

How much energy do behavioural policy measures save?

Event Summary BEHAVE conference

Scaling behaviour changes in the light of the energy and climate crisis

On November 28th - 29th, policymakers, practitioners, industry and academia gathered in Maastricht, The Netherlands for the 7th edition of BEHAVE, a biannual conference focusing on behavioural insights in energy efficiency and climate mitigation.

November 28th

LIFE project ENSMOV Plus and HORIZON projects NUDGE and streamSAVE collaborated for a session on the energy savings of behavioural measures.

Behavioural Interventions

Knowledge Sharing

Energy Savings

Margot Pinault from the European Commission began by outlining the wider context and the EU policy agenda. The Commission is committed to enhancing long-term energy efficiency measures with the recast of the Energy Efficiency Directive (EED). Member States can meet their energy efficiency obligations by including behavioural measures targeting consumer demand.

EED
recast

RePowerEU

Briefing - how much energy do behavioural measures save?



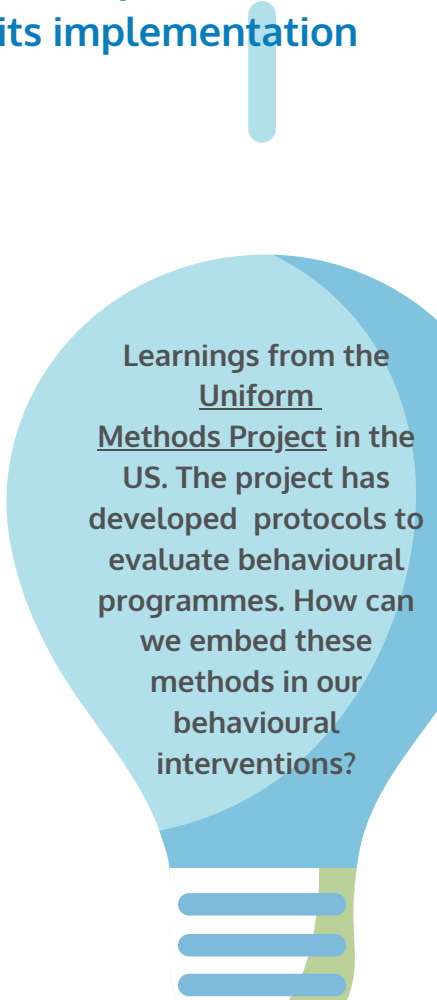
Samuel Thomas (Regulatory Assistance Project, RAP) kicked off the session with an introduction to the [ENSMOV Plus project](#).

ENSMOV Plus supports Member States in the implementation of Article 8 (previously 7) of the Energy Efficiency Directive (EED), and provides support actions for the whole policy cycle.

The project facilitates experience sharing and makes knowledge and information easy to find and use. It also deals with both short-term and issues and longer term strategic approaches to improving the effectiveness of energy efficiency policies. The challenges of meeting the 2023 recast of the EED and its relation to the wider Fit-for-55 Package are a key focus of the project.

An [online platform](#) for knowledge sharing activities and measures has been launched by the project with learning materials for each part of the policy cycle, with materials related to Article 8 EED and its implementation can be found.

Report	Infographics	Platform
Implications of the Fit for 55 Package on Member States' Energy Saving Obligations	Main changes to the EED recast	Materials and knowledge exchange for the implementation of Article 8 EED



Learnings from the [Uniform Methods Project](#) in the US. The project has developed protocols to evaluate behavioural programmes. How can we embed these methods in our behavioural interventions?



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Christos Tourkolias (CRES) discussed evaluating a public awareness campaign in Greece using the [streamSave](#) methodology.

streamSAVE assisted Member States in their efforts to deliver rapidly scalable savings and increase their chances of successfully meeting energy efficiency targets under Article 3 and 7 of the Energy Efficiency Directive (EED). A series of activities, divided into three categories, were carried out with the intent of improving the energy saving methodologies capacities and skills of stakeholders across Europe.

An awareness raising campaign in residential sector resulted in energy savings of 138.6 ktoe.

Policy recommendations from the campaign:

- Conduct survey after campaign to better understand consumer behaviour;
- Evaluate measures after the campaign has ended;
- Develop standardised methods for assessing energy savings.



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Filippos Anagnostopoulos (IEECP) presented policy recommendations from the [NUDGE project](#).

NUDGE implemented and evaluated different behavioural interventions for energy efficiency, paving the way for new policies and human behaviour. The designed interventions of the project were compared against traditional ones in pilots in Greece, Belgium, Germany, Portugal and Croatia, with diverse and innovative scenarios (energy use, demography, social norms, online platforms with nudges). Multiple point were highlighted:

- Behavioural interventions are more important now due to the energy crisis.
- Nudges are small changes that support people to make better, more informed decisions.
- NUDGE used data from sensors, survey data and device data.
- Recommendations: important to have bigger and more representative groups, choose methods carefully, set default nudges and use simple indicators.

Report

[Advancements for nudging in energy efficiency behavior](#)

Report

[Report on NUDGE Pilot countries](#)

Poster

[Nudging people towards heating efficiently according to their profile](#)

