

Good practice factsheet

Core Theme 6

Swedish Local energy advice in regional and national networks

Core Theme and topic	CT6 Informing and advising final consumers, WG1 The importance of trust
Name of work programme/project	Swedish Local energy advice in regional and national networks
Project scope and description	
Short description of the programme & what it hopes to achieve	<p>As a part of the national energy policy of the Swedish government, Swedish citizens and SME's have had access to impartial local energy advisors since 1998. The government gives funding to the 290 municipalities, enough for about one half-time employee per municipality. Since 2002 the Swedish Energy Agency (SEA) has increasingly been supporting municipalities with central information materials, a national website, training programmes, project funding, etc. From 2002 support has also been given to the regional energy agencies in order to provide a supporting structure and managers of regional networks for local energy advisors.</p> <p>The aim has been to achieve a nationwide highly skilful, trusted, creative and active advisory service.</p>
What is the scope of the project? e.g. - National/regional/local - Building type/owner	The advisory service is available in every Swedish municipality. Advice is given to citizens, SMEs and other organisations, free of charge. The advisors are all active in regional networks, where they get training, discuss common issues, cooperate in projects or on trade fairs, etc. It is also, on a personal level, a way to establish colleagues and networks otherwise they are often alone in their profession and work within their own municipality.
Who are the key people involved? e.g.: - Installers - Local Authorities	The Swedish Energy Agency has a central role in funding and initiating the programme. The regional energy agencies (originally funded by the IEE SAVE programme) have an important role to activate advisors and arrange meetings in the networks. The municipalities are important as employers of the advisors. Swedish citizens also have a high degree of trust in the local authorities, which is an important factor. The main work is of course done by the local advisors.
Who was the target audience?	The service is primarily aimed at citizens/homeowners and SMEs.
How was this work programme/project financed?	The programme is funded by the Swedish government through SEA. A large proportion of the municipalities contribute their own funding.
What was the cost of the work programme/project?	The government funding to the whole programme is approximately 14 M€ annually (approx. 1,50 €/citizen and year).
When did it start and end?	It started in 1998 and is still running.
Project Outcomes & Communication	
What were the key achievements?	The municipal energy and climate advisors are increasingly known and used by the target groups. Citizens are more active in making contact with them than SME's. The local advisors are, together with the regional agencies and supported with national training programmes, developing strategies and schemes to actively reach SME's.

	<p>Recently, a survey has been conducted, where individuals who were given energy advice via telephone during 2008 and 2009 were interviewed twice, one and two years respectively after the advice was given.</p> <p>The survey showed that 78% of the interviewees had taken action to save energy (behaviour change and investment). 39% of these had made a change of their heating system, among other actions. The single most important source of information for these people in influencing their decisions was the municipal energy and climate advisor (26%).</p>
What were the outcomes and expected benefits?	See above.
What were the key lessons learned?	The survey mentioned above has, together with other studies, indicated that the chosen model, with local, trained advisors, supported by regional networks, provides Swedish citizens with a trusted source of information and active advice. People tend to act upon the advice given.
Is there anything you would do differently in future?	We will carry out more monitoring and follow up on different aspects of the programme especially concerning the effects on society and in individual homes – what has been the effect of the energy advice? The survey described above is limited.
What makes this a good practice example?	The combination of regional networks, an extensive national training programme for advisors and the fact that the advisors are civil servants, employed by the local authority.
Web links to further information	http://www.energimyndigheten.se/en/Energy-efficiency/
Contact details of named person for further information	Karin Fant, programme manager. Karin.fant@energimyndigheten.se
Please indicate if you can give a short (15 minute) presentation at a Plenary Meeting or other event	Presentation was given at the Plenary Meeting in Warsaw, Oct 2011.
Please indicate if this case study can be made available to the public?	Yes