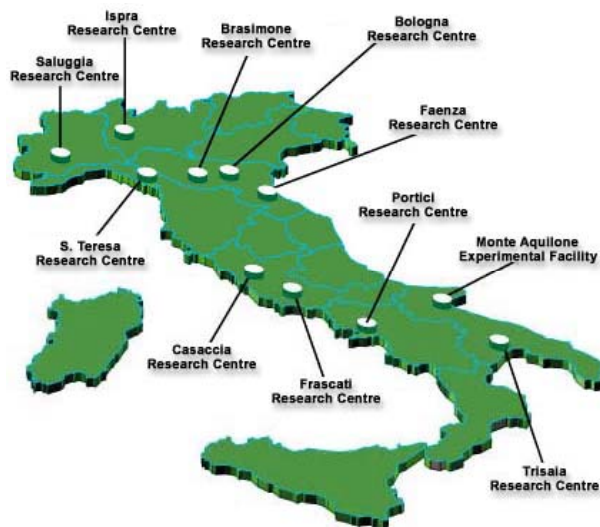


# ENEA experience in energy efficiency of end-uses and buildings

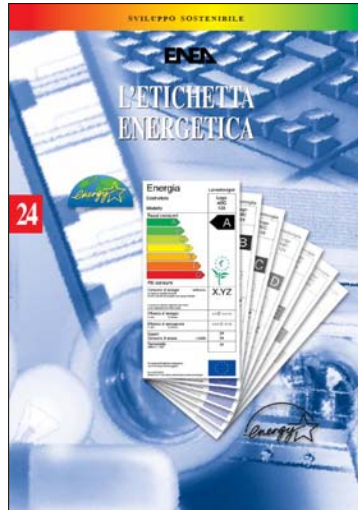
Milena Presutto  
Unit for Sustainable Development, ADVISOR

*UN/ECE – Steering Committee of the Energy Efficiency 21 Project, Geneva, 29-30 May 2006*

Ente per le Nuove Tecnologie, l'Energia e l'Ambiente  
Italian National Agency for New technologies, Energy and the Environment



## Publication of “Sustainable Development” thematic brochure series



L'ENEA pubblica altri opuscoli sulle scelte più convenienti che tutti noi possiamo adottare per risparmiare energia e proteggere l'ambiente. Potete richiedere gratuitamente gli opuscoli che vi interessano a:

ENEA - Unità RES RELPROM  
Lungotevere Thaon di Revel, 76  
000196 Roma - Fax 0636272288

## Communication campaigns

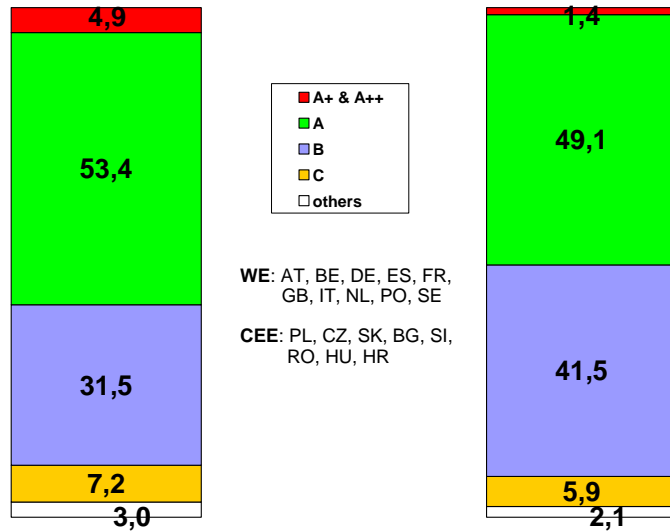


## Statistics of labelled end-uses

(1/8)



