefit from these aids, and are faced with the complexity of leading an ambitious on-site refurbishment of their homes. These studies give recommendations on how the public service in charge of supporting households in renovating their homes (the FAIRE service - Facilitating, Accompanying and Informing on Energy Renovation) could improve its messages, and market its service offer with the aim to address better households' concerns and convince them to take action. The target audience are policy makers and the public and private stakeholders of the renovation sector.

Aim/Expected Impact of Project

These studies aim to describe the human factors to take into account when implementing energy efficiency policies targeting households at the national and local levels. The expected impact is a better design of the energy renovation public service "FAIRE" and developing a marketing approach in this regard.

Involvement of the Agency and Link to the EU Green Deal

Renovation wave

ADEME financed the studies and coordinated the technical content.





Funding programme: Interreg MED programme 2014-2020



Name of Project/Programme & Link to website

PrioritEE prioritise energy efficiency (ee) measures in public buildings: a decision support tool for regional and local public authorities

https://prioritee.interreg-med.eu/

https://prioritee.interreg-med.eu/toolbox/how-to-briefs/

Description of Project (e.g. outline, design, target audience)

The PrioritEE project aimed to strengthen the policy-making and strategic planning competencies of local and regional public authorities in the energy management of Municipal Public Buildings, gaining experience in five local pilots in the Mediterranean area.

Aim/ Expected Impact of Project (e.g. goals, results)

The core of the approach is the development of a comprehensive and generally applicable set of tools (which constitutes the PrioritEE toolbox) aimed at professionals and experts from different levels, including energy managers, energy planners, and decision-makers.

The PrioritEE toolbox consists of four main components:

1. A spreadsheet-based Energy Technologies and Building Retrofit Database which includes EE and RES measures collected through literature review, expert interviews and national



The fourth and last component of the toolbox is represented by the How-to Briefs, which are a set of short documents that compile the best practices already achieved in energy efficiency and other relevant topics in a transparent and easy-to-use manner. These documents are focused on public buildings and are of interest to professionals and experts from different organisational levels, including users and managers of MPBs.

The topics include: Engaging the stakeholders, Creating a Sustainable Energy Action Plan, Innovative financing of energy efficiency measures in public buildings, Roof-top uses for more efficient public buildings, Building envelope and sustainable thermal comfort in public buildings, **Promoting behavioural changes for increased energy efficiency in public buildings**, and Centralized energy management and ICTs in public buildings.

These how-to briefs encompass the three phases of energy planning: the pre-intervention phase, the intervention phase and the post-intervention phase, providing a balance between technological and non- technological measures.

Involvement of the Agency and Link to the EU Green Deal

Renovation wave, energy system integration

PriorotEE toolbox is a holistic and wider approach, needed to meet the new demands raised by the European targets and to ensure the role of Local and Regional Authorities to the energy system integration.

energy certification systems;

- 2. A web-application Decision Support Tool (DST) for comparing and ranking a portfolio of EE/RES interventions on the overall set of MPBs of a given local authority;
- 3. A collection of Good Practices (GPs) to enhance sustainable energy awareness and foster **behavioural changes**;
 4. Seven How-to briefs on energy efficiency related topics.

All these components are linked and are available through the project's website.





Funding programme: Horizon 2020



Name of Project/Programme & Link to website

Smart Strategies for the Transition in Coal Intensive Regions

https://tracer-h2020.eu/

Description of Project (e.g. outline, design, target audience)

TRACER supports nine coal-intensive regions around Europe to design (or re-design) their Research and Innovation (R&I) strategies in order to facilitate their transition towards a sustainable energy system.

Core activities include:

- Mobilisation of a wide range of stakeholders in nine European regions to discuss and agree on a shared vision and priorities for coal transition
- Identification and analysis of best practice examples of successful and ambitious transition processes in coal intensive regions
- Assessment of social, environmental and technological challenges
- Elaboration of guidelines on how to mobilise investments
- Fostering R&I cooperation among coal intensive regions in Europe and beyond

Nine (9) European regions are involved in this procedure, 6 of them in EU Members States (Bulgaria, Czech Republic, Germany, Greece, Poland, Romania), and 3 in countries outside the EU (Serbia, Ukraine, and – now - UK).



