



**CONCERTED ACTION  
ENERGY EFFICIENCY  
DIRECTIVE**

# **Policies and national strategies to promote behavioural change**

## **Executive Summary**

**WGR 6.2**

**Core Theme 6 Consumer information programmes, training and certification of professionals**

**Working Group Report 6.2**

**Date: December 2013**

According to EED Article 12, Member States (MS) shall take appropriate measures to promote and facilitate an efficient use of energy by small energy customers, including domestic customers.

The purpose of this report is to present insights into how MS intend to implement Article 12, and to present examples of successful experiences and existing measures in MS that fall within the scope of Article 12.

The report is based on a questionnaire which was sent to MS in June 2013, to which 27 out of 29 countries responded, and on the discussions at a meeting in Vilnius in October 2013.

Most MS (24 of 27) intend to implement the first option in Article 12 – “a range of instruments and policies to promote behavioural change” and to a large extent they will prolong already existing measures and programmes. Only 11 MS see a need for a new national strategy to fulfil the requirements in the directive. Information measures, subsidies and fiscal incentives are the measures that most MS plan to use (information measures 22 MS, access to finance, grants or subsidies 17 MS, fiscal incentives 12 MS).

There are many examples of existing measures in MS: more than 50 examples were received through the questionnaire, indicating that there is a lot going on in the field of energy efficiency in the EU Member States. Most countries are ambitious when trying to reach the EU 2020 goals and the list of projects, policies or instruments is, as demonstrated in this research, long.

One of the lessons learnt from the presentations and discussions at the meeting in Vilnius was that achieving a behavioural change requires deep insight into consumers. It is also essential to communicate the right message. A recommendation to MS is that while designing an information campaign the message must be very carefully chosen and adapted to the specific target group. There might be a lack of interest in energy consumption in the target group for Article 12 (households, SMEs and organisations) which must be taken into account, and the message should try to spur curiosity rather than provoke guilt. There is a difficulty in proving the causal relationship between an information campaign and behavioural change; this topic is also relevant to EED article 7 and how to account for the savings from soft measures.

Only 6 MS indicated that they plan to implement option b) in Article 12 – “ways and means to engage consumers and consumer organisations during the roll-out of smart meters”, however there was a lot of interest in this topic at the meeting and it seems that many MS consider this option to be a possible action for the future.

Smart meters have the possibility to create energy savings in households but there is a risk that smart meters and related services raise the most interest among people with high levels of experimentalism and expertise. The business case for “smart” energy services might take fairly long to mature.

A recommendation is that Member States should follow the example of countries that have chosen to link information measures to the roll out of smart meters, and plan for communication at the same time as planning for the roll-out.

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The Concerted Action for the Energy Efficiency Directive (CA EED) was launched by Intelligent Energy Europe (IEE) in spring 2013 to provide a structured framework for the exchange of information between the 29 Member States during their implementation of the Energy Efficiency Directive (EED).

For further information please visit [www.eed-ca.eu](http://www.eed-ca.eu) or contact the CA EED Coordinator Lucinda Maclagan at [lucinda.maclagan@agentschapnl.nl](mailto:lucinda.maclagan@agentschapnl.nl)



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