### Sales of refrigerators & freezers by energy class in 2004 (%)



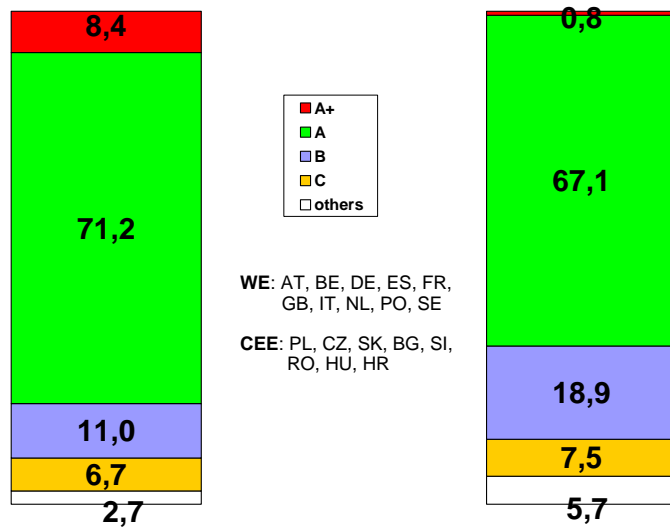
source: GfK

## Statistics of labelled end-uses

(2/8)



### Sales of washing machines by energy class in 2004 (%)



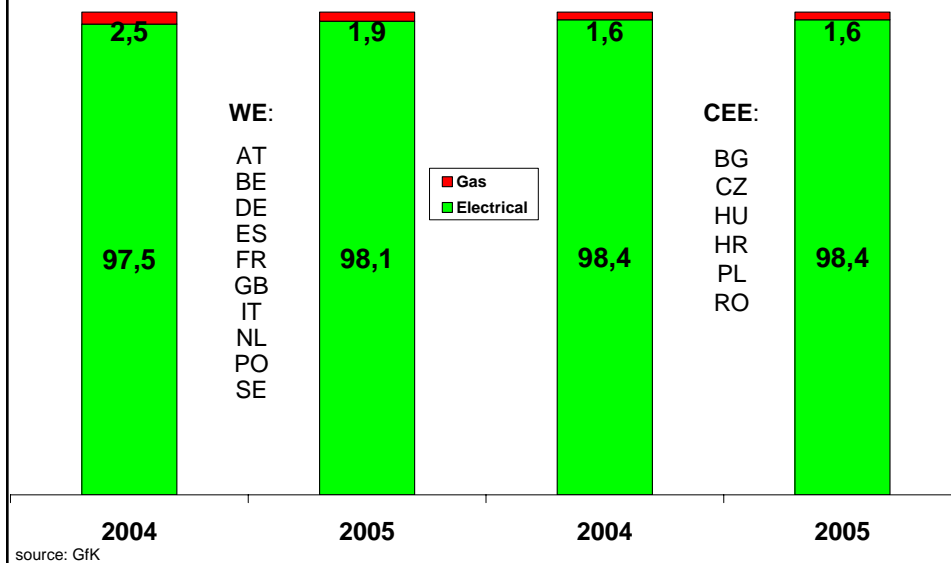
source: GfK

## Statistics of labelled end-uses

(3/8)



### Sales of ovens by fuel in 2004-2005 (%)

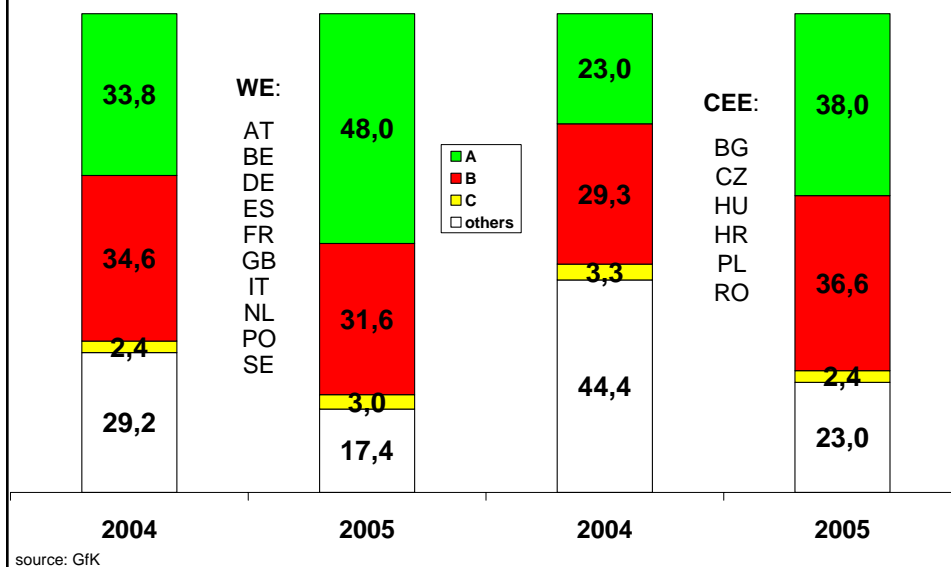


## Statistics of labelled end-uses

(4/8)



