The Finnish Recipe to Energy Efficiency
Irmeli Mikkonen, Group Leader/Consumer Choices

IEA Energy Efficiency and Behaviour Workshop
11 – 12 March 2015
Energy efficiency stakeholders

CONSUMER: HABITS - BEHAVIOUR - CHOICES

Municipalities

Energy companies

Government, ministries

Practitioners

NGOs
Stakeholder cooperation in all levels

- Collaboration of ministries
  - Ministerial working groups
  - Climate communication group
- Consultation of different stakeholder groups in strategy development and implementation
- Joint projects of companies and organisations
- Networking
- Campaigning
Versatility of measures and tools

- Technology Research
- Campaigns Communication Information
- Training Advice
- Voluntary Energy Efficiency Agreements
- Regulatory and Economic Instruments
Tools, advisory services, campaigns...
Repetition, repetition, repetition

- New and evolving consumers in new situations
- Changes in consumers lives
- New policies, regulations
- New technology, appliances
- Annual campaigns
  - Energy Awareness Week
  - Mobility Week
- Seasonal communication
  - Heating and cooling seasons
  - Electricity use peak seasons
  - Lighting by season and reason
  - Reminding drivers to prepare for winter season
- Sustainable energy use – Should it be a civics skill?

12 March 2015
IEA Energy Efficiency and Behaviour Workshop
Finnish Recipe to Energy efficiency

Mix

tools and measures

cooperation

behavioural aspects

Add ingredients if needed.
Let simmer.
Serve.
More information

www.motiva.fi/en