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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

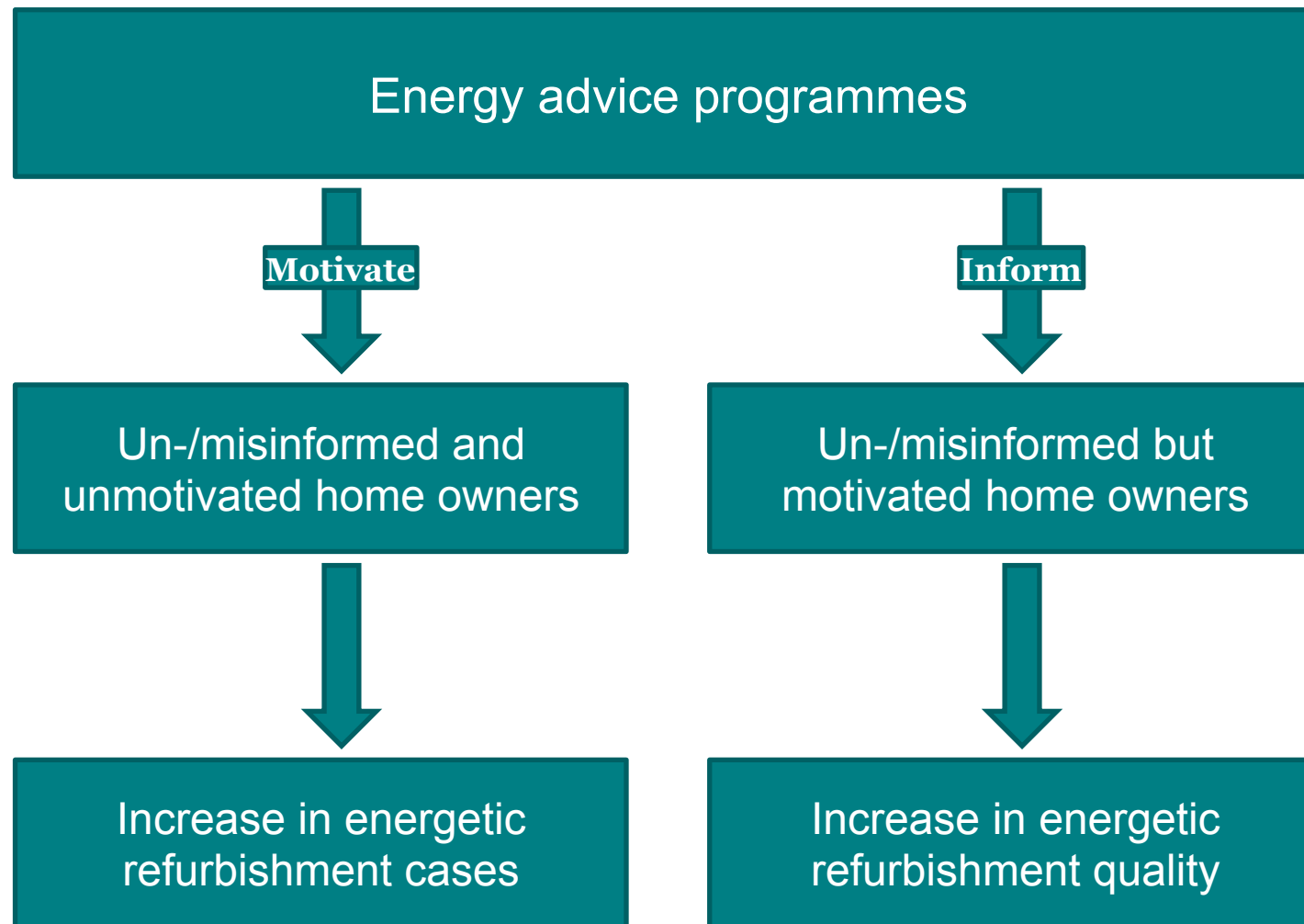
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Background

The role of consumer energy advice



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:

