



Energy efficiency campaign in Poland – experience and lessons learned

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Energy Efficiency, Behaviour & Buildings Workshop
Paris, 12 March 2015

Energy Policy of Poland until 2030



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Energy efficiency is the strategic part of the “Poland's energy policy until 2030” adopted by the Council of Ministers on 10 November 2009.

The main targets:

- To make efforts to achieve development of Polish economy without increase in primary energy demand
- Decreasing the energy intensity of Polish economy to the EU-15 level (in 2005).

Some examples of measures to improve energy efficiency include:

- Act on energy efficiency with a support mechanism of white certificates.
- Stimulating development of CHP;
- Introducing minimum standards for power-consuming products (EU legislation);
- **Informational and educational campaigns promoting efficient energy use.**

Energy efficiency measures

- adopted by the Parliament on 15 April 2011
- defines national energy efficiency target

Energy savings of 9% of the annual average amount of final energy consumption from the period 2001–2005 by **2016 is 53,452 GWh (4.5 Mtoe)** in the sectors not covered by the EU-ETS.

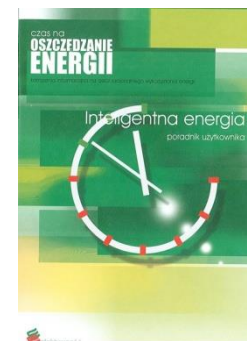
Path of reaching the indicative energy savings target calculated at the level of 4,5 Mtoe till 2016

Projects in a field of energy efficiency financed by the National Fund for Environmental Protection and Water Management (NGOSiGW)	<u>~ 0,7 Mtoe</u>	Estimation by NFOSiGW
Thermo-modernisation Fund	<u>~ 0,2 Mtoe</u>	Estimation by the National Energy Conservation Agency
„Soft” measures i.e. informational campaigns, information of energy bill	<u>~ 1, 5 Mtoe</u>	Estimation by Ministry of Finance
White certificate system	<u>~ 2 – 2,5 Mtoe</u>	Estimation by Ministry of Economy

Informational Campaign „Time to save energy”



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- 3 brochures have been elaborated:
 - ❖ Guidebook for energy users with tips on energy labelling, appliances usage, electricity and heat tips,
 - ❖ Guidebook for sellers and producers of domestic appliances and equipment
 - ❖ ABC Colouring Book for parents and children on energy savings
 - ❖ 52 thousand CFLs was given to municipalities in order to promote energy saving behaviour at local level



- multimedia campaign aimed at changing social behaviour in energy savings addressed directly to final consumers 3 TV and 3 Radio Advertisements.

Website with spots

<http://www.mg.gov.pl/Bezpieczenstwo+gospodarcze/Energetyka/Czas+na+oszczedzanie+energii>

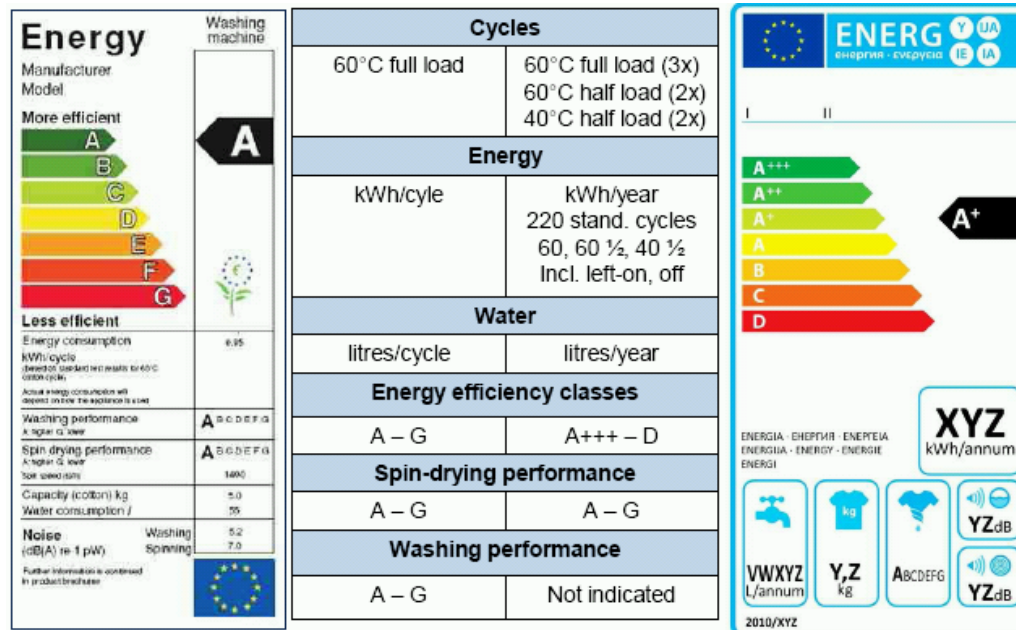


Energy labelling campaign

- EU introduced new energy label – directive 2010/30/EU
- imposes task to promote activities resulting from EU energy labelling.
- Animation movie with detailed explanation for 4 appliances and 3 TV advertisements and website with information on new products covered with energy labelling (TV, vacuum cleaners, hoods, ventilation systems)

Website:

<http://www.mg.gov.pl/Bezpieczenstwo+gospodarcze/Energetyka/Efektywnosc+energetyczna/Jak+czytac+etykiety+energetyczne/Spoty+telewizyjne>



6 Energy efficiency campaign by Ministry of Environment



- ❖ „**Switch Off , Start to Save**” - aim of campaign was to encourage the Poles to save energy in households. Its TV component was accompanied by an Internet based campaign.

