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Presqu'île de Giens, France

Bridging the information gap on energy efficiency?

Experiences from energy advice experiments in three German cities

Florin Vondung

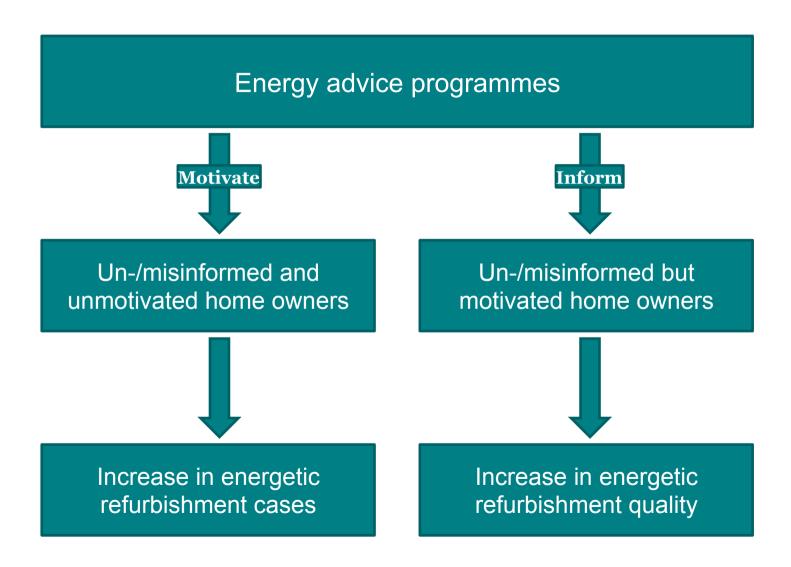
Research Group Energy, Climate and Transport Policy

Wuppertal Institut

Background



The role of consumer energy advice



Background



Energy advice programmes in Germany

BAFA energy advice subsidy:

- Subsidy for on-site energy advice by accredited freelancers
- Max. €800/€1,100 per single/double family house/multi family house (max. 60% of total costs)
- Tailored advice to optimise EE investments

Consumer Association (VZ) Energy Advice:

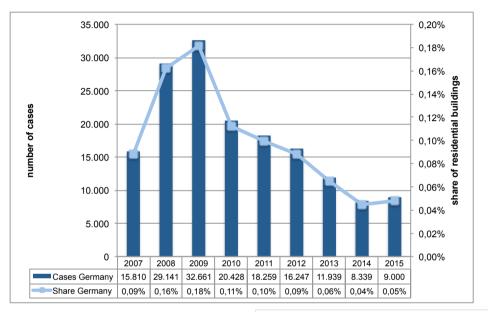
- Provision of on-site energy advice
- Low cost (€60/case)
- Identification of suitable EE measures (building insulation/renovation of heating systems)

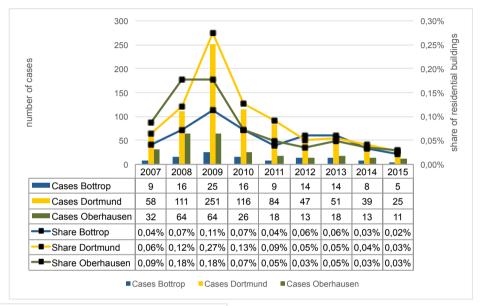
Free online heating energy consumption/expenditure checks Free energy hotline (dena)

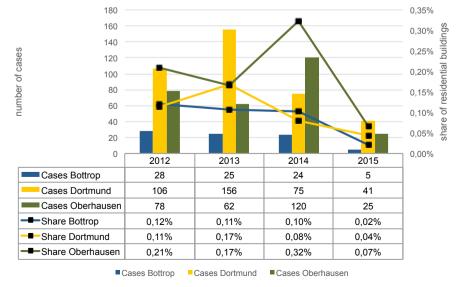
Background



Energy advice cases in Germany and the target cities







Approach



Joint knowledge production

Failure to reach out to a majority of home owners

→ Innovative approach to design and implement energy advice programmes



Joint knowledge production (JKP):

- process of mutual learning/exchange between scientists and practitioners
- immediate applicability to specific real-life problems
- enhances theoretical understanding of the subject
- leads to better, more policy-relevant or more socially robust knowledge

Approach

Overview



Common	kick-off workshop	

Who is the target group?

Where are they located?

