



European Energy Network

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 & Link to website

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**