### Sales of electric ovens by energy class in 2004-2005 (%)

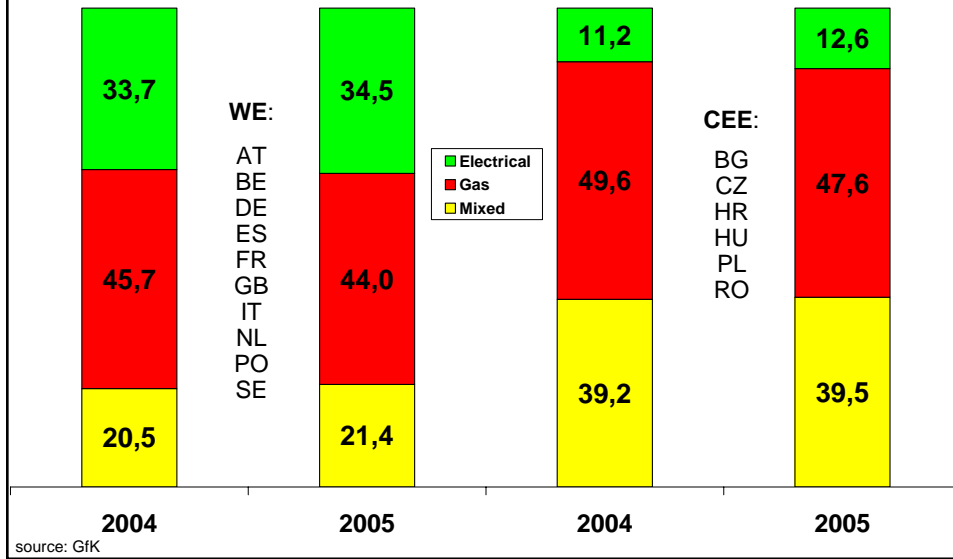


## Statistics of labelled end-uses

(5/8)



### Sales of free-standing cookers by fuel in 2004-2005 (%)

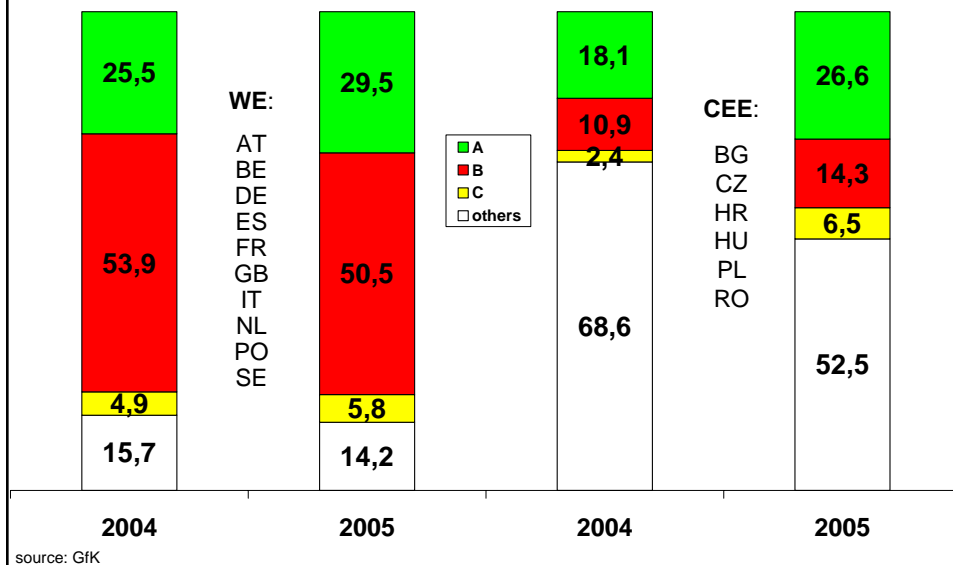


## Statistics of labelled end-uses

(6/8)