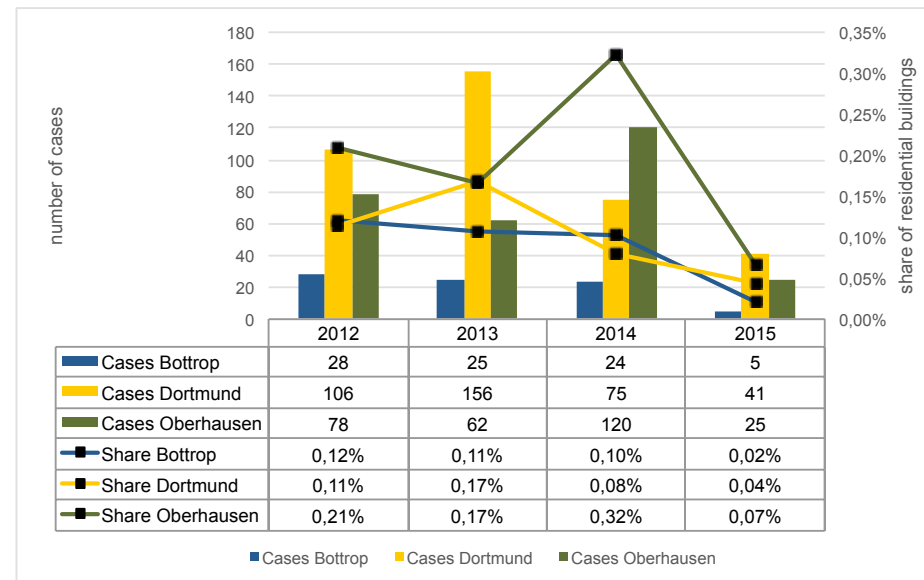
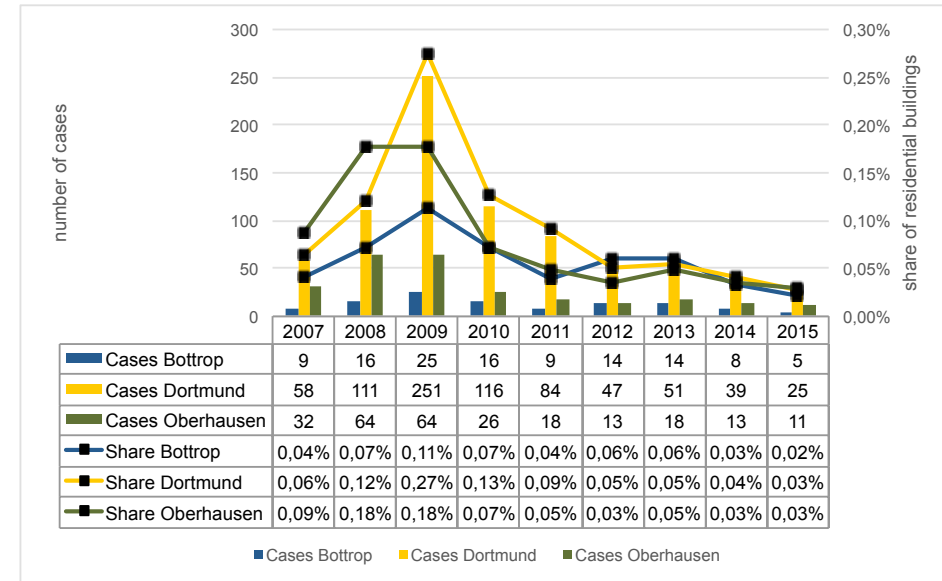
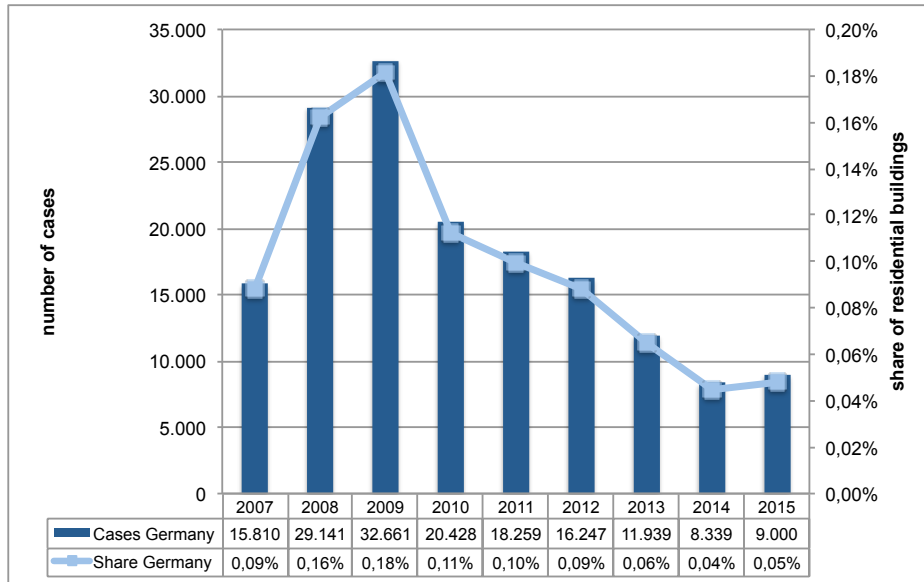
- Provision of on-site energy advice
- Low cost (€60/case)
- Identification of suitable EE measures (building insulation/renovation of heating systems)