Aim/ Expected Impact of Project (e.g. goals, results)

The specific objectives of the TRACER project are:

- to assist the regional actors (in the target regions) in developing R&I strategies for smart specialisation, including the development of public R&I capacities, consistent with the EU's Strategic Energy Technology Plan (SET Plan);
- 2. to identify and exchange some "best practices", including industrial roadmaps from coal towards new technologies and transition strategies for coal based combined heat and power production to low carbon electricity and district heating generation;
- 3. to investigate relevant social challenges in the target regions, including necessary re-skilling needs of the workforce;
- 4. to provide guidance to regional actors for the access to available European funds and programmes, and on how to leverage additional national public and private co-financing.

Involvement of the Agency and Link to the EU Green Deal

Just Transition Research & Innovation

CRES is the leading organization of and key contributor to the WP6 "Strategies, Roadmaps, and Decision Support Tools", which has a core role in the project, as it uses all the work combined and implemented in the previous work packages of TRACER to eventuate to a set of very important strategies, tools and Roadmaps that will constitute the "bus" through which the coal intensive regions will move towards a more diversified economic base and sustainable system in a more facilitated and safe path. CRES is also the leader of the Communication and Dissemination



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EU Funding programme



Name of Project/Programme & Link to website

EU Heroes

https://www.euheroes.eu/ https://youtu.be/W5p5H8HbOVg

Description of Project (e.g. outline, design, target audience)

EU Heroes is a European partnership project aimed at enabling increased deployment of community-owned solar PV systems.

EU Heroes works with energy communities to overcome the challenges of increasingly constrained electricity grids and the reduction in subsidies to find new approaches to grid-integrated community solar PV development.

EU Heroes collaborates with community energy groups, electricity network operators, regulators, policy makers and the solar industry to develop new community-solar PV business models that ensure reliable energy supply.

EU Heroes aims to enable better network connection of community-owned solar PV, helping communities to work together to reduce carbon emissions and play a part in the new energy revolution.



Aim/ Expected Impact of Project (e.g. goals, results)

The aim of EU HEROES is to propose replicable models and financial tools focused on self-consumption, and based on real pilot data which will enable the development of viable community PV projects with benefits to all involved parties including grid operators. It will seek to level the playing field for community solar projects by assisting with the development of replicable viable business models that also address network constraints through reducing export to the network. This will both increase the amount of PV that can be connected in constrained areas and accelerate the growth of community PV through the use of open access, replicable models.

Involvement of the Agency and Link to the EU Green Deal

Smart Integration

EU Heroes is a Consortium of 7 partners (CRES, Greece, CREARA, Spain, Dena, Germany, EST, UK, KAPE, Poland, Protech, Lithuania and Netherlands Enterprise Agency/ RVO, the Netherlands). The project is coordinated by the Netherlands Enterprise Agency/ RVO, the Netherlands.



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EU Funding programme: Horizon 2020



Name of Project/Programme & Link to website

Linking Energy Audit Policies to enhance and support SMEs to-wards energy efficiency: LEAP4SME

https://leap4sme.eu/

Description of Project (e.g. outline, design, target audience)

The project intends to support Member States in establishing or improving national and local schemes for SMEs to undergo energy audits and implement cost-effective recommended energy-saving measures. An initial work of policies and programmes mapping will be followed by an in-depth understanding of their strengths and weaknesses, with the aim of overcoming the current bottlenecks. At the same time a work of characterisation of SMEs in terms of energy consumption, size and sector will be carried out to understand effective ways to properly address existing and innovative energy audit policies.

Aim/ Expected Impact of Project (e.g. goals, results)

Provided a continuous interaction (by means of workshops, questionnaires, meetings) with policy makers as well as SMEs and ESCOs/Energy Auditors associations, a set of policy proposals and recommendations will be developed and diffused. The priorities guiding the policy and recommendation development will be:

- Effectiveness and orientation to real market needs
- Integration with other points of the EED, particularly article 7

A fundamental part of the project, with a relevant participation requested to each partner, will be a continuous action of capacity building and dissemination addressed to policy makers and relevant stakeholders at European, National and Regional level. In order to concentrate the efforts on new challenges and to valorise previous efforts, the Consortium is committed to take as much advantage as possible of results obtained in previous pertinent EU funded projects (such as ENSPOL, ODYSSEEMURE, EPATEE) and relevant initiatives such as EEFIG and its related Sustainable Energy Investment Forums. On request of the European Institutions, the Consortium would also be very glad to contribute, through findings and results of the project, to the current debate on the SME definition.

