

material efficiency schools energy saving  
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## Consumer Energy Advice Activities in Finland

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heat pump environment municipal sector construction



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# Versatile information dissemination of energy efficiency for years

- Motiva – as Energy Information Centre established in 1993 by MTI (now MEE)
  - Consumers are one of the key target groups
- Available information material supports consumer advice
- Information given by different actors as
  - Local and regional energy agencies
  - Energy companies
  - Municipalities
  - Different associations and organizations
- **Financing mostly on project based, no coordinated activities nationally**
- Many ways to give information and advice:
  - fairs, targeted seminars, publications, information leaflets, communication campaigns, web portals, calculation tools, telephone, email etc.





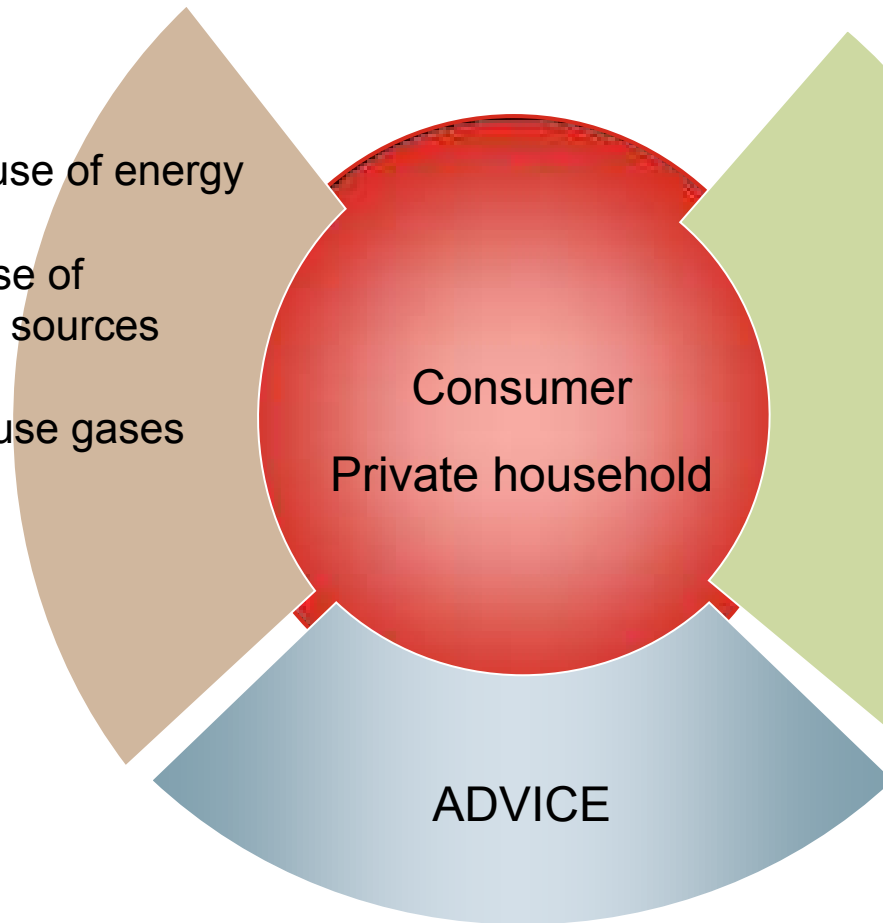
# The role of energy advice activities in the national framework

- Consumer's behaviour and use of energy play an essential role in achieving the demanding targets of CO<sub>2</sub> reductions
  - The need for consumer advice has been emphasized in many national strategies and related sectoral programmes on energy efficiency
- Target: Finnish consumers will receive reliable energy advice given by various providers - > capability to behave and do actions energy efficiently
- The Government's Decision on Energy Efficiency (February 4th 2010):
  - An energy advice system will be established and a national coordination centre will be named - > Motiva was appointed in December 2010
- Preparation phase for the coordinated system 2011-2012, a coordinated energy advice system starting 2013.



# Focus of Energy Advice Activities

- Decreasing the use of energy
- Increasing the use of renewable energy sources
- Cutting greenhouse gases



- Construction and renovation of houses
- Choices of heating systems in buildings
- Housing
- Durables, household appliances
- Mobility
- Other

Note: advice is not consultancy but to give basic information and to show way how to proceed