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

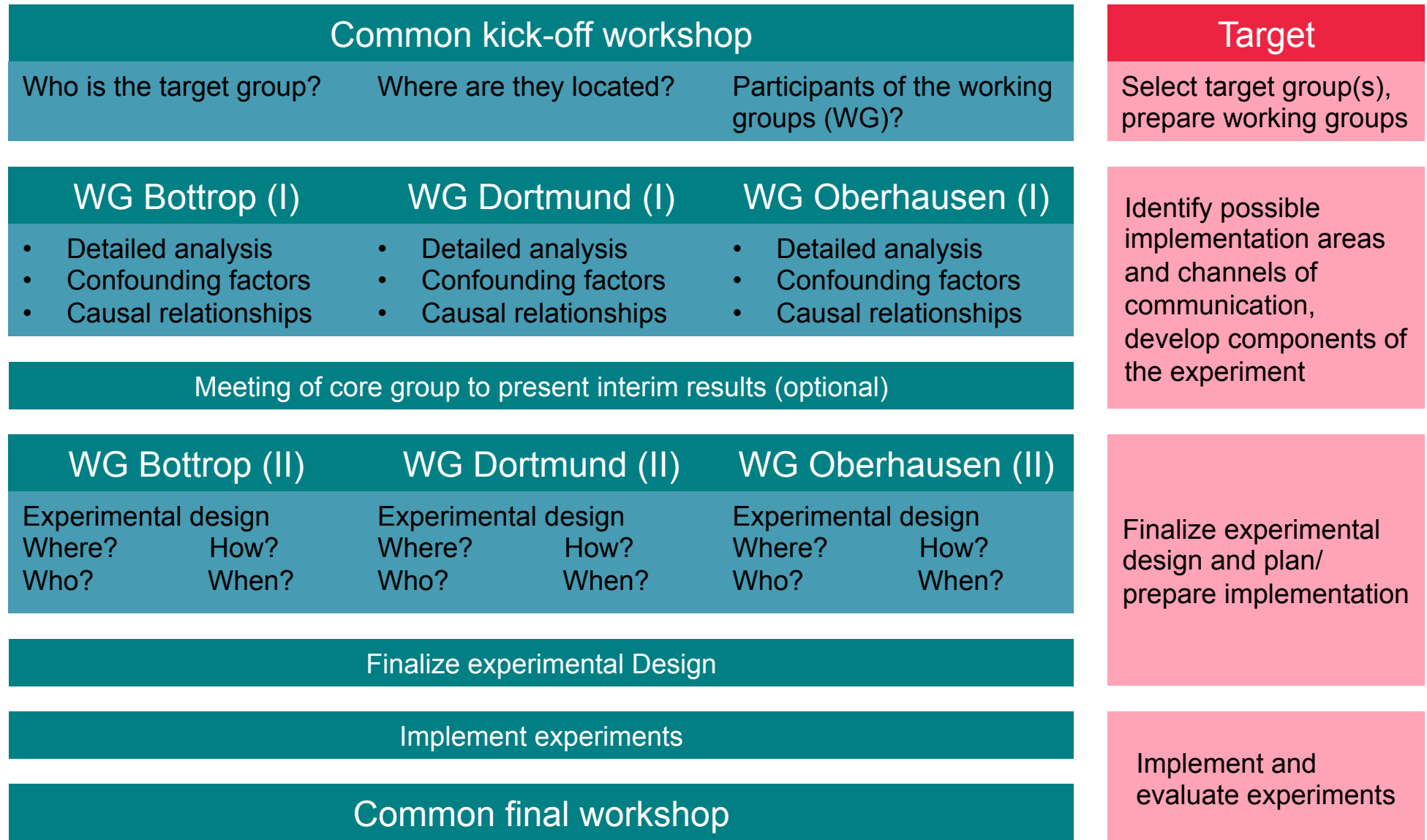


Joint knowledge production (JKP):

- 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



	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 <i>trigger points</i>	Use of innovative communication channels	Coupling of topics

