



MINISTRY
OF NATIONAL DEVELOPMENT

Energy and Climate Awareness Raising Action Plan



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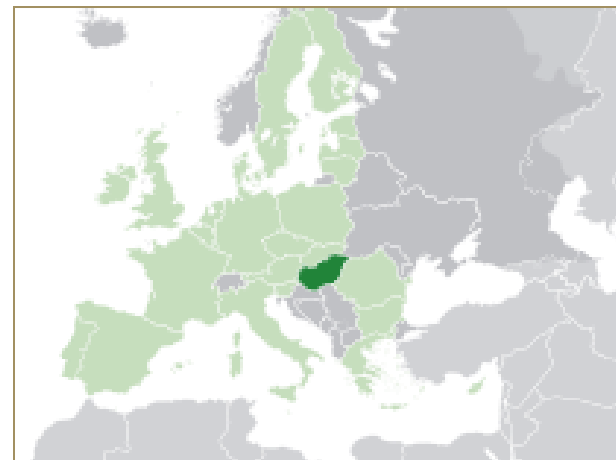
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Hungary

in the context of energy consumption



- We import **62%** of our energy need as fossil fuel,
 - Within this **82%** of our natural gas demand is imported from Russia
- The **share of renewables** in total energy consumption is **8,7%**
- The **share of households energy need** in total energy consumption is **40%**, the EU average is 26,5 %
- The **energy efficiency of our buildings is also low** compared to the EU average
- **10 % of households live in fuel poverty**



Background of the action plan

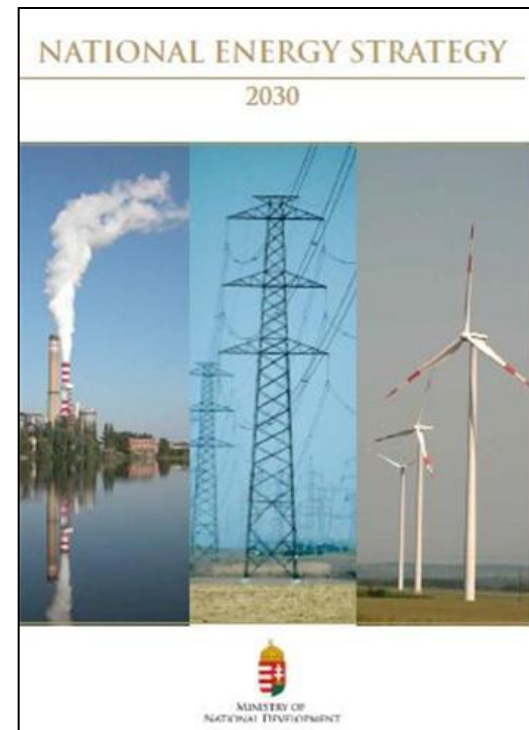
The Hungarian Parliament approved the **National Energy Strategy 2030** on 3. October, 2011

The motto of the strategy:
„getting independent from energy dependence”

The parliamentary resolution of the strategy orders the creation of Awareness Raising Action Plan for changing energy and enviromnetal behaviours

Why we need the action plan?

- The strategy points out the significance of the behaviour of energy consumers
- We have to involve the consumers as the actors of energy strategy



Goals of the action plan

Main GOAL:

Spread climate and energy awareness in Hungary

1. To contribute strategic aims:

- **Consumers' energy demands reduction (including transport)**
- **Increasing share of domestic renewable sources**
- **Application of nuclear energy**

2. To help households to be more flexible and adoptable to changes, such as:

- **Increasing costs of energy (fuel poverty)**
- **Climate change – more extreme weather events**



Achieving the goals

In order to achieve our goals the action plan marks:

1. Main theme fields of awareness raising:

- Energy savings and efficiency
- Renewable energy use
- Emission reduction in transport
- Climate Adoption
- Nuclear acceptance

2. The required messages what we need to communicate

focus on: transition towards low carbon society - special problems of hungarian households

3. Governmental initiatives



Special hungarian problems need special messages

- 70% of hungarian homes fail to meet **modern functional** technical and thermal engineering **requirements (obsolete)**
- Based on the amount of consumption, the **share of heating costs is the highest** (it 's usually 60 % or more)
- **2/3 of household costs are energy costs** (fuel poverty is a serious problem)

Focus: energy savings and efficiency



Special hungarian problems need special messages

Main influencing attitude factors of decision making:

- A part of consumers don't have knowledge about:
 - the amount of consumed energy
 - the environmental impacts of it
- In most cases people has **partial knowledge about:**
 - the behavioural energy saving practices
 - the **low-cost and home-made technical appliances**
- Financial aspects are more significant than environmental

Specialities:

- A **significance part of Hungarian people** got accustomed to think only in short period
- The **constant cost-centered thinking** seriously **determine our lifestyle in Hungary**
 - people avoid from high cost of the investments

Focus: energy
savings and
efficiency



Special hungarian problems need special messages

We have to emphasize the financial side to influence energy behaviour (in short period):

- The individuals financial benefits of energy behavioural changes
- There are several practical low-cost measures to save energy
- Wasteful energy appliances (principally **heating systems**)
- Thinking more in longterm, home modernizing and other efficiency measures are good investments

Focus: energy savings and efficiency



But! We also have to put focus on the connections between people's energy consumption and the environmental impacts (long period goal).

Transmitting the awareness raising information



Who can provide the eligible information?	What kind of tools can it have?
Government and the background institutions (ministries, authorities)	Public media Public education Communicational platforms and programs
Municipalities	Own communicational platforms and local social programs
Non Governmental Organizations	Own communicational platforms and programs/actions
Companies (focusing on energy providers)	Own communicational platforms and informing programs Billing infrastructure Smart metering

Planned measures

Focus: providing information

1. Direct communicational measures

- Governmental campaigns
- Creating governmental platform (website), covering the theme fields
- More effective use of the public media
- Strengthen the governmental engagement in climate and energy awareness issues

2. Supporting other communicators

- Building up common platforms
- Creating advisory network with municipalities
- Building up partnerships with NGOs,
international stakeholders



3. Regulatory measures

- Examine and change educational regulatory for more effective sustainable or environmental education

4. Infrastructural measures

- Motivate the companies/governmental owned organizations to implement more smart metering pilot projects

A hungarian best practice

- matching to the messages
of the action plan



„Let’s be a conscious energy consumer!”

- Media campaign through 4 months in 2012 (june-october)
- **Exemplary collaboration:**

The executives are **the 6 most important energy suppliers of Hungary and the Hungarian Energy Office**

- The messages:
 - focused on the energy behaviours of households
 - drew attention to the energy wasting habits and
 - inform us:
How to behave consciously when we use energy (cooking, washing, etc.).
The energy saving measures can be implemented without any cost.



A nighttime photograph of the Hungarian Parliament Building and the Chain Bridge in Budapest. The Parliament Building is brightly lit, showing its intricate Gothic architecture and large central dome. The Chain Bridge, illuminated with warm lights, spans the Danube River in the foreground. In the background, the Buda Castle and other city lights are visible on the hillside under a deep blue twilight sky.

Thank you for your attention!

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