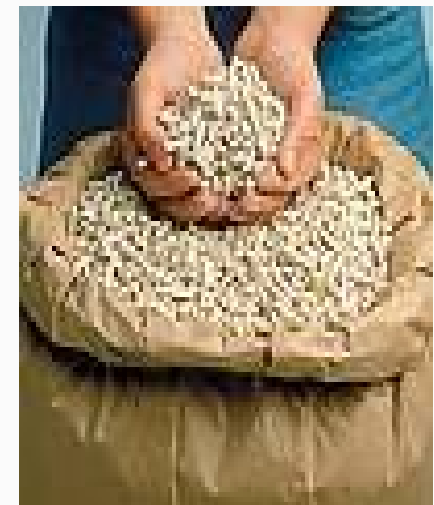




Energy Advice in Europe **SERENADE**

Catrin Maby

Severn Wye Energy Agency



- Study of energy advice in EU27
- Collection of methods and materials for online toolkit
- Collaboration with advice providers in Austria, Bulgaria, France, Italy, Slovenia, Sweden

www.energy-advice.org

Intelligent Energy  Europe



What is energy advice?

- Deals with any aspect of energy use, efficiency or sources
- Specific to client
- Includes interaction with client, whether face-to face, phone, post, e-mail.
- Includes recommendations for action
- Commercially impartial





Why does energy advice matter?

- Enabling consumers to take the step from awareness to practical action
- Facilitating the take-up of practical measures relevant to each specific situation
 - Identify
 - Prioritise
 - Finance
- Enabling consumers to assess the impact of their actions



Why does energy advice matter?

- Providing impartial help in competitive market dominated by single technology companies
- Helping consumers to combine technologies
- Ensuring that the potential savings from concrete measures are realised



Results of SErENADE study - overview

- Only about a third of countries in Europe have national coverage of free energy advice for households – and even less for SMEs
- Most cover energy efficiency and renewables, few cover sustainable transport
- Technical, communication and marketing skills needed



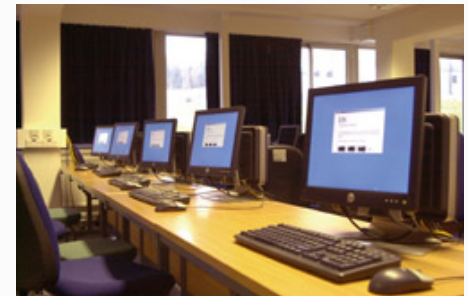
Quality issues

- Advice methodology used
- Topics covered
- Medium and location for communication
- Marketing and outreach
- Application of quality standards
- Training of advisers
- Information resources
- Evaluation & review



The future for energy advice.....

- Need for advice increasing with rising fuel prices
- Supporting the aims of EPBD
- Response to improved metering and billing
- Fuel supply issues and choices with market opening
- Growing issues needing advice:
 - Consumer electronics
 - Microgeneration
 - Sustainable mobility options





Conclusions

- Need for wider geographical availability of advice
- Potential for development of existing services
- Benefits from shared knowledge and experience
- Advice is needed to make other policy tools work!
- Achieving behavioural change needs a skilled and targeted approach
- Energy advice has increasing relevance now and in future