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

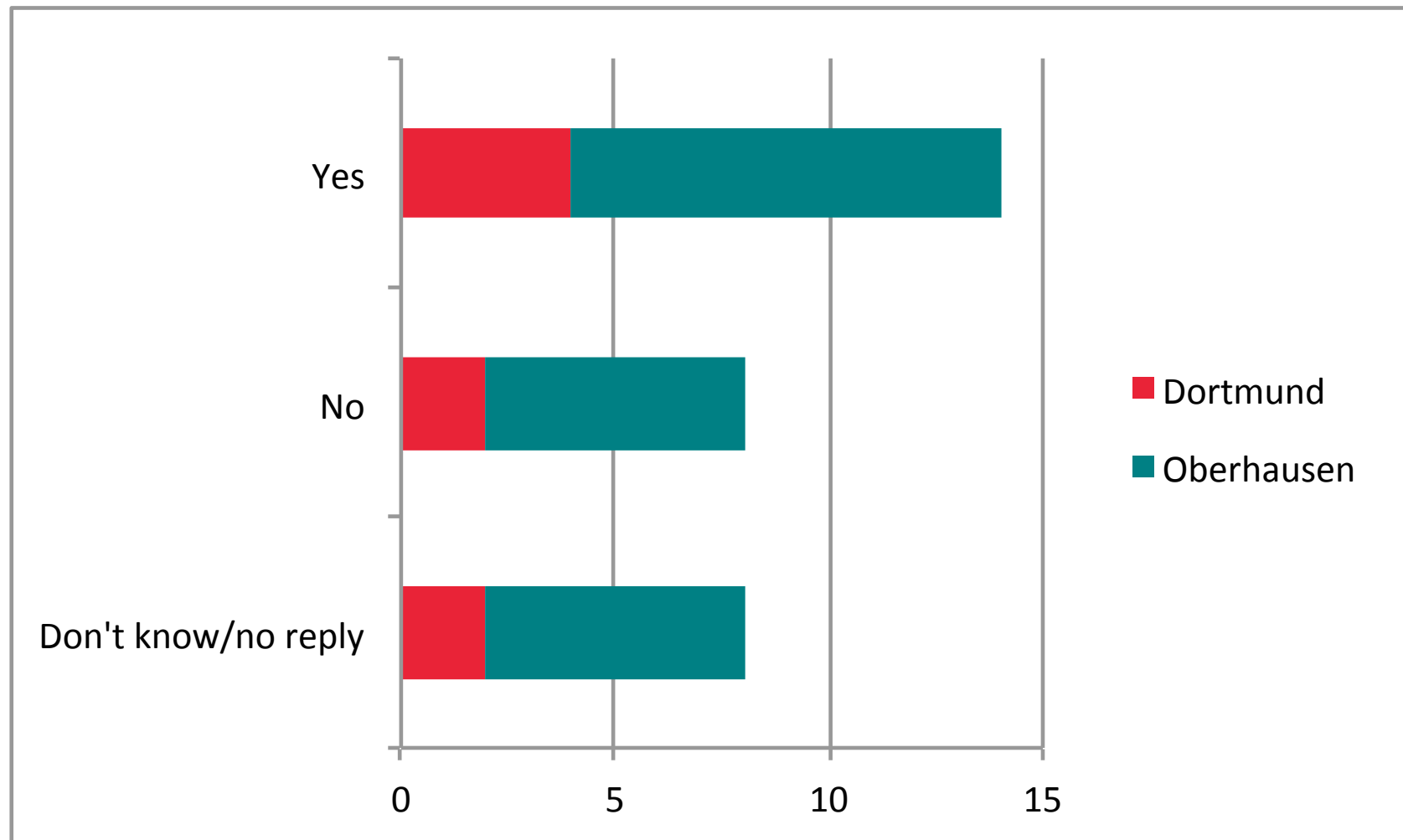
Experiments

Results – selected figures

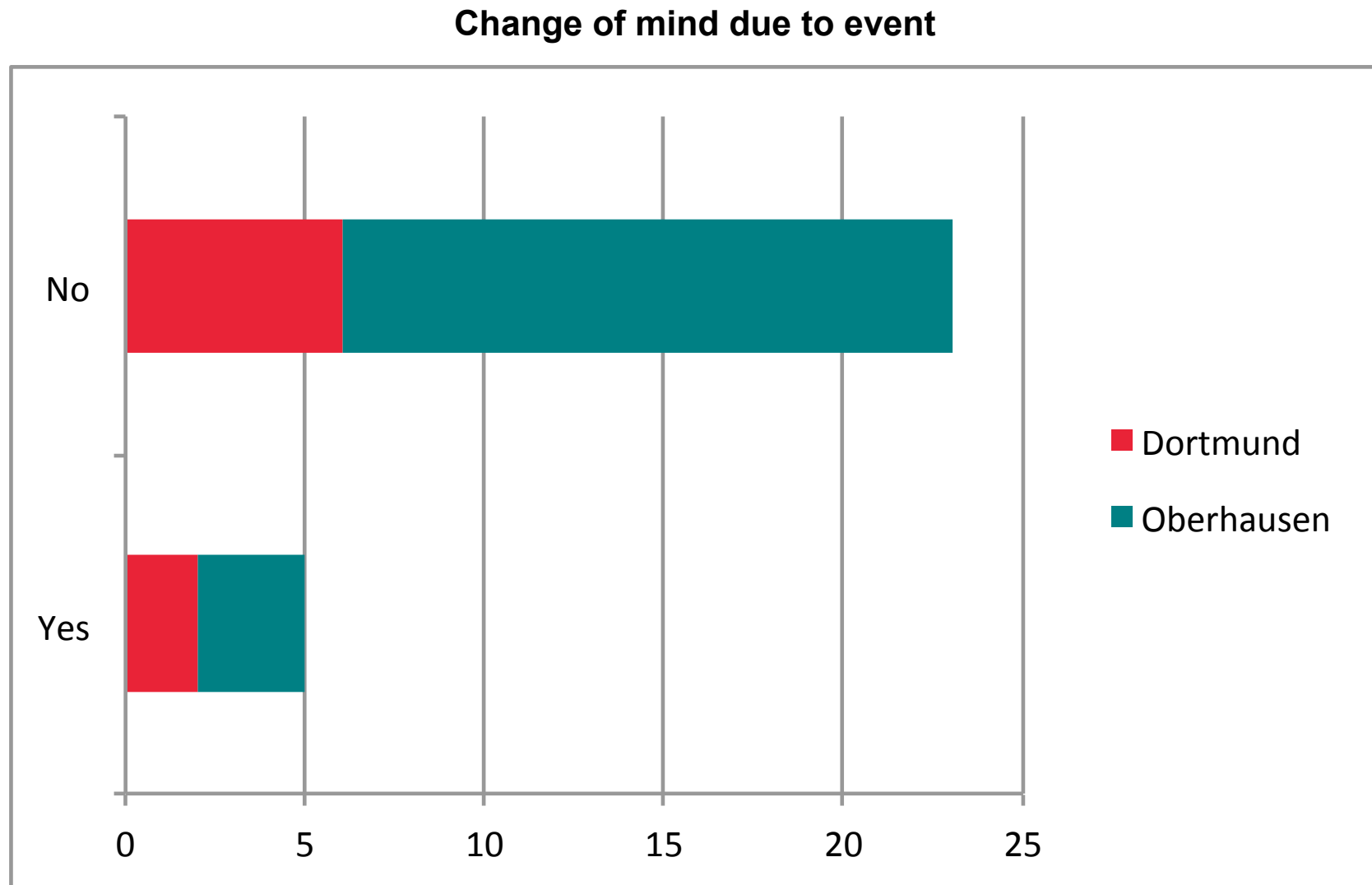
	Bottrop	Dortmund	Oberhausen
Participants	47	8	22
Share of home owners invited	5.1%	N/A	0.6%
Share of senior (female) landlords (>60 yrs)	N/A	100% (87.5%)	37.5%
Prior energy advice experience	?	50%	46%

