



Federal Ministry  
for Economic Affairs  
and Energy

DEUTSCHLAND  
MACHT'S  
EFFIZIENT.

# Energy Efficiency First!

## New Policy Instruments in Germany

Concerted Action for the Energy Efficiency Directive (CA EED)

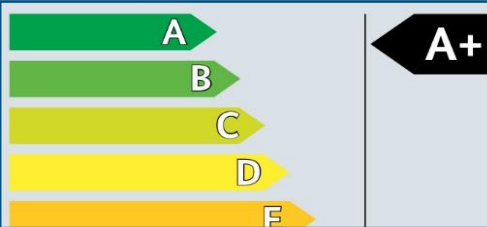
Bratislava, 19 October 2016

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## German Energiewende - two pillars




**Energy Efficiency**

Key legislation:  
Energy Saving Ordinance  
Heating Cost Ordinance

- Reduce energy consumption
- Cost-efficient

### Supporting fields of action



**Renewable Energy**

Key legislation:  
Renewable Energy Sources Act  
Renewable Energy Heat Act

- Steady growth
- Environmentally friendly

*Energy efficiency and renewables secure a sustainable energy transition.*



## National Action Plan on Energy Efficiency (NAPE)



- German Federal Government launched NAPE on 3 December 2014
- Comprehensive strategy
- Covers all sectors and social actors
- Common principle:
  - Supply information
  - Provide support
  - Demand action
- Energy Efficiency now twin pillar to renewables expansion in the German energy transition



## Efficiency Policies - categories

1. **Awareness:** information and consulting services
2. **Financial incentives:** 3 billion € p.a. (2 billion alone for CO2 building modernization programme; provision of grants & low-interest rate loans) – 17 billion € until 2020
3. **Regulation** (building codes, ecodesign & labeling directive, energy audits in industry, ETS)
4. **Energy taxation**

*IEA: Germany avoided 30 billion USD of fossil fuel imports in 2014 alone as a result of energy efficiency investments since 1990 (all IEA-members: 80 billion USD).*



## Efficiency label for old boilers

- Start: Beginning of 2016 (voluntary)
- overview of the condition of their old boilers in a quick and easily comprehensible way
- Aim: Increase exchange rate for boiler due to better consumer information
- From 2017, district chimney sweepers must attach labels to boilers to which a label has not yet been assigned





## Funding Programme for heating optimisation

- Start: 1. August 2016
- Aim: Reduction of GHG emissions by around 1.8 million tones in 2020.
- Promote the optimisation of heating systems by highly efficient pumps and hydraulic calibration
- Up to two million heating pumps are to be replaced and 200,000 heating systems are to be subjected to a process of hydraulic balancing each year
- Budget: 1,9 billion € until 2020 (planned)



## Jetzt Heizung optimieren und Förderung sichern!

Machen Sie Ihr Zuhause energieeffizient, zum Beispiel durch einen hydraulischen Abgleich Ihrer alten Heizungsanlage oder den Einbau einer energiesparenden Heizungsanlage. Wir fördern das! Alle Informationen und Beratungsangebote unter [machts-effizient.de/heizungsoptimierung](https://machts-effizient.de/heizungsoptimierung) oder 0800 0115 009.



**Bis zu 30 %  
Förderung  
sichern!**





## Communication campaign on energy efficiency

- Start: May 2016
- attract attention for the importance of energy efficiency
- emotionalize energy efficiency by funny and provocative advertising motifs
- stress the benefits of energy efficiency for everybody (tenants, homeowners, entrepreneurs, municipalities, ...)
- involve stakeholders as multipliers
- Website: [machts-effizient.de](http://machts-effizient.de)





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## Campaign – Example

**Effizient ist,  
an den Heizkosten  
zu sparen.**

**Nicht an den  
Reisekosten.**

Machen Sie Ihr Zuhause energieeffizient und modernisieren Sie Ihre alte Heizungsanlage: Wir fördern das! Alle Informationen und Beratungsangebote unter [machts-effizient.de](http://machts-effizient.de) oder 0800 0115 000.

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 Bundesministerium  
für Wirtschaft  
und Energie



## Campaign – Example

**Effizient ist,  
die Energie  
zu sparen.**

**Nicht die Wärme.**

Machen Sie Ihr Zuhause energieeffizient und modernisieren Sie Ihre alte Heizungsanlage: Wir fördern das! Alle Informationen und Beratungsangebote unter [machts-effizient.de](http://machts-effizient.de) oder 0800 0115 000.

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## Green Paper – Road Map

- Green Paper looks beyond the legislative period.
- 14 hypotheses with 23 key questions in 5 topics
- Public consultation up to 31 October 2016
  - Online participation via [www.gruenbuch-energieeffizienz.de](http://www.gruenbuch-energieeffizienz.de)
  - Regional dialogue events
  - Joint session of the Energy Transition Platforms
  - Stakeholder Workshop in Brussels on 7.10.
- Report on the consultation process
- Aim: medium to long-term strategy for energy efficiency (white paper)



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## Green Paper – Topics

- Efficiency First – new compass for the energy transition
  - Further development of the instruments
  - Energy efficiency policy at the European level
  - Sector coupling
  - Digitalisation
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# Thank you for your attention

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