



Funded by the H2020
Framework Programme
of the European Union.

Policy recommendations

The Step by Step consortium has formulated strategic recommendations for implementation of future behavioural intervention programmes aimed at energy savings. These recommendations are addressed to the European Commission, EU Member States, national and international research funding bodies as well as research organisations.

1. **Require EU Member States to include result-oriented energy advisory programmes as obligatory energy saving measures in their national schemes**

According to article 7 of EED¹, energy advisory programmes can serve as a fulfilment of energy saving obligation schemes established by the Member States. However, in several EU Member States, e.g. in Poland, such programmes are currently not listed as eligible energy efficiency improvements in relevant national legislations (only technical modifications of buildings/installations are eligible²). However, “Step by Step” project experiences show that energy savings can be achieved not only by infrastructural improvements, but also by behavioural change. Therefore, adopt and deploy behavioural change campaigns (energy advisory programmes) as a fulfilment of obligation schemes specified in art. 7 of EED.

2. **Require energy operators to participate in energy-saving pilot programmes funded by EU and national research funds**

Step by Step project experiences show that evidence-based approaches in behavioural energy saving programmes should be based on close collaboration with energy operators. These entities can play an important enabling role in the programme roll-out, both thanks to their direct access to consumers (including households) as well as thanks to their direct access to energy data. Therefore, it is recommended to engage energy operators in behavioural change programmes aimed at energy savings from the very beginning of the programme implementation.

3. **Require the measurement of cost-effectiveness rates of behavioural programmes in order to compare different approaches to reach unitary energy saving targets**

While it has been a common practice by research funding organisations in the EU to select energy-saving programmes using impact ratios based on energy savings, so far limited attention (e.g. in the H2020 work programmes) have been put on cost-effectiveness of energy savings coming from behavioural change. Therefore, it is recommended to perform cost-effectiveness assessment of

¹ Directive 2012/27/EU of the European Parliament and of the Council of 25 October 2012 on energy efficiency, amending Directives 2009/125/EC and 2010/30/EU and repealing Directives 2004/8/EC and 2006/32/EC

² The Act of 20 May 2016 on energy efficiency (Journal of Laws 2016 pos. 831)

behavioural programmes (e.g. cost of 1 kWh saved) – in reference not only to overall expected results of the whole programmes, but also to specific components of such programmes. In the long run, this approach should enable development of an EU-wide market of behavioural change programmes.

4. Develop a common European protocol for impact evaluation of energy saving campaigns

The Step by Step project partners performed an in-depth desk research, screening for a widely recognised EU protocol for evaluating energy savings from behavioural changes programmes, with negative result. The US NREL protocol cited in this report has been the closest reference that could be referred to, even though not all methodological challenges encountered during the project could be tackled with it (e.g. extended recruitment phase, determinants of energy savings, distinguishing of effectiveness of specific components of behavioural intervention, generally-accepted guidelines for evaluation of cost-effectiveness of energy savings). Therefore, it is recommended to develop a common European protocol for impact evaluation of energy saving campaigns that could be applied across EU Member States as a reference source for drawing credible and comparable energy saving measurements.

5. Require to make individual energy data of the energy-saving programs' participants available without any constraints except of their anonymization

Even if Step by Step and similar programmes have proven their key role in getting a massive drop of energy consumption to keep the planet's climatic systems in balance, providing an undeniable estimation of social, environmental and financial benefits of such a program is a necessary condition to see in Europe a global deployment of behaviour-change programs lead by national, regional and local decision-makers. Therefore, easy access to (anonymized) consumption data is crucial.