### Sales of free-standing cookers by energy class in 2004-2005 (%)

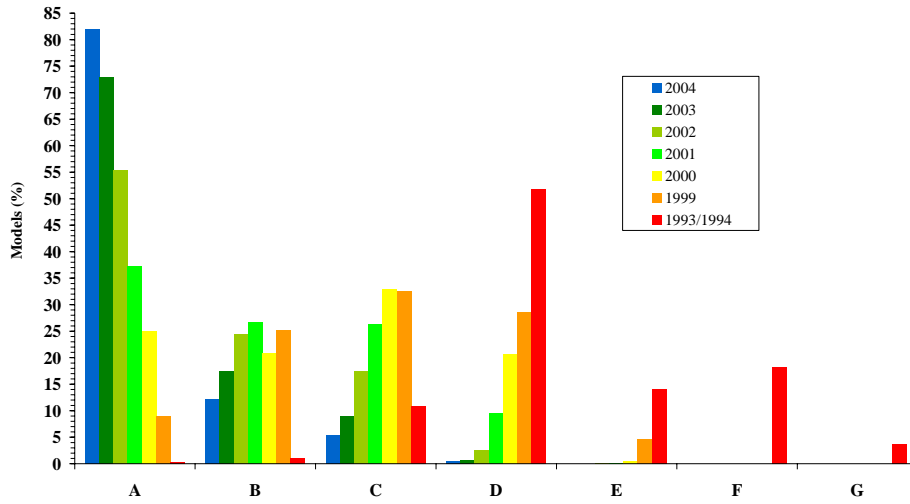


## Statistics of labelled end-uses

(7/8)



### Production of dishwashers by energy class in EU15



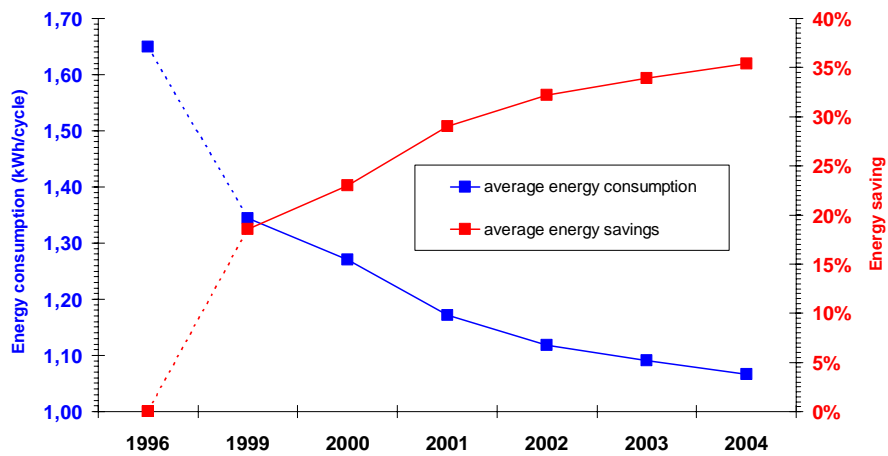
source: CECED

## Statistics of labelled end-uses

(8/8)

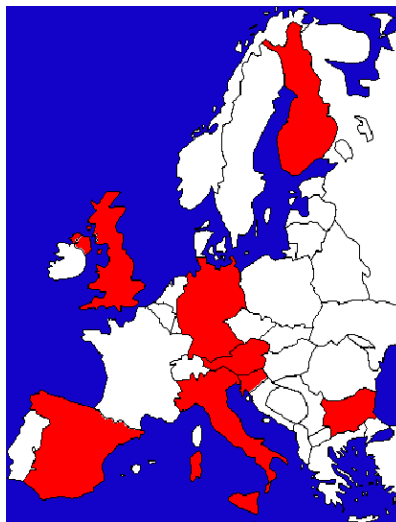


### Production weighted energy savings in dishwashers (EU15)



source: CECED

### “Energy Labels – making a greener choice”



**Partners:**

- O.Ö. ENV (AT) Co-ordinator
- EEA (BG)
- Berliner Energieagentur (DE)
- B&SU (DE)
- EREN (ES)
- MOTIVA (FIN)
- ENEA (IT)
- ZRMK (SL)
- BRE (UK)