Results – motivational impact

Additional motivation to get an energy advice

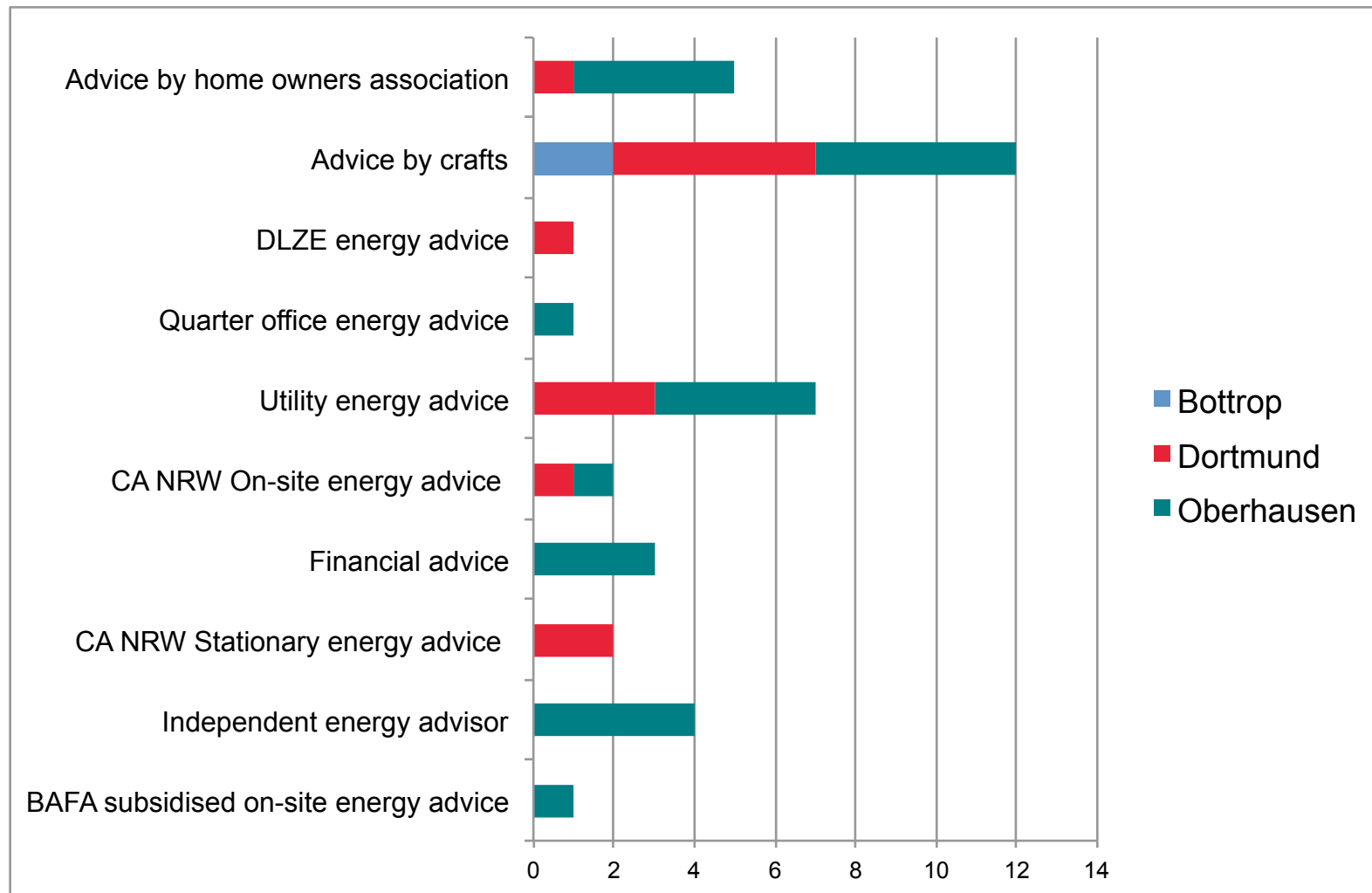


Results – motivational impact

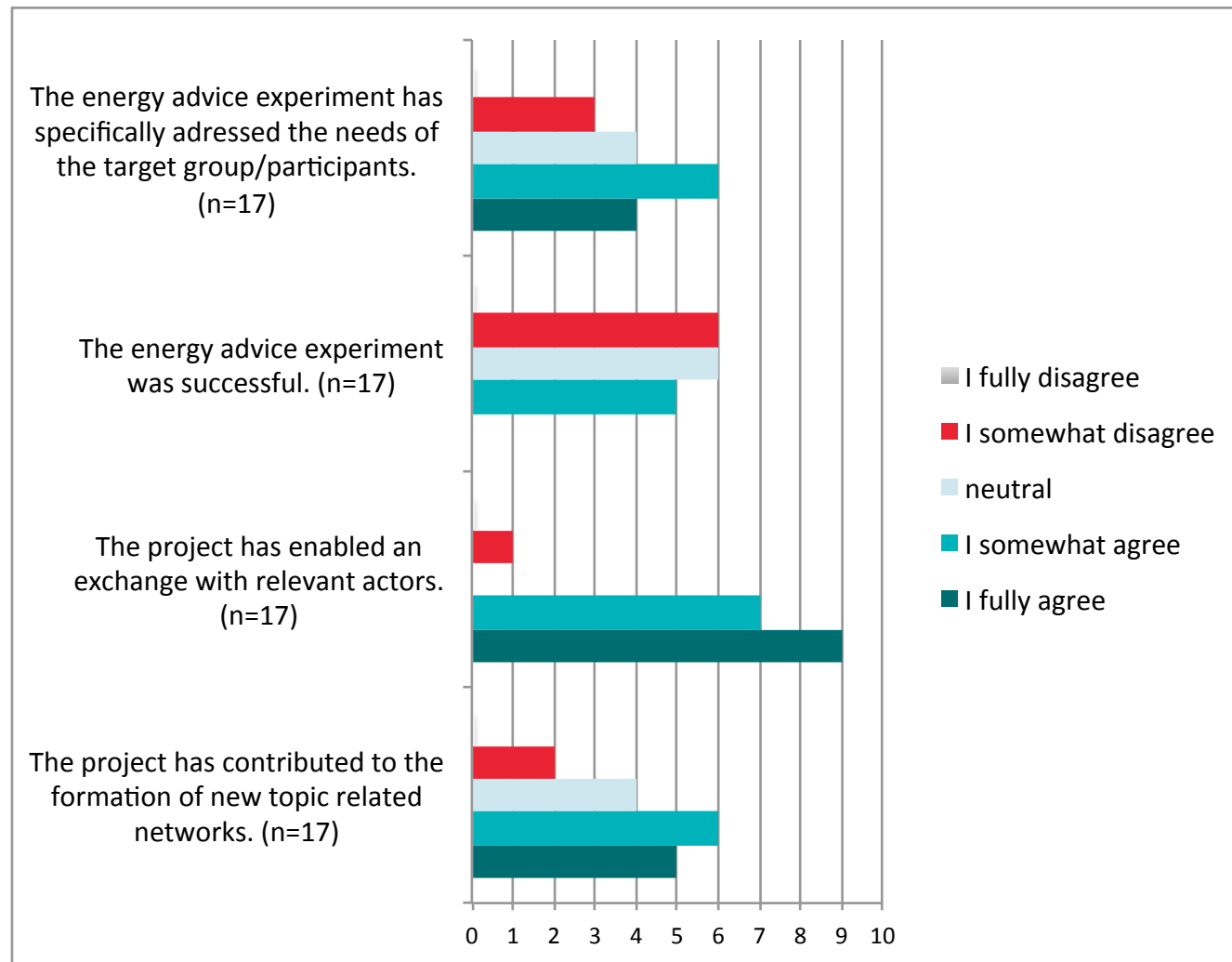


Results – alternative energy advice sources

Participants' prior energy advice experience



Results – assessment by workshop participants



- 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?