Involvement of the Agency and Link to the EU Green Deal

Smart Integration/ Circular Economy

Project Coordinator is ENEA, Italy. The Consortium consists of 10 partners from Italy, Austria, Portugal, Greece, Slovakia, Croatia, Malta, Poland, Belgium and the UK.



Energy Efficiency Obligation Schemes and alternative measures

- Replicability, at least for SMEs sector/size/region





EU Funding programme: Austrian Climate and Energy Fund



Name of Project/Programme & Link to website

Integration of e-mobility in European municipalities and busi-nesses: EMOBILITY WORKS

https://ec.europa.eu/energy/intelligent/projects/en/ projects/emobility-works

Description of Project (e.g. outline, design, target audience)

The project aimed to integrate electric mobility in European Municipalities, strongly involving local business to ensure and lead a new decision making process in Municipal Administrations related to e-mobility.

The EMOBILITY WORKS project aimed at fully developing e-mobility potentials in European municipalities and businesses, primarily by elaborating so-called "e-mobility action plans" for participating municipalities. E-mobility action plans provide an integrated and holistic approach for the strategic and long-term integration of e-mobility on local level. Parallel to the elaboration of action plans (together with the participating municipalities), the project partners also intensely cooperated with businesses in the respective municipalities and regions. By doing so, synergies in the field of e-mobility between public and corporate bodies could be identified and deployed.

Aim/ Expected Impact of Project (e.g. goals, results)

Results: In total, project partners developed and finalised 30



Multiplier effect: Through EMOBILITY WORKS, an e-mobility action plan methodology was designed and provided to the EU municipalities interested in how to best integrate e-mobility on a local level. The target groups of this methodology included experts, policymakers and decision makers in the field of transport, mobility, infrastructure and sustainability. The methodology can be easily and **directly transferred to other municipalities or to other local authority environments at any time**.

Contribution to strategic goal: The e-mobility action plans set the basis for organised and successful electric vehicles acquisition, as well as recharging station installation, by public authorities in cooperation with the private sector. The implementation of these action plans through EMOBILITY WORKS resulted in new EVs on EU roads along with new public charging points. Thus, the **project served the integration of electric mobility at a European level**, which in turn led to reduction of air-pollutant and noise emissions, contributing to the strategic goal of climateneutral and sustainable Europe.

The objectives and results of EMOBILITY WORKS totally serve the overarching goal of the EU Green Deal for climate-neutral Europe, through the key point of electric mobility integration, with **the specific target of deploying 1 million public charging points across Europe by 2025**.

Involvement of the Agency and Link to the EU Green Deal

Smart Mobility

GEA, Austria is Coordinat<mark>or of t</mark>his Consortium of 12 partners in

e-mobility action plans together with the participating municipalities and consulted more than **170 businesses**. By doing so, the acquisition of more than **400 e-vehicles and more than 120 charging stations in European municipalities** was triggered.

Austria, Germany, Greece, Italy, Slovenia, Spain, Estonia, Romania, Finland & Belgium

58



EU Funding programme: Horizon 2020



Name of Project/Programme & Link to website

New Label driving supply and demand of energy efficient products: LABEL2020

https://www.label2020.eu

Description of Project (e.g. outline, design, target audience)

The EU energy label for products has been a key driver supporting innovation and market development for energy efficient products for more than 20 years. The label stimulated innovation by manufacturers and demand for energy efficient products by consumers and professional buyers. However, the current label concept involving A+++ to D efficiency classes has become cumbersome and less effective and the EU therefore has decided to re-invent the original A-G class concept combined with future re-scaling of classes based on technology and market development. The transition process, until the new label is fully established and effectively used, requires effective guidance and support of stakeholders ensuring correct implementation by suppliers and retailers as well as full understanding, high acceptance and efficient use of the new label by consumers and professional buyers. The LABEL 2020 project is designed as a comprehensive action supporting this transition process in a most effective way by supporting:

