

Toolkit Did it work? Monitoring and evaluating

Session 10

Charles Michaelis, Strategy Development Solutions – Paris, 23 May 2019



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Overview of the appliance and equipment training sessions



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1	Planning energy efficiency programmes	V
2	Selecting products for MEPS and Labelling programmes	V
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4	Industry transformation	V
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6	Stakeholder involvement and communication	V
7	Insights into energy labels	V
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8	Modernising energy efficiency through digitalisation	V
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10	Monitoring and evaluating policies and programmes	



Evaluation is an **objective** process of understanding **how** a

policy or programme was implemented, what effects it had,

for whom and why.

Leads to **more effective** policies and programmes



Indicators are clues, signs or markers that describe **observable** changes or events which relate to a programme or policy and show how close a programme or policy is to its desired path and outcomes.

Indicators provide the **evidence** that something has happened – e.g. an output delivered, an immediate effect occurred or a long-term change observed.



• What we have achieved



• How we can improve







Indicators and evaluation in the policy making process





Group exercise



As a group, list the reasons why indicators and evaluation are important?



Theory of change



- Forms the basis of monitoring and evaluation
- Should be developed alongside policy/programme design
- Participative process
- Refine in the light of evidence





market

efficient

Example indicators and evaluation questions for MEPS





Evaluation should test assumptions





Example indicator: EU Energy Label and Refrigerator Sales







- Are appliances and lighting using less energy?
 - In total?
 - Than they would have done without the policy?
- Is it because of the standards and labelling policy?
 - How and in what circumstances is the policy making a difference?
- Could more energy be saved?
- What are the distributional effects?
 - Who pays and who benefits?

Change isn't just caused by the policy





Estimating the effect of energy labels – randomised control trial





Example - randomised control trial

- Test the inclusion of costs on energy label + staff training
- UK Government + John Lewis department store
- Trial group of stores compared to control group
- Small difference for washer dryers, no difference for other prod









• Strengths

- "Prove" effect of policy
- In the circumstances of the test (when, where)
- For the indicator being measured

• Weaknesses

- Doesn't tell you why the policy worked/doesn't work
- Doesn't tell you if the policy will work in other circumstances
- Challenging to design and implement

Test, Learn, Adapt:
Developing Public Policy with Randomised Controlled Trials
Kanna Hugars Ounin Sernien Han Gabhere: Xhaid 'Ilageana
CabinetOffice Industry Ingen





- In theory, labels reduce energy consumption because:
 - Consumers have a reliable way of choosing energy efficient products
 - Manufacturers are motivated to produce more energy efficient products
- Theory based evaluation tests:
 - Whether the policy was implemented as intended
 - Whether there is evidence to support the theory
 - What else might explain what has happened
- Contribution analysis assesses the contribution to the change made by:
 - The policy
 - Alternative explanations
- Assess plausibility with a diverse range of stakeholders



- Vietnam Energy Efficiency Labels
 - Implemented for a range of products in 2014
 - Survey of manufacturers found that labels had a:
 - Significant influence on manufacturers of air conditioning and refrigerators
 - Moderate influence on manufacturers of fans, rice cookers and lighting
 - No influence on manufacturers of washing machines and televisions
 - Survey of consumers found that labels influenced 85% of purchases to some extent





• But in some cases policy not implemented as intended:



Could more energy be saved?



• Can MEPS or label grades be raised?



Who pays and who benefits?

- Wealthier consumers benefit most from product policy
 - Buy more products
 - Use them more
 - Spend more on energy
- Who pays for subsidies/incentives/scheme costs
 - Manufacturers?
 - Consumers e.g. levy on bills?
 - General taxation?
- Are your policies fair?



- Indicators and evaluation are key to delivering a successful policy
- Use theory of change to identify indicators and evaluation questions
- Consider what else might cause changes
- Design evaluation to test whether your policy has made a difference
- Consider who pays and who benefits to ensure fairness



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