

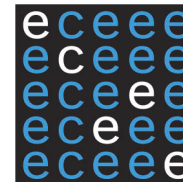
# **Why do energy efficiency policies so often fail?**

## **Feedback from the European markets – the Energy-Efficiency-Watch EU Survey**

Nils Borg, eceee

Energy Efficiency Watch @ Eufores IPM 2011

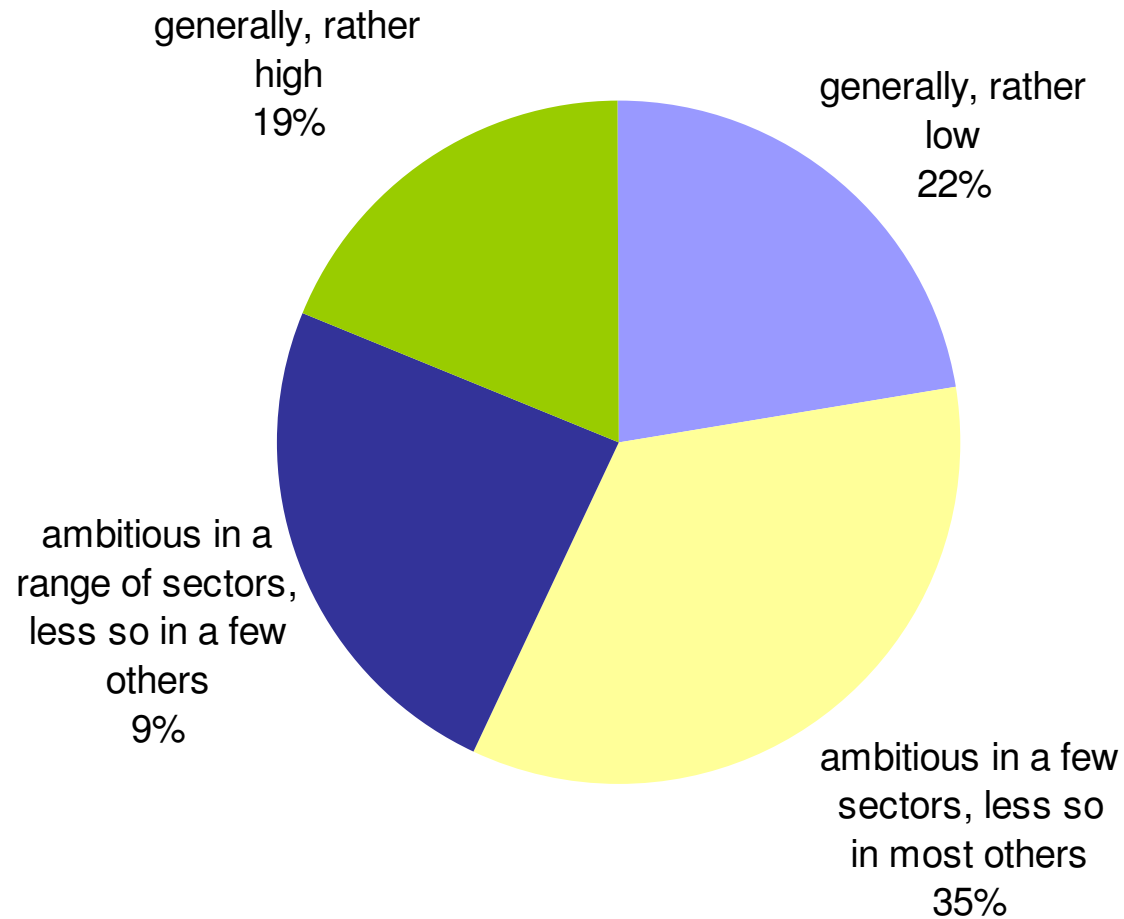
Stockholm 1 October 2011



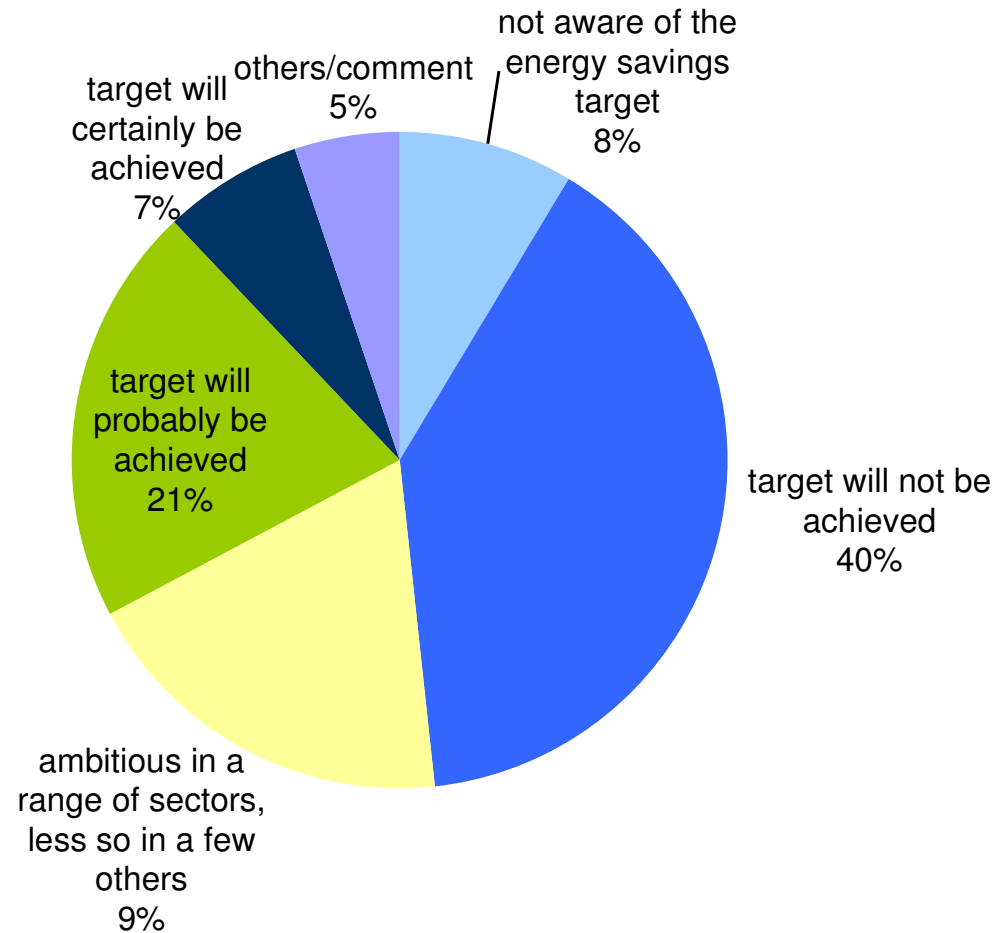
# The EEW survey

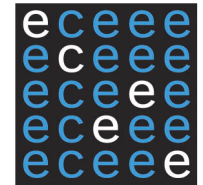
- Surveys among experts and other stakeholders
- To understand implementation progress in EU Member States
- What happened since the first round of NEEAPs?
- gather the experience from a broad variety of related actors
- ecee, Energy Cities and Fedarene within their networks
- Intensive workshop at the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