Participants of the working

groups (WG)?

Target

Select target group(s), prepare working groups

implementation areas

develop components of

Finalize experimental

design and plan/

Identify possible

and channels of

communication.

the experiment

WG Bottrop (I)

Causal relationships

- WG Dortmund (I)
- WG Oberhausen (I)

- **Detailed analysis**
- **Detailed analysis**
- **Detailed analysis**

- Confounding factors
- Confounding factors Causal relationships
- Confounding factors
- Causal relationships

Meeting of core group to present interim results (optional)

WG Bottrop (II)

WG Dortmund (II)

WG Oberhausen (II)

Experimental design Where?

Who?

31.05.17

How? When? Experimental design Where?

Who?

How? When? Experimental design Where? Who?

How? When?

prepare implementation

Finalize experimental Design

Implement experiments

Common final workshop

Implement and evaluate experiments

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Design

	Bottrop	Dortmund	Oberhausen
Target group	"New" owner- occupiers	Senior female landlords, aged 60 and older	Small-scale landlords
Main channel of communication	Mail by the city of Bottrop	Publications of relevant stakeholders	Mail by the city of Oberhausen
Approach	Invitation to a tailored energy advice by InnovationCity	Inform about energy efficiency; motivate participants to get an energy advice	Inform about topics of relevance to landlords, motivate participants to get an energy advice
Innovative element	Use of trigger points	Use of innovative communication channels	Coupling of topics



Evaluation concept

Survey among energy advice experiment participants to assess

- Participant satisfaction (quality of advice provided)
- Impact on motivation
- Reach out to selected target groups
- Participants' assessment of barriers

Survey among workshop participants to assess

- Experiment design process (JKP)
- Experiment outcomes



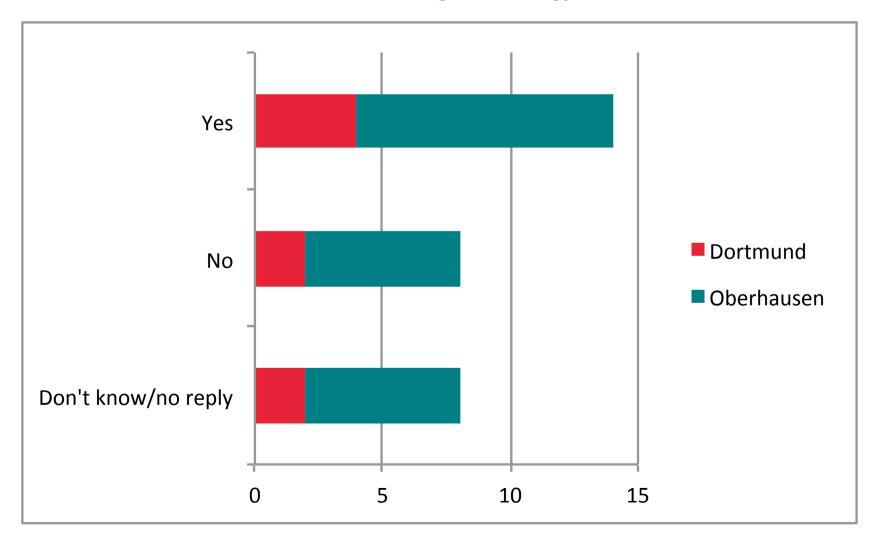
Results – selected figures

	Bottrop	Dortmund	Oberhausen
Participants	47	8	22
Share of home owners invited	5.1%	N/A	0.6%
Share of senior (female) landlords (>60 yrs)	N/A	100% (87.5%)	37.5%
Prior energy advice experience	?	50%	46%