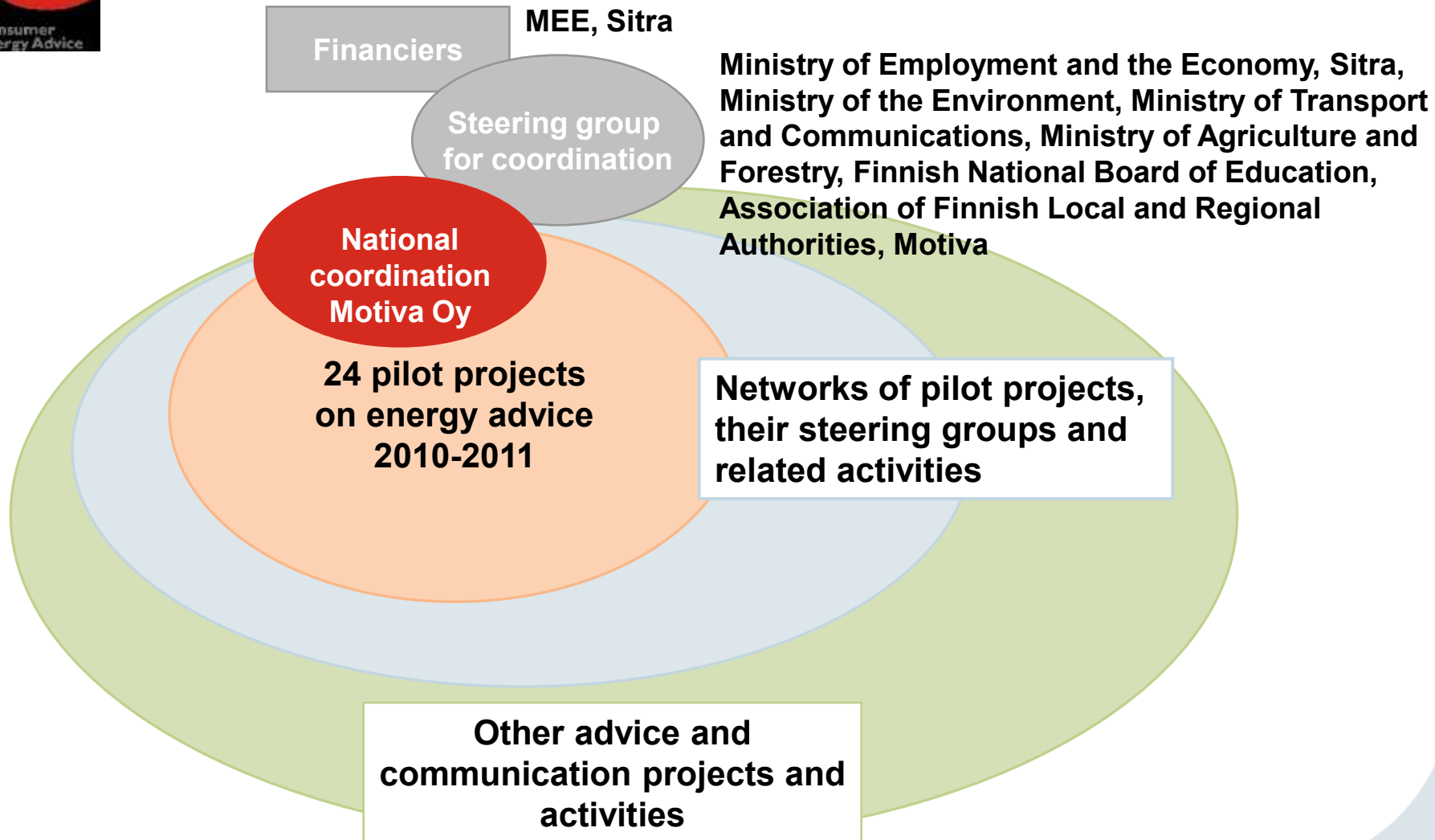
# Pilot projects (2010-2011) of energy advice

- First call in autumn 2009
  - > 14 projects (2010-2011) (60 applications)
  - Financing by Ministry of Employment and the Economy (MEE) 1,3 milj. € and Sitra, Finnish Innovation Fund 0,55 milj. €
- Second call in autumn 2010
  - > 10 projects (16 applications)
  - Financing by MEE (0,3 milj. €)
- Through pilot projects valuable experiences will be received
  - Projects report to Motiva (incl. quality and quantity monitoring)
  - At networking events and other support activities arranged by Motiva





# Organization of pilot projects (2010-2011)





# Experiences of pilot projects

- The need for advice is evident
- Different advice is needed
  - From basic hints of housing to renovation
- The most crucial is the **reliability of the advice**
- The coordinated system will be welcome
- Project partners need support by the coordination
  - common tools, networking, updating of information etc.
- Different ways to give information
  - some customers appreciate graphics and practical experience
- **Training of advisors is important (quality of advice)**
- Monitoring and impact assessment is necessary
- Targeted seminars and "advice clinics" popular as a part of fairs
- Useful to give advice at places where people visit, as at supermarkets







# The coordinated advice system is under construction

- Some pre-studies (questionnaires) carried out for advisors and consumers, also an external evaluation of pilot projects and the coordination





## The next steps/conclusions

- Developing work is ongoing in all of the subprojects, e.g.
  - Building up the webportal (separate parts for consumers and advisors)
  - Planning of training courses for advisors, first pilot trainings in December
  - Setting requirements and procedures to give subsidies for advisors
- The Annual Energy Advice Event on 24th of November
- Excellent collaboration in energy advice with different actors, ministries etc.
- **It is really need for the reliable energy advice**
  - Public authorities (as ministries and municipalities) and Motiva are trusted

Thank you for your attention

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**Consumer  
Energy Advice**