



Implementing energy efficiency in Finland - the role of Motiva

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Motiva – a Sustainable Development Company

Speeding up the shift towards a sustainable society and lifestyle.

Motiva is an effective and impartial builder and leader of sustainable ecosystems.

We bring together public, private and third sector actors to develop and implement new scalable solutions.



100%

State-owned sustainable development company

Motiva's keyfigures in 2022



9.3 M €
Turnover



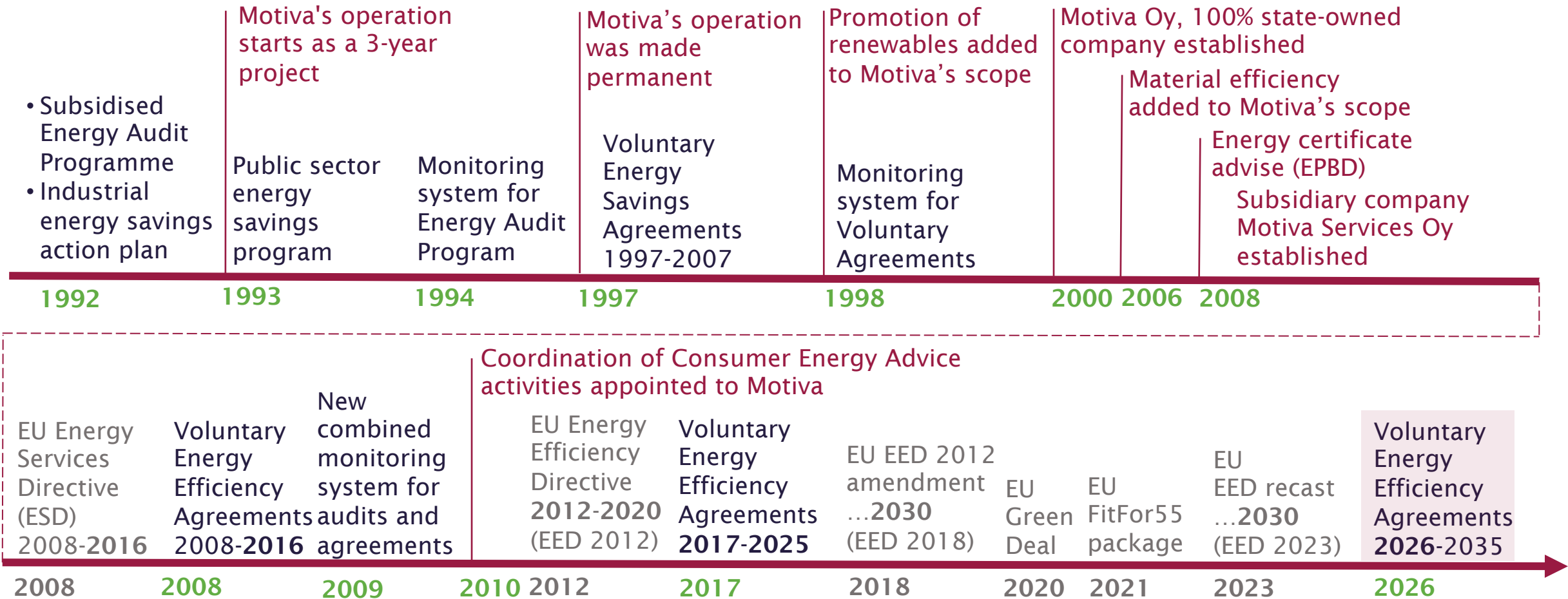
88
The number of personnel



61
Person-years



Long-term actions in energy efficiency policy measures in Finland ... already well before the EU requirements



Note: In addition to Motiva's milestones and activities seen in the timeline, several others as e.g. related to the promotion of circular economy 2015-, coordination of the competence center for sustainable and innovative public procurement in Finland 2018- are not included in the picture.



Voluntary Energy Efficiency Agreement scheme, Energy Audit Programme and Energy Aid for companies and municipalities have since 90's been closely linked energy policy measures in Finland

Energy Efficiency Agreements

– essential role in energy policy implementation in Finland

FIRST COMPREHENSIVE VOLUNTARY ENERGY EFFICIENCY AGREEMENT SCHEME WAS INITIATED IN FINLAND AS EARLY AS IN 1997



Responsible ministries:

MEAE = The Ministry of Economic Affairs and Employment

ME = The Ministry of Environment

Energy Efficiency Agreements (EEAs)

Agreement parties and other “key-players”

ROLES IN ENERGY EFFICIENCY AGREEMENTS 2017–2025

GOVERNMENT

(Ministry and Authority*)

- overall aims and targets
- targets for agreements
- development
- EU directive interfaces
- financial incentives
- evaluation

Participating party
Implementing public authority

ASSOCIATIONS

- targets in **sectoral action plans**
- development
- **marketing**
- **motivation of companies**
- **participation in reporting process**
- co-operation forums
- guidance, training