# Overall ambition of the EE policies in your country?

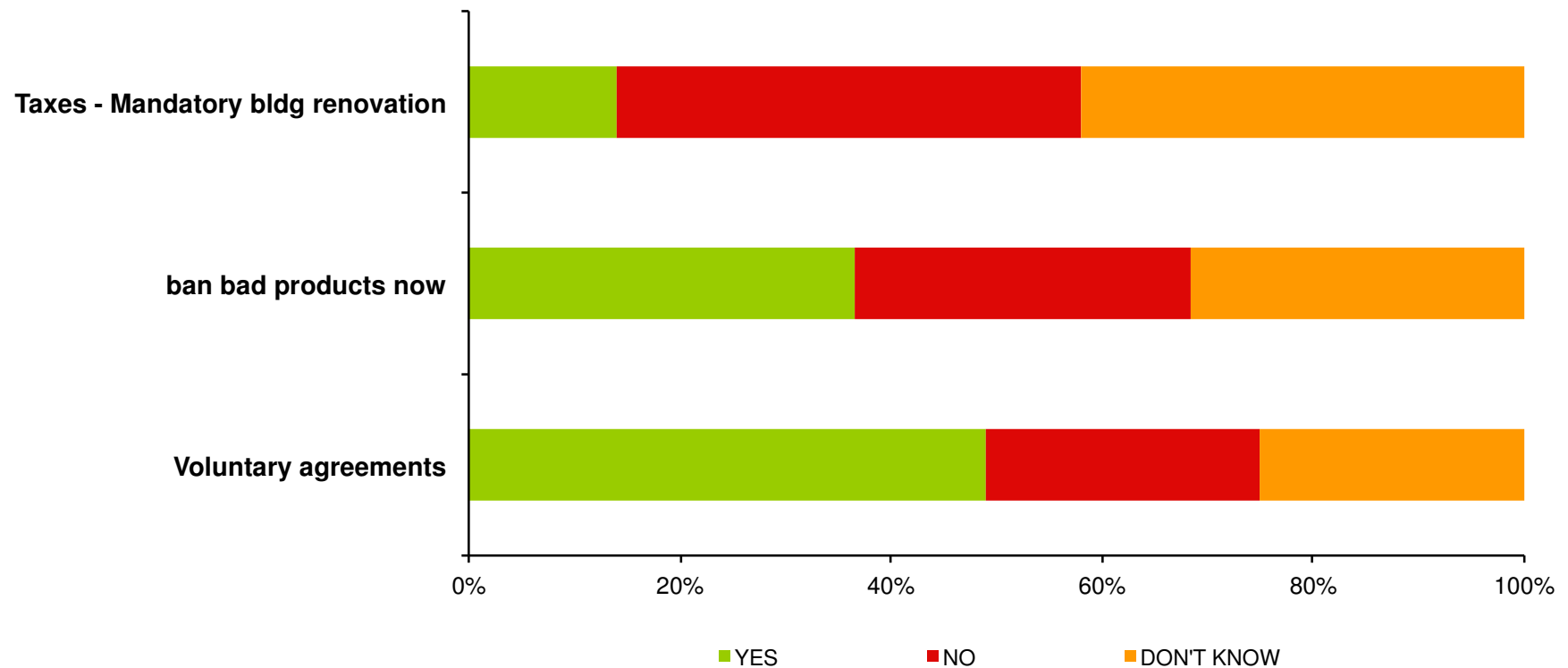


# Your country achieving the national energy savings target?



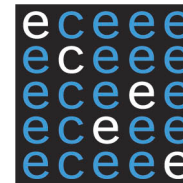


# Should the following measures be introduced on EU level?



# ecee Summer Study workshop

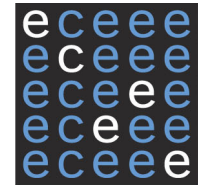




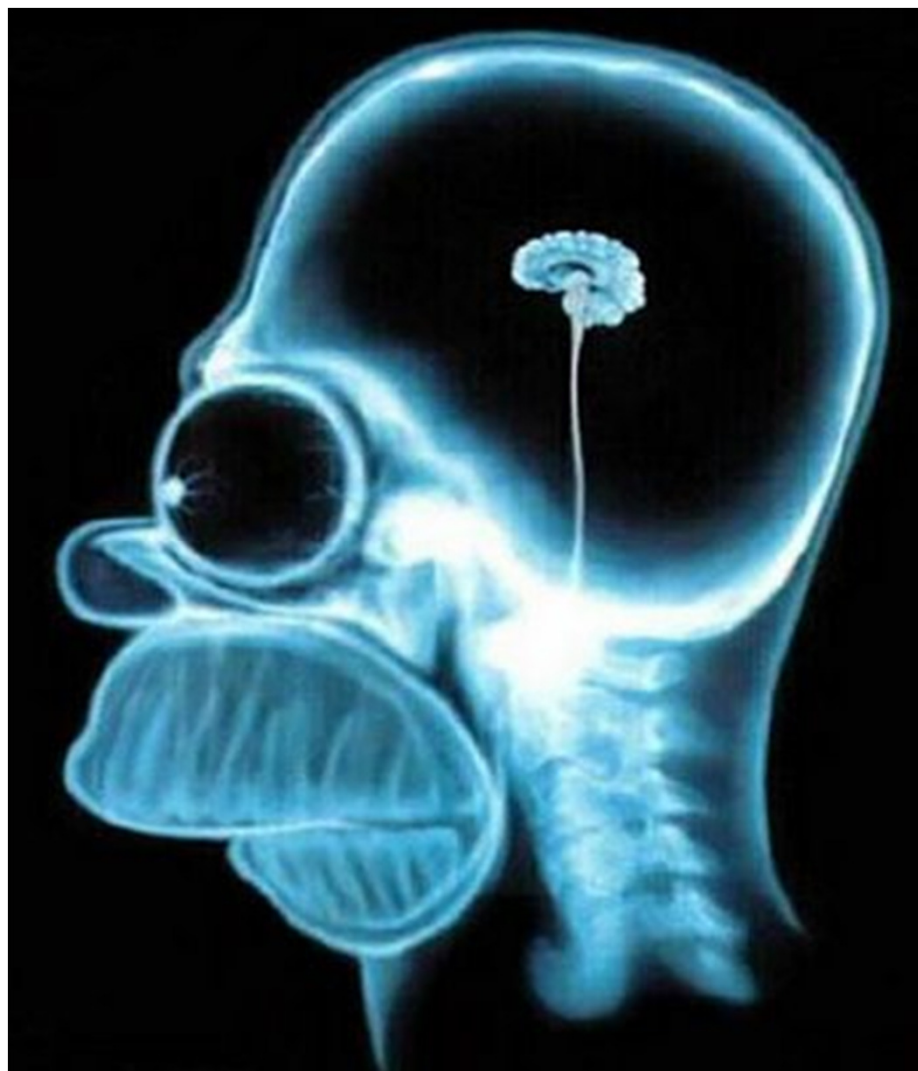
# What do we mean when we speak of barriers?

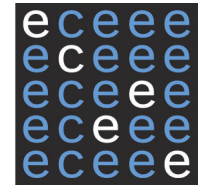
- About you and me?
- About the political process to get good policies in place
- About monopolies
- About...?

# Homo economicus vs homo sapiens



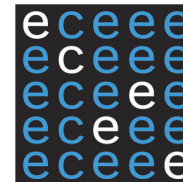






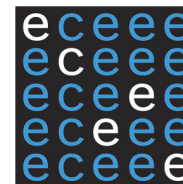
# Disruptive technologies are moving the system border



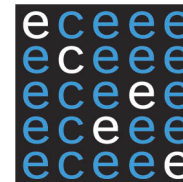


# Analogies to the energy markets are relevant

- Smart meters
- Smart controls
- Distributed generation
- Zero energy buildings
- Rapid Bus Transfers
- And more...

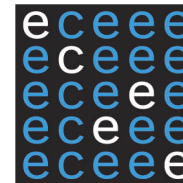


**But we must allow it to happen!**



# 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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