



Behavioural changes in energy use

Veneto Region



Behavioural change for a conscious use of energy

Objectives

1. Reducing primary energy consumption by 20% by 2020 and GHG emissions
2. Boosting energy savings through changing behaviour
3. Enhancing the exemplary leadership from the public sector through information campaigns
4. Encouraging interest in energy conservation and reduction in actual energy use
5. Empowering consumers to engage and collaborate in achieving energy savings

Behaviour change concerning energy use is an emerging area that has important implications for policy. The EU Energy Efficiency Directive and other policies require a change in consumer behaviour and energy consumption practices

<http://www.mayorsinaction.eu>



Methodology: Steps of implementation and Tools

Veneto released a document with energy saving tips providing good practical advices and solutions to save energy in the office and at home

1. **Community initiatives** establish ownership and responsibility for actions to improve energy efficiency, reinforce positive change in social norms regarding environmental/energy efficiency behaviour and allow sharing of good practices
2. **Group action** is an example of community-based initiative where small groups of people gather to gether and decide on a range of behaviours and attitudes that can be changed either to reduce their overall energy consumption and to increase energy efficiency
3. **Communication activities** associated to community initiatives to raise awareness about energy consumption, available technologies and energy efficiency potentials



1. Official website



2. Advices leaflets



3. Workshops



4. Videos, media (TV, Radio, newspapers), Facebook.....

5. Network of expert



Actors of the process - Roles

Covenant coordinator and Supporters: Veneto Region

1. provides information to change people's behaviour gathering and sharing data to support sound energy policy making and guide investment decisions
2. Organizes specific face to face meetings
3. Provides informative tools (leaflets, posters, brochures etc.)
4. Organizes training sessions for LGs officers and employees
5. Creates an informative website

Local governments: provides information to change people's behaviour and creates an informative website

Private sector: involves customers on energy use and encouragement on behaviour change

Citizens: actively participate in campaigns promoted by LGs and disseminate lessons learned among neighbours

Other Actors: SMEs, Universities, NGO, etc. Participate in campaigns promoted by LGs, organize their own campaigns, disseminate lessons learned among similar institutions.



Barriers

Low forefront of energy efficiency

Price of energy efficiency

Lack of knowledge of energy saving behaviour

Social norms may adversely affect the use of new efficiency measure

Policy acceptability

and

Some Solutions

Competitions, prize reward...

Engagement of stakeholders and citizens

Regulatory interventions and informing policy

Evaluation of behaviour change interventions

Fiscal incentives encouraging behaviour change

Real-time feedback to customer on their energy use



THANK YOU

