



**M62: EnR Regular & Full Meeting**

**It's not only for the money  
the role of advice services as supporting policy  
measures in Italy**

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The opinions expressed in this presentation are the author's own and do not reflect the official policy or position of any agency of the Italian Government.

# Ignoranti quem portum petat nullus suus ventus est

- to tackle energy poverty we need to help households
  - in time of needs;
  - to reduce energy consumption (curtailment and/or retrofitting);
- 60% of the 31 mln houses built before 1973
- 50% of the houses in the colder climate zones (i.e. > 2.000 degree days);
- 20% of Italian HHs say they are unable to keep home adequately warm
- why energy poor HHs do not invest? two likely culprits:
  - problem #1 - HHs face borrowing constraints;
  - problem #2 - HHs do not internalize the benefits (information asymmetry);

# Money for nothing?

- solution to problem #1 (borrowing constraints): “ecobonus”
  - established in 2006;
  - 3.2 million works (360 thousand in 2016, only) with more than 1.112 GWh saved in 2016 only;
- recently, a tool to tackle energy poor households:
  - extension to social housing authorities;
  - possibility to transfer the credit;
  - the creation of a Eco Fund with lower rates (EUR 50 mln)

# ...I don't care too much for money, money can't buy me love...

- problem #2 : lack of internalization
- energy poor HHs might **not want to do the investments because they do not perceive the juice is worth the squeeze** (Allcott and Rogers, 2014, Fowlie et al., 2015)
  - failure of “Green deal” in UK;
  - role of EPC color-letter grades (Comerford et al 2018)
- no market for household energy advisors but few NGOs;
- looking forward for the Italian Energy Poverty Observatory

Thank you for your attention

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