

# Stimulating Energy Efficient Behaviour

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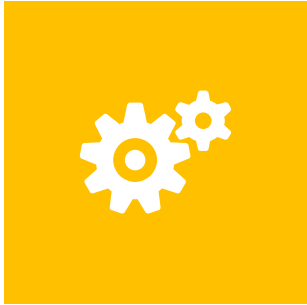
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- Who are SEAI
- Business Programmes
- SEAI Programmes Achievements
- Influencing Consumer Choices
- Some Policy Interventions

# Who are SEAI

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- Sustainable Energy Authority of Ireland established as Ireland's national energy authority under the Sustainable Energy Act 2002.
- SEAI's mission is to play a leading role in transformation of Ireland to a society based on sustainable energy structures and practices.

# SEAI's Business Programmes

## Public Sector Support

- Partnership
- Funding, Finance & Procurement
- Monitoring & Reporting
- Best Practice

## Large Energy User Support

- Energy Agreements Programme (EAP)
- Large Industry Energy Network (LIEN)

## SME Support

- Advice & Mentoring
- Energy Management Training

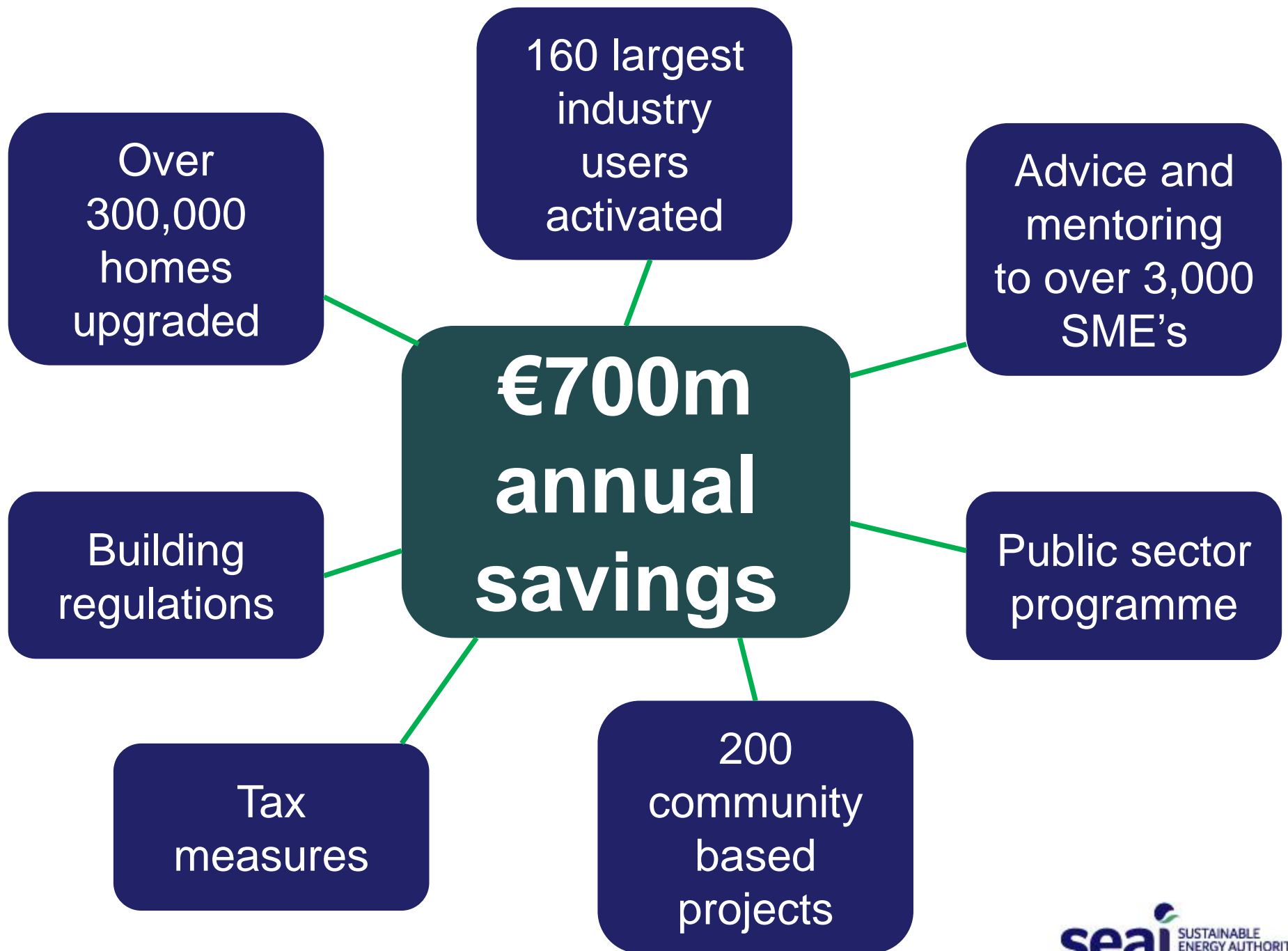
Quick Wins



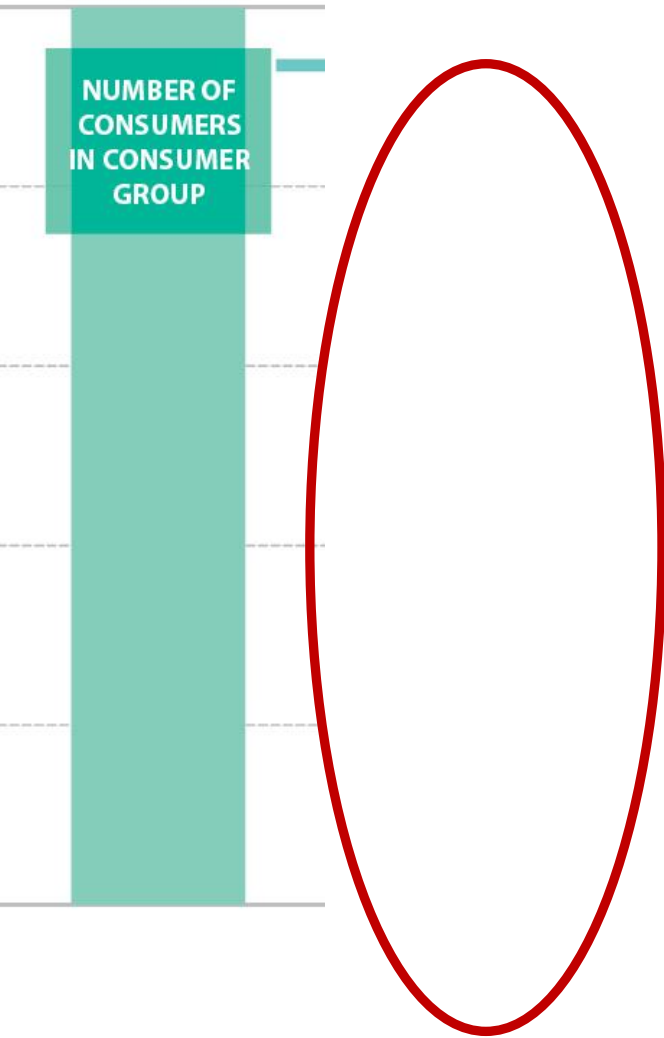
Technology



Resources



# Influencing consumer choices with policy



# Consumer awareness



“I am already considering my options”



“I think I can reduce energy use but I’m not sure where to start”



“I think I have already put in all measures”



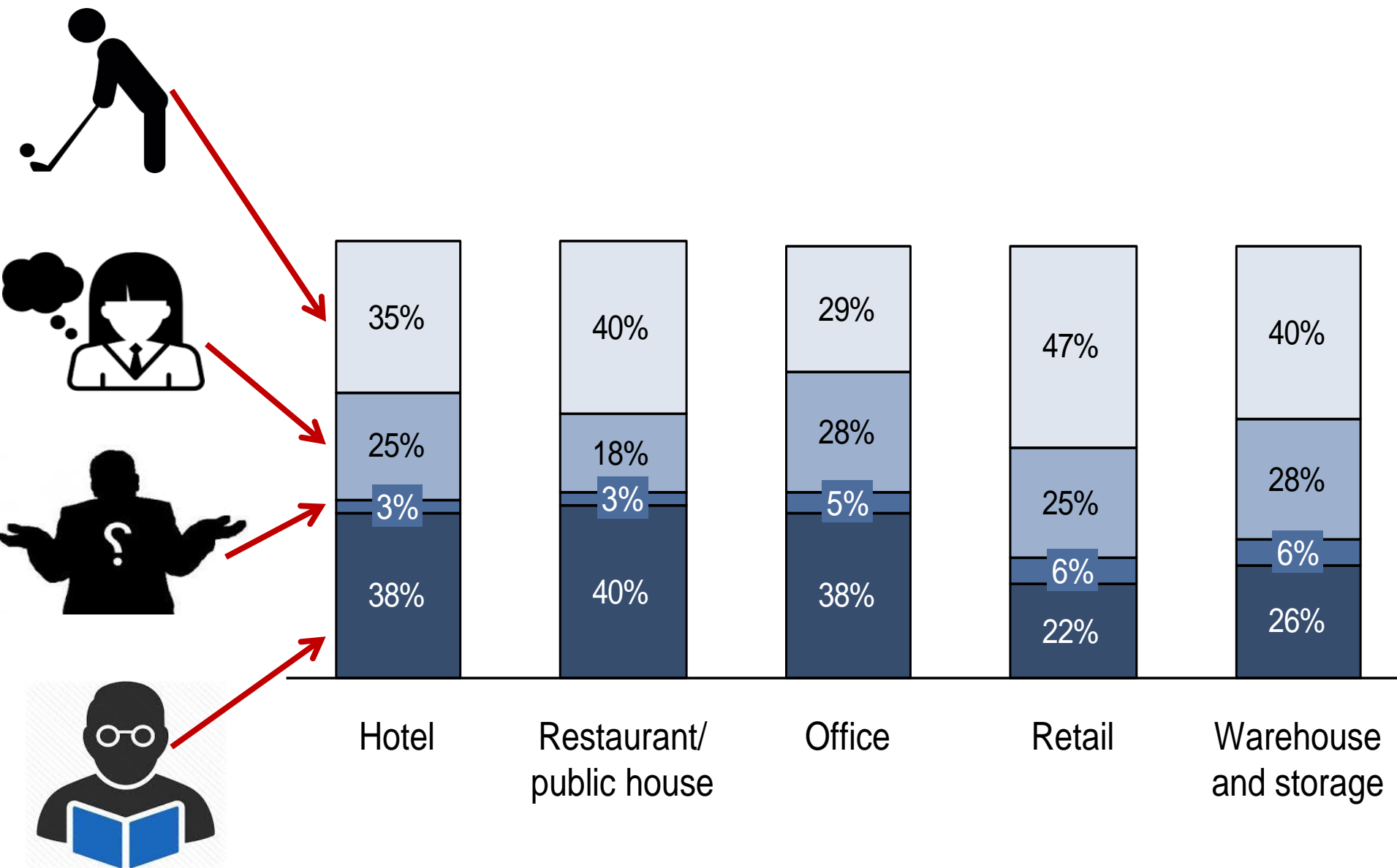
“Energy is not a top priority for me”

