

material efficiency schools energy saving
consumers industry transport carbon dioxide
wood chips traffic properties public sector
recycling biomass renewable energy solar energy climate change
energy efficiency energy auditing
service sector hydro power wind energy cooperation

The Finnish Recipe to Energy Efficiency

Irmeli Mikkonen, Group Leader/Consumer Choices

IEA Energy Efficiency and Behaviour Workshop

11 – 12 March 2015

heat pump environment municipal sector construction

Energy efficiency stakeholders

CONSUMER: HABITS - BEHAVIOUR - CHOICES



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



Tools, advisory services, campaigns...



ENERGY EFFICIENCY
agreements



energiatODISTUS



ENERGIAN-
SÄÄSTÖ VKO



Motivan
HANKINTAPALVELU

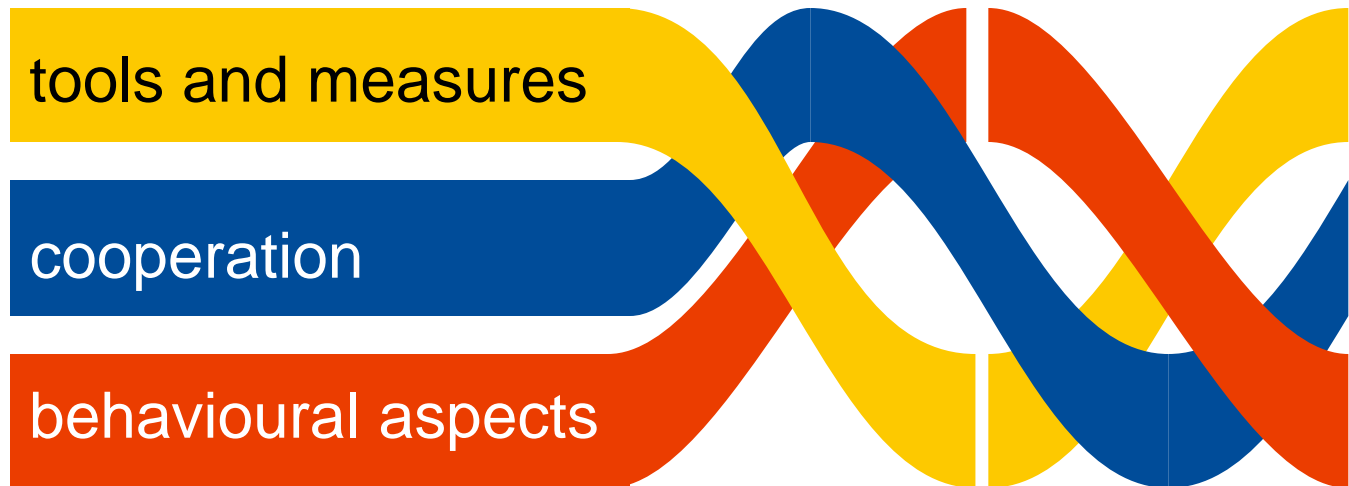
Repetition, repetition, repetition

- 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?



Finnish Recipe to Energy efficiency

Mix



Add ingredients if needed.

Let simmer.

Serve.

More information
www.motiva.fi/en