Consumers and professional buyers by means of effective information campaigns, services and tools. Services shall motivate and support buyers in the consideration and use of the new labels for their purchasing decision. Transparency of the label

Aim/Expected Impact of Project (e.g. goals, results)

The project is expected to have a significant impact on consumers, professional buyers, retailers, suppliers, policy makers, private and public services, multipliers, media and general supporters. Indicatively:

- ~16 Mio consumers and >600 professional buyers from the public and private sector shall be reached, motivated and supported by the tools and services developed by the project;
- at least 1 incentive or procurement or other policy scheme per country using the new label shall be established;
- 700 retailer shops shall be supported in the implementation of the new label with information services and tools for consumers for the point of sale;
- >1500 sales persons shall be trained for the new labelling concept;
- ~500 online dealers shall be supported in the implementation of the new label;
- ~700 suppliers (manufacturers/importers) shall be supported in the implementation of the new label;
- at least 10 multipliers per country promoting the new label.

The aforementioned group of stakeholders will be the "critical mass" for further dissemination and efficient implementation of the new energy labelling scheme on a pan-European level.

As a result, the project will contribute to the development and use of more energy efficient electric appliances, as well as to the increase of energy saving in the household sector.

re-scaling process shall be effectively supported.

- Retailers in the correct, efficient and effective implementation of the new label at the point of sale, and in online shops including training for sales persons and supportive tools for the label promotion.

Suppliers in the provision of correct labels and product information, to convince them to consider the label as an important tool for promotion of efficient products and to motivate them towards further innovation for energy efficient appliances.
Policy makers, public administrators and multipliers in the use and promotion of the new label within national programmes and schemes (e.g. green procurement, incentives).

- Development and exchange of best practice from campaigns.

Involvement of the Agency and Link to the EU Green Deal

Smart Integration

Project Coordinator is the Austrian Agency. The project consists of 19 partners in Austria, Portugal, UK, France, Czech Republic, Germany, Italy, Spain, Poland, Latvia, Greece, Romania, Croatia, Sweden, Bulgaria & Denmark.

Background EⁿR

- Established in 1990
- Voluntary network of "National" energy agencies with 25 members
- Information exchange, benchmarking and best practice, knowledge transfer, collaborative projects
- EⁿR acts as a bridge between national, regional & local activities and those of the European Community
- Eight thematic Working Groups



- Rotating Presidency current President: Environment and Energy Management Agency – ADEME (FR)
- Troika management committee Presidency supported by outgoing (RVO/NL) and future (ADENE/PT) presidencies.



Troika+: in collaboration with EST (UK)

• Annual network & strategy meetings

European Energy Network – A voluntary network of European energy agencies (enr-network.org)



European Energy Network

The voluntary network of European Energy Agencies - at the heart of the clean energy transition



EⁿR added value:

- Robust existing structure to lead/ facilitate the unprecedented change initiated by the EU Green Deal
- Exceptional convening power informal sounding board to EC
- Unique perspective impartial, expert, consider issues through the lens of all our members
- Deep understanding of market and consumer needs in our respective countries
- Cross sectoral, multi-disciplinary expertise
- Practical experience of implementing government policies
- Strong track record in collaboration & innovation design and demonstrate new approaches, products & services
- Ability to mainstream concepts through national, regional and local programme implementation
- Promotion of European leadership in the energy transition on the global stage

EⁿR also has a portfolio of other diverse projects relating to energy efficiency, renewable energy, behavioural insights, and links with all relevant elements of the European Green Deal. You can find this Online Library of best practices via this link.

<u>Resources – European Energy Network (enr-network.org)</u>



European Energy Network

The voluntary network of European Energy Agencies - at the heart of the clean energy transition









Disclaimer

This catalogue is based on a selection of best practices and expertise in behavioural insights in energy use and policy implementation. It does not reflect all best practice and expertise of the entire EⁿR network. The catalogue does not imply a policy position of any of the EⁿR members. The EⁿR is not responsible for the use that may be made of this publication.

EⁿR website link:

European Energy Network – A voluntary network of European energy agencies (enrnetwork.org)

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