Why do energy efficiency policies so often fail?
Feedback from the European markets – the Energy-Efficiency-Watch EU Survey

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The EEW survey

- Surveys among experts and other stakeholders
- To understand implementation progress in EU Member States
- What happened since the first round of NEEAPs?
- Gather the experience from a broad variety of related actors
- eceee, Energy Cities and Fedarene within their networks
- Intensive workshop at the eceee Summer Study
Overall ambition of the EE policies in your country?

- Generally, rather high (19%)
- Ambitious in a range of sectors, less so in a few others (9%)
- Generally, rather low (22%)
- Ambitious in a few sectors, less so in most others (35%)
Your country achieving the national energy savings target?

- Target will not be achieved: 40%
- Target will certainly be achieved: 7%
- Target will probably be achieved: 21%
- Ambitious in a range of sectors, less so in a few others: 9%
- Not aware of the energy savings target: 8%
- Others/Comment: 5%
Should the following measures be introduced on EU level?

- Taxes - Mandatory bldg renovation
- Ban bad products now
- Voluntary agreements

[Bar charts showing percentages of 'YES', 'NO', and 'DON'T KNOW' responses for each measure.]
What do we mean when we speak of barriers?

- About you and me?
- About the political process to get good policies in place
- About monopolies
- About…?
Homo economicus vs homo sapiens
Disruptive technologies are moving the system border
Analogies to the energy markets are relevant

- Smart meters
- Smart controls
- Distributed generation
- Zero energy buildings
- Rapid Bus Transfers
- And more…
But we must allow it to happen!
Designing policies that work

• Treat humans as humans – not as computers
• Focus on what we want to achieve, not on how we (wrongly) think people behave
• Have complementary policies – there is no one size fits all
• Create an environment that welcomes change
• Be realistic – not everyone wants change
• There are conflicts of interest
• Learn from what works and what doesn’t – and be ready to change
• Continuous focus – no one time fix
There are new low hanging fruit on the tree every year!

Thank You!

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