

МИНИСТЕРСТВО ЭНЕРГЕТИКИ РОССИЙСКОЙ ФЕДЕРАЦИИ

### Energy Efficiency and Behaviour Workshop Internationa Energy Agency



Promoting energy efficiency behaviour in Russia: monitoring, measures, outcomes

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### Promotion of energy efficiency behaviour in Russia started in 40s of XX century

### It consisted of

- 1. Social advertising and using broadsheets
- 2. Strict control of the state





2008

2009

2010.

### 2. LEGAL FRAMEWORK

- □ President Decree № 889 «About some measures for increasing energy and ecological efficiency of Russian economy" sets the goal to reduce energy intensity of the Russian economy by 40% up to 2020
- □ Federal Law № 261 «About Energy efficiency» asserts framework to stimulate energy saving and energy efficiency

- State Program "Energy Efficiency and Energy Enhancement up to 2020" includes a number of measures to reduce the energy intensity of GDP by 13.5% up to 2020 (federal budget is about 54 billion rubles for the period from 2013 to 2020)
- 2013
- State Program"Energy Efficiency and Energy Enhancement" became the subprogram in the State program "Energy Efficiency and energy development"

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### 3. Main measures to promote energy efficiency on the federal level

Standards for promoting energy efficiency and energy saving on regional level and in private sector

Conducting all-Russian competition on Energy Efficiency projects

Organizing international forums on energy efficiency



### Standard consists of the following main directions:

- Main aim of energy efficiency promotion
- Target groups
- Key topics of energy efficiency promotion
- Key information channels
- Structure and variety of key events
- Conducting federal and regional forums and exhibitions (for example ENES 2015)
- Promotion energy efficient way of live among students and young people



### 3.2 All-Russian competition on energy efficiency projects

### Great results in promoting energy efficiency

- 67 regions participated
- More than 400 projects
- More than **500 publications** in the federal and regional media
- 1 million votes during internet voting



# 4. Main regional's measures in promoting energy efficiency

**70 Russian regions** pursue policy of promoting energy efficiency and energy saving

1. Demonstration center on energy efficiency



- 2. Video, advertisement, articles in media, publication of leaflets brochures posters
- 3. Regional forums, exhibitions
- 4. Regional competitions among representatives from public and private sectors, students, schoolchildren



### 5. Survey on Russians views on energy efficiency and energy saving

### **Main results**

48 % of Russians control spending on energy in households trying to save energy
 64% among people who control spending on energy do it for saving money and
 Only 7% do it because of habits and traditions in family

Main stereotypes on energy efficiency

Individual saving ineffective across the country or the world
 Shaping of energy-saving way of life - it is not the task of citizens
 Energy saving technologies – it is expensive, complicated and not for common people

**Possible motivation for saving** 

1.Increasing in Energy Price (31 % of respondents)
2.Understanding of personal contribution in children's future (30 % of respondents)
3.Establishing fashion on energy-saving way of life (26 % of respondents)
4.Understanding of personal contribution to environmental improvement (22 % of respondents)



### 6. Aims of Russian Policy in the sphere of Energy Efficiency Behaviour

### Short-term aims:

1. Forums, exhibitions

2. Second All-Russian competitions

#### **Medium-term aims:**

1. Approve and implement standards on energy efficiency and energy saving through all regions and huge companies

2. Involve the maximum number of stakeholders

### Long-term aims:

Shaping fashion on energy-saving way of life



## Thank you for your attention

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