



МИНИСТЕРСТВО ЭНЕРГЕТИКИ  
РОССИЙСКОЙ ФЕДЕРАЦИИ

## Energy Efficiency and Behaviour Workshop International Energy Agency



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## Promoting energy efficiency behaviour in Russia: monitoring, measures, outcomes

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# 1. First steps in promoting energy efficiency behaviour

Promotion of energy efficiency behaviour in Russia  
started in 40s of XX century

It consisted of

1. Social advertising and using broadsheets
2. Strict control of the state







## 2. LEGAL FRAMEWORK

2008

- ❑ **President Decree № 889** «About some measures for increasing energy and ecological efficiency of Russian economy” sets the goal to reduce energy intensity of the Russian economy **by 40% up to 2020**



2009

- ❑ **Federal Law № 261** «About Energy efficiency» asserts framework to stimulate energy saving and energy efficiency



2010.

- ❑ **State Program “Energy Efficiency and Energy Enhancement up to 2020”** includes a number of measures to reduce the energy intensity of GDP by 13.5% up to 2020 (federal budget is about 54 billion rubles for the period from 2013 to 2020)



2013

- ❑ **State Program”Energy Efficiency and Energy Enhancement”** became the subprogram in the State program “Energy Efficiency and energy development”



### 3. Main measures to promote energy efficiency on the federal level

Standards for promoting energy efficiency and energy saving on regional level and in private sector

Conducting all-Russian competition on Energy Efficiency projects

Organizing international forums on energy efficiency



## 3.1 Standards on Energy Efficiency in Russian Regions and Companies

### Standard consists of the following main directions:

- Main aim of energy efficiency promotion
- Target groups
- Key topics of energy efficiency promotion
- Key information channels
- Structure and variety of key events
- Conducting federal and regional forums and exhibitions (for example ENES 2015)
- Promotion energy efficient way of live among students and young people



## 3.2 All-Russian competition on energy efficiency projects

Great results in  
promoting energy  
efficiency

- **67 regions** participated
- More than **400 projects**
- More than **500 publications** in the federal and regional media
- **1 million** votes during internet voting



## 4. Main regional's measures in promoting energy efficiency

**70 Russian regions** pursue policy of promoting energy efficiency and energy saving

### 1. Demonstration center on energy efficiency



2. Video, advertisement, articles in media, publication of leaflets brochures posters
3. Regional forums, exhibitions
4. Regional competitions among representatives from public and private sectors, students, schoolchildren



## 5. Survey on Russians views on energy efficiency and energy saving

### Main results

1. **48 % of Russians** control spending on energy in households trying to save energy
2. **64%** among people who control spending on energy do it for saving money and Only 7% do it because of habits and traditions in family

### Main stereotypes on energy efficiency

1. Individual saving ineffective across the country or the world
2. Shaping of energy-saving way of life - it is not the task of citizens
3. Energy saving technologies – it is expensive, complicated and not for common people

### Possible motivation for saving

1. Increasing in Energy Price (31 % of respondents)
2. Understanding of personal contribution in children's future (30 % of respondents)
3. Establishing fashion on energy-saving way of life (26 % of respondents)
4. Understanding of personal contribution to environmental improvement (22 % of respondents)





## 6. Aims of Russian Policy in the sphere of Energy Efficiency Behaviour

### Short-term aims:

1. Forums, exhibitions

2. Second All-Russian competitions

### Medium-term aims:

1. Approve and implement standards on energy efficiency and energy saving through all regions and huge companies

2. Involve the maximum number of stakeholders

### Long-term aims:

Shaping fashion on energy-saving way of life



# Thank you for your attention

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