Results – motivational impact

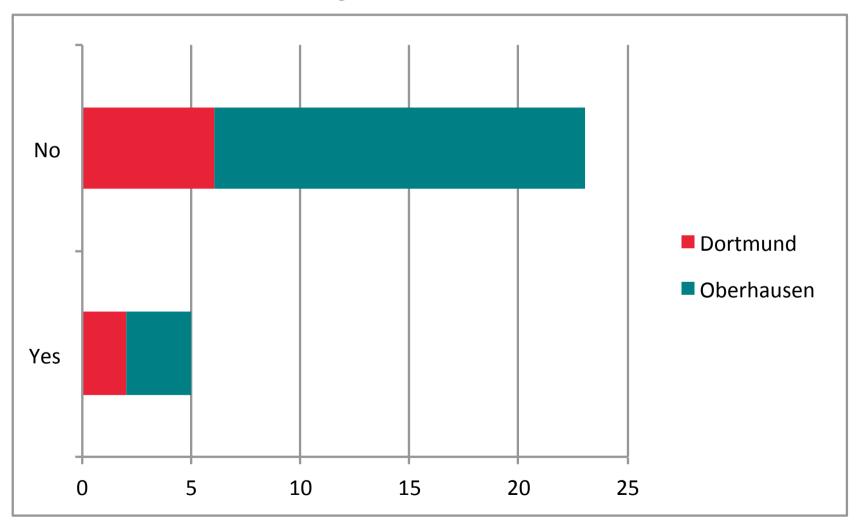
Additional motivation to get an energy advice





Results – motivational impact

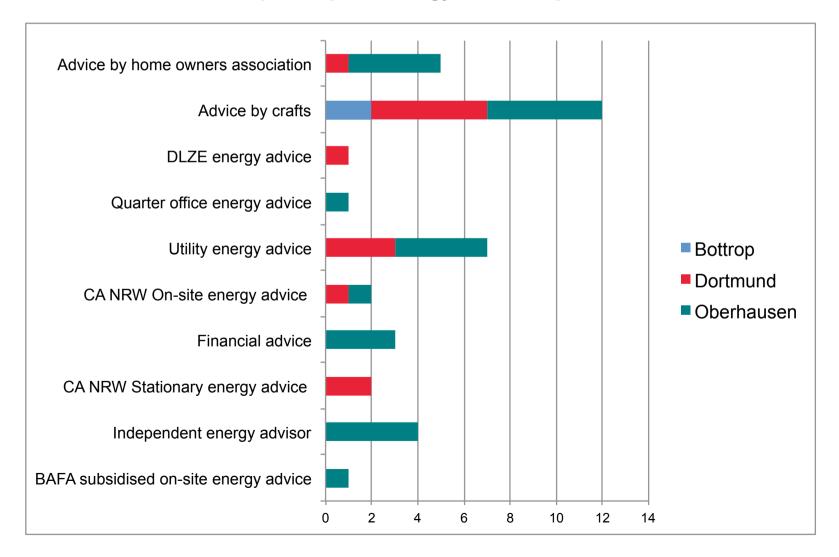
Change of mind due to event





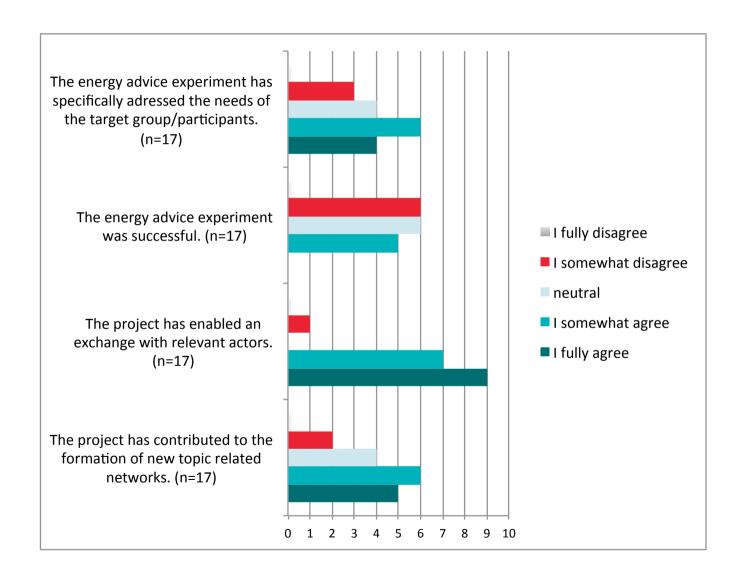
Results – alternative energy advice sources

Participants' prior energy advice experience





Results – assessment by workshop participants



Conclusions



- Overall outcomes rather disappointing with regard to quantitative figures
- Landlords difficult to activate (not even for free)
- Best results for "trigger point" approach (Bottrop)
- JKP successful in terms of network building and knowledge transfer
- Approach questionable under cost-benefit considerations



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Thank you for your attention!

Discussion points:

- How can private landlords be better activated?
- What can/should be the role of energy advice in the rental market?