**House types**

**Business types**

**Budgets**

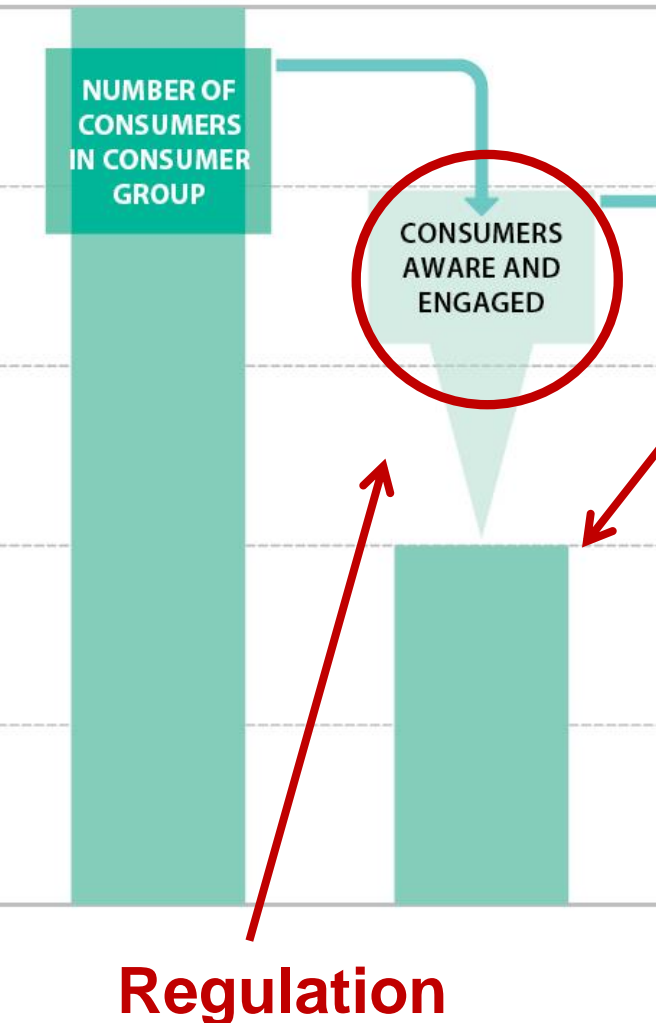
**Willingness-to-pay**





# Influencing consumer choices with policy

**Information campaigns,  
promoting services, audits**



# Some specific policy interventions

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- Low interest finance in the residential sector can unlock savings
- Reaching an aware consumers through regulation requiring targeted information
- Active promotion of the ESCO market
- A focus on behavioural change in transport
- IS 399 Energy Efficient Design Management



# Thank you



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## #betterenergy



Ireland's EU Structural Funds  
Programmes 2007 - 2013

Co-funded by the Irish Government  
and the European Union

*The Sustainable Energy Authority of Ireland is partly  
financed by Ireland's EU Structural Funds Programme co-  
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