



European Energy Network

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 & Link to website

Behavioural science informed catalogue of suitable interventions for increasing energy efficiency in SMEs.

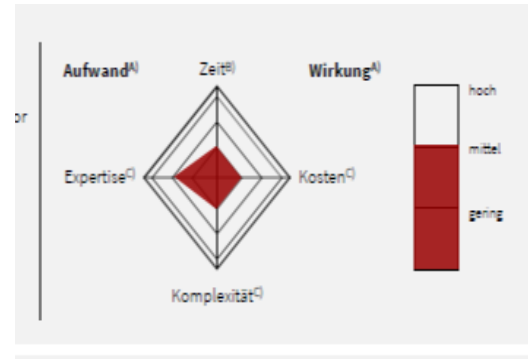
<http://www.bfe.admin.ch/>

Description of Project

Industry plays a major role in shaping a nation's energy landscape. As one of the greatest energy consumers, it also offers some of the greatest potential for change towards a greener tomorrow and should be in focus of strategies for achieving net zero targets by 2050.

Over the last decade, the uprising field of behavioural science has offered innovative insights for the design and implementation of more human-centered and evidence-based strategies. Although they have been tested and validated in numerous policy settings, the challenge for energy policy-makers around the world, when, where and how to apply behavioural insights for policies in industry contexts, often remains.

To tackle this question, the Swiss Federal Office of Energy and Affective Advisory set out to develop a behavioural science informed catalogue of suitable interventions for increasing energy efficiency in SMEs. On the basis of a comprehensive literature review, key behavioural barriers and motivators for industrial energy efficiency were identified and subsequently validated in a qualitative research phase with a diverse set of SME-representatives. Combining academic and applied behavioural research, a set of suitable interventions was ultimately identified, adapted and designed for the Swiss industry context. In 2021 a short-listed set of these science-based interventions will be piloted in trials across different regions and industry clusters.



Aim/Expected Impact of Project

The output of the project was a catalogue of voluntary instruments to be implemented. Some of them were designed to enhance existing instruments, while others are new.

Involvement of the Agency and Link to the EU Green Deal

- Sustainable industry