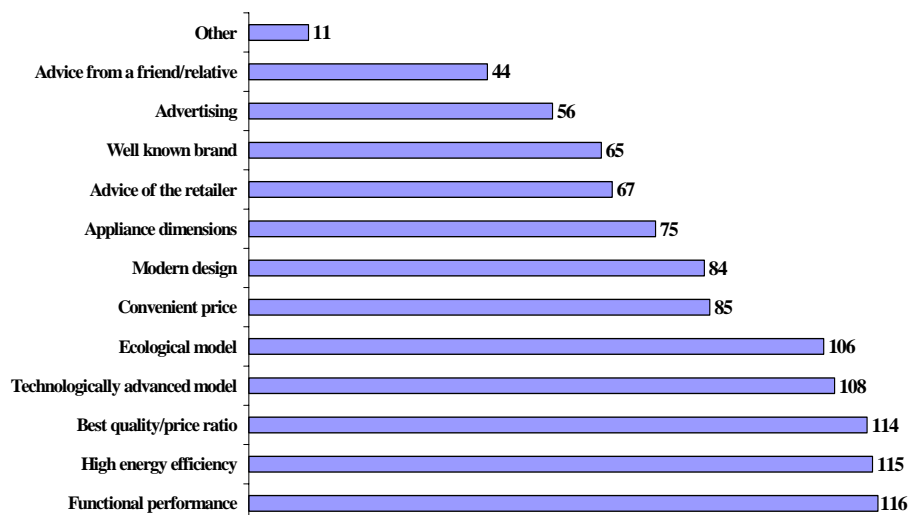
Project duration: Jan 2002 – Dec 2003



#### Conclusion from consumer surveys in 2001

- Decisional processes of consumers are partly conditioned by non-rational factors, which should be carefully taken into account when promotional actions for sustainable consumption are launched. The priority is therefore to increase the general awareness about environmental choices that could give economic benefits
- Only a very small group (5% or less) believe that commodities do not have any negative environmental effect
- “Energy/ecological labels” are the preferred tool by consumers, followed by “text notes” for the communication of energy/environmental information
- The role of commercial advice and advertising in inducing modification in purchasing behaviour is low

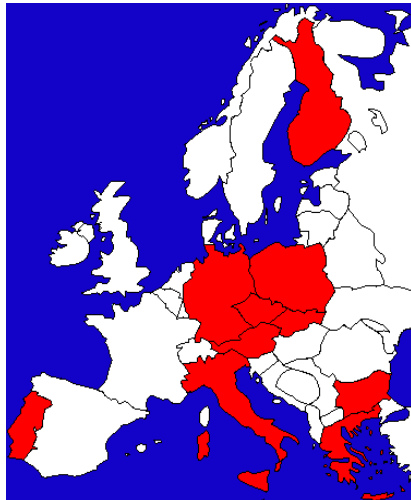
### Purchasing criteria for a new household appliance (score)



### Conclusion from the policy makers survey in 2001

- Apparently, policy makers are not particularly interested in the overall issue of labelling/certification schemes. Therefore a high priority must be given to information campaigns aiming at significantly increase the general level of interest/knowledge
- Among supporting tools at the moment of purchasing of new appliances, decision makers prefer "*written information on the consumption of energy and other resources*", followed by a "*European label*". The best option would probably be a list of technical information within a European wide scheme

“Framework Innovations for Building Renovation”



Partners:

- E.V.A. (AT), Co-ordinator
- EEA (BG)
- SEVEn (CZ)
- Berliner Energie Agentur (DE)
- MOTIVA (FIN)
- CRES (GR)
- ENEA (IT)
- KAPE (PL)
- ADENE (PT)
- SEA (SK)

Project duration: Jan 2003 – Dec 2004



Conclusions:

- **EPBD sets a milestone** for the renovation and energetic improvement of existing buildings
  - minimum requirements for major renovation of large buildings
  - mandatory energy certification for existing buildings
- in order to maximise the impact of the new directive, **additional incentives** are necessary
- the FRAMES project highlights **good practice examples** in terms of financing, legal aspects and soft measures
- starting point for **exchange of know-how** and transfer of basic ideas (e.g. within the EPBD concerted action)

### “Green Labels Purchase – making a greener procurement with energy labels”



#### Partners

- Berliner Energieagentur (DE) Co-ordinator
- O.Ö. ENV (AT)
- EnEFFECT (BG)
- B&SU (DE)
- EFEKO (FIN)
- MOTIVA (FIN)
- BUTE (HU)
- CES (HU)
- ENEA (IT)
- EKODOMA (LT)
- KAPE (PL)
- ZRMK (SL)

Project duration: Jan 2006 – June 2008