

material efficiency schools energy saving
consumers industry transport carbon dioxide
wood chips traffic properties public sector
recycling biomass renewable energy solar energy climate change
energy efficiency energy auditing
service sector hydro power cooperation
wind energy

**Practical means to energy efficiency:
a range of activities to a range of energy users**

IEA Choices, Decisions and Lifestyles Roundtable 13.3.2013

Päivi Laitila, Motiva Oy

heat pump environment municipal sector construction

Motiva is an expert company promoting efficient and sustainable use of energy and materials.

Motiva promotes

- energy saving and energy efficiency
 - use of renewable energy
 - material efficiency
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- from school children to large corporations
 - co-operation with/in a number of networks

www.motiva.fi



Motiva Group • Areas of Operation

Energy Efficiency Agreements

- development, promotion of implementation, monitoring, advisory services

Energy Audits and Analyses

- development, training and qualification, promotion, quality control, advisory services

Energy-efficient Technology

- speeding up introduction of new technologies

Energy Management

- energy management systems, continuous improvement of energy efficiency

Renewable Energy

- increasing sustainable use of energy, speeding up of introduction of different technologies

Motiva Group • Areas of Operation

Material Efficiency

- efficient use of materials

Monitoring and Impact Assessment

- effectiveness of programmes and activities

Energy Efficient Transport and Mobility Management

- influencing in attitudes and behaviour of mobility, vehicles energy efficiency

Advisory Services and Communications

- influencing in attitudes and consumption behaviour, communication campaigns

Training Services

- competence development, training programmes and events

Energy Behaviour Change – Can it be done?

- Changing people's attitudes does not necessarily mean an influence on behaviour, because
 - most of our energy behaviours are not decisions but rather social practices
 - infrastructure and traditional ways to do things present limits on change
 - social dilemmas: even though people care, it doesn't make a difference unless others contribute
- Most of our energy-related behaviour is habitual and routine
- Energy use still is 'socially invisible'
 - difficult to observe and consciously manage
- Habits and routines are patterns of activity
 - not conscious decisions

Source: BEHAVE and Changing Behaviour projects

Detailed analysis of Energy Behaviour through versatile programmes

- IEE BEHAVE Project (Evaluation of Energy Behavioural Change Programmes)
 - Meta-analysis of 41 European case studies from 11 countries
 - Finnish cases: Energy Awareness Week, Communications campaigns
 - www.cres.gr/behave/home.html
- FP7 Changing Behaviour
 - Database of 100 European projects/programmes
 - Finnish National Consumer Research Centre coordinator
 - www.energychange.info
- Second European Conference on Energy Efficiency & Behaviour
 - Abstracts and presentations available at
 - www.behave2012.info



Energy Behaviour Change – How to succeed ?

Lessons learnt:

- Set a goal – what you aim to achieve
- Who are target groups - different communication means for different target groups
 - Tailored activities are needed
 - Involve and network members of the target groups
- Take your time – be patient – repeat and repeat
- Positive approach is often a good way
- Concrete, visible steps and practical measures
- Simple actions – people do not want to make extra efforts for energy efficiency
- No one solution available
 - Some people like competitions, some prefer role models
 - Many of us listen to peers' opinions

Energy Experts in apartment buildings

- A long-standing Finnish programme (1995-)
- More than 3000 voluntary residents (Energy/Environmental Experts) trained
- Energy experts monitor energy consumption in their building and give advice to other residents



<http://www.energychange.info/casestudies>

Energy Awareness Week "More for less" for children (since 1997) and for companies (since 1998)

- About half of all 8 year old pupils participate every year
 - Teachers' toolkit and children's energy book
 - "an energy agent card" to record family's energy patterns
- Nearly 400 companies, municipalities and organisations participate
 - adopted into companies environmental programme or as an activity fulfilling the voluntary energy efficiency agreements





Official Spokes person of the Finland's Mobility Week

- A well-known Finnish rap-artist **Paleface**
- Cooperation in communications: articles, press releases, photos, banners, posters and...
- A film teaser and campaign video containing his interview on mobility and a song from his latest album "Maan tapa" with an environmental theme



Open homes an adapted model from the UK

- Neighbours are welcome to visit renovated buildings with new heating systems
- Guided "Nordic walking tours" to neighbourhoods
- In collaboration with the Carbon Neutral Municipalities Project (Hinku)
- www.environment.fi/hinku



Osmo Ravantti esitteli Mäenkylässä aurinkolämpöjärjestelmää, jota käytetään käyttöveden lämmittämiseen.

National coordination of consumer energy advice - from top down to bottom up approach

Accessible: advice by internet, e-mail, phone, at events, face-to-face

Regional: regionally available to consumers, nationally on internet

Coverage: construction, renovation, heating systems, household energy use, mobility

Cooperation: close collaboration with energy companies and associations

Links: renovation advice, mobility management, energy programme in agriculture sector





Towards a coordinated system of consumer energy advice

Expert evaluation of the pilots in 2011

Coordinated system – full launch early 2013

More information
www.motiva.fi/en