<https://www.youtube.com/playlist?list=PLrWAtxHx4r7qoO5CsIQyKSftSfachNvoJ>

- ❖ Project “**Educational and promotional activities in the field of energy efficiency and the use of renewable energy including environmentally friendly houses**”, another example co-financed with the resources of the EEA Grants.

- Save the heat – 2 advertisements with popular actor relised in 2013

https://www.youtube.com/watch?v=6F7JEa-2GcE&list=PLrWAtxHx4r7p3H_csmowZZSNxZEmC_6iM

- House which saves for me – website for investors, co-ope on passive and energy efficient houses



"Energy Bus"

mobile education and information centre against climate change



WHY?

The main objective of the campaign is **increasing social awareness of climate change.**

WHAT?

The aim of the project is creating a mobile education and information centre inside a **specially equipped and designed bus.**

HOW?

Mobile centre and the educational programme is reaching out to **inhabitants of municipalities and increasing ecological awareness in wide-ranging social groups (representatives of local government, entrepreneurs, residents) in 200 municipalities.**

The experts travelling with the bus constitute an advisory group, offering free, independent and up-to-date knowledge connected to climate change and energy efficiency.

Besides, energy bus includes **presentation of models of energy systems based on renewable resources, computer games for youth, competitions and „green days”**. All accompanied with press releases promoting energy conservation and ecological awareness.



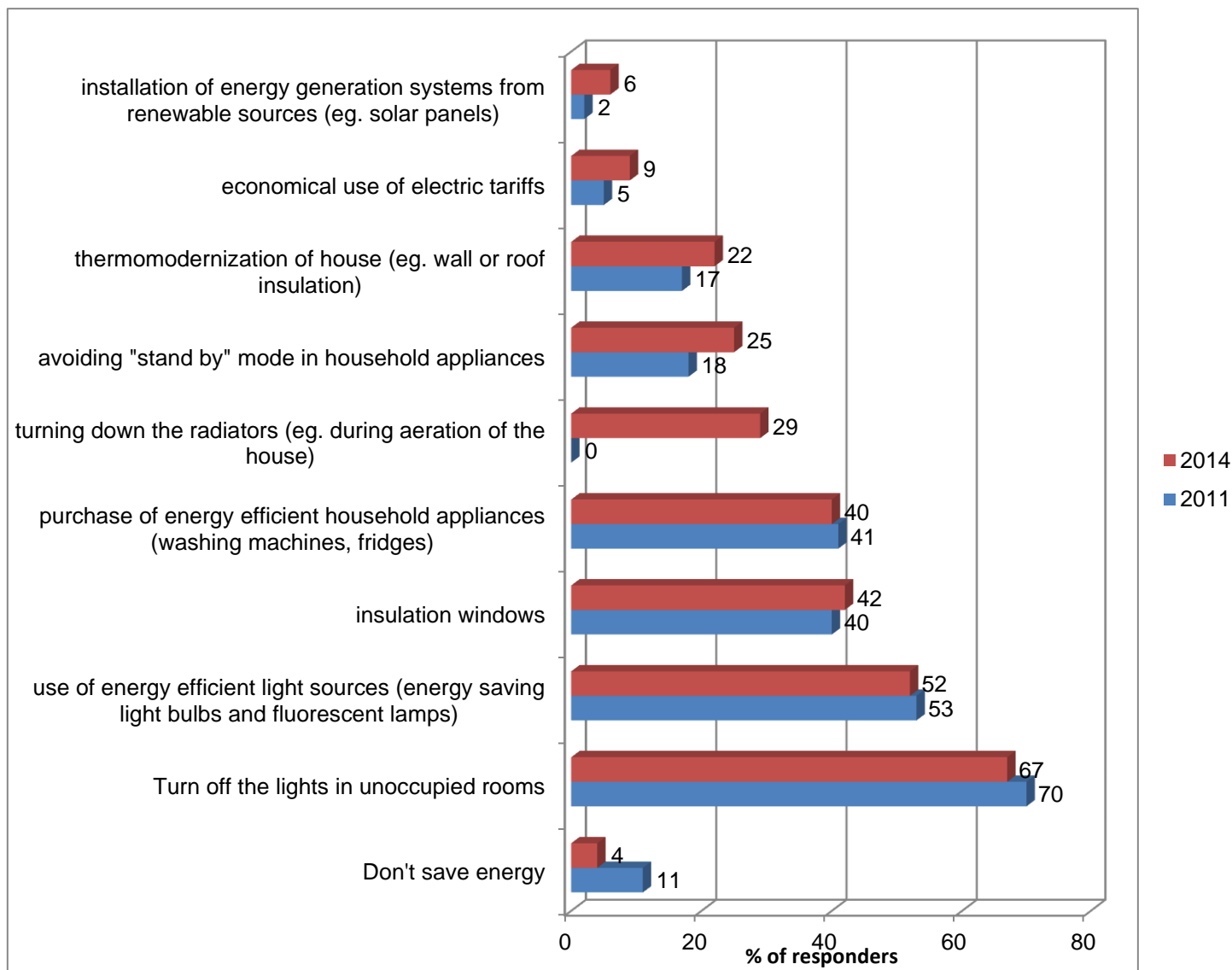
TIME FRAMES

Jan. 1st 2014 – Dec. 31st 2016

Survey on Poles environmental awareness



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Thank you for your attention

Questions ?

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