Participating party

COMPANIES/COMMUNITIES

- goals for company/community
- **energy audits**
- saving measures
- monitoring of energy consumption
- training of staff
- reporting
- co-operation and communication
- development of own performance

Participating party

ENERGY AGENCY

– OPERATOR  **

- assistance for government parties
- advice, guidance, training
- joint projects with participants
- marketing, motivation
- monitoring system development & operation, coordination of annual
- reporting, annual summary reports
- impact assessments
- communication activities

Entrusted party

* Energy Authority Finland/ Energy Efficiency Unit – Established 1.1.2014 due to EED requirements

** Motiva Oy, State own Sustainable Development Company – acting in EEAs like an Energy Agency in Finland – **commissioned by the Energy Authority**



OTHER

- parties assisting and helping implementation in companies/communities and participating in development projects within the EEA scheme e.g.
 - **energy auditors**
 - consultants
 - ESCO's

Third parties



Voluntary subsidised Energy Audit Programme

Energy Audit models available for different target groups

Buildings

Energy Inspection

Energy Audit

Post-acceptance
Energy Audit

Follow-up
Energy Audit

Industry

Industrial
Energy Audit

Industrial
Energy Analysis

Process Industry
Energy Analysis

Two-phase Energy
Audit for SMEs

Energy

Power Plant
Energy Audit

District Heating
Energy Audit

Others

Renewable Energy
Municipal Audit

Compressed
air systems

Steam and
condensate systems

Cooling systems

Guides:

Surplus heat
Industrial furnaces
Data centres
Ski centres
Professional kitchens

Voluntary subsidised Energy Audit Programme

Motiva's role - commissioned by the Energy Authority

Development and improvement of the energy audit programme

Monitoring and impact assessment

Quality control

Energy audit models and other tools

Qualified energy auditors

Training of energy auditors

Promotion and marketing

Administration of the programme – Energy Authority

Subsidies – Business Finland

Legislative framework, subsidy policy – Ministry of Economic Affairs and Employment



Energy advice nationally and regionally

Motiva and 11 regional organizations cover the whole of mainland Finland (all 18 regions). An energy advisor provides unbiased information about the means available to improve energy efficiency and the use of renewable energy. Advisory services are free of charge.

Key topics:

- energy efficiency and renewable energy in heating
- choosing and changing the heating method
- electricity use and solar electricity
- ventilation and cooling
- home automation and consumption control
- domestic water heating and consumption

One-on-one advice is available by e-mail and telephone. Advice is also given in webinars, lectures and events. The advisor network and working with many stakeholder groups improves the reach and visibility of advice.

Energy advice is funded by the Finnish Energy Authority.

DOWN A DEGREE

Why?

- harm caused by the war to the energy market
- rapid rise in energy prices
- uncertainty about the sufficiency of electricity during the heating season

How?

- a widely reaching campaign with a simple storybackground and means for quick energy saving measures
- joint responsibility and the possibility of being a part of solution in combating the threat

Who?

- main responsibility in the Ministry of Economic Affairs and Employment, strong investment by the Energy Authority
- the coordination of the campaign was managed by Motiva, a state-owned sustainable development company that provides energy advice to households

Motiva, the Energy Authority, the Ministry of Economic Affairs and Employment of Finland, the Ministry of the Environment, the Prime Minister's Office, the Finnish Innovation Fund Sitra

Results

Involvement

 **91 %** have done energy saving measures


 **51 %** reduced use of electrical appliances

 **50 %** lowered room temperature

 **48 %** shortened shower times

 **54 %** believes their own actions affect the sufficiency of energy

Savings achieved

 **-14 %** maximum hourly consumption reduction week 50/2022

 **-1600** hourly consumption reduction week 50/2022

 **-8 %** lower consumption during peak hours compared to 2021

 **-10 %** the largest monthly electricity savings Dec.2022

 **-4 TWh** total energy savings in winter 2022-23

Partners

 **865** companies, organisations, municipalities

 **1 637** reported measure*

 **+ 1 milj.** indirect reach

 **920** uploader of the campaign material

* Information & campaigning, Ventilation, Room temperature, Heating control, Lightning, Production or process, Other

We succeeded because of tradition of cooperation and trust & **sisu** (Finnish guts)

- Decades of cooperation between the state administration, industry associations and companies - ready-made networks and contacts
- Launching the campaign through organisations, with the support of energy advisors - familiar method of operation from the Energy awareness week
- **Strong message, clear instructions, practical savings tips**

Finns saved for economic reasons, but also for principle:
they recognised a common external threat.
Energy saving was done for the common good.
(Survey 9/23, Kantar Public, Motiva)

Keys to success

ENERGY EFFICIENCY AGREEMENTS IN FINLAND



Lesson learned – Some general remarks

ENERGY EFFICIENCY AGREEMENTS IN FINLAND



- **Well functioning M&V system** for voluntary Energy Efficiency Agreement scheme (EEA) as well as for Energy Audit Programme (EAP) **has a central role** in:
 - revealing the results and get reasonable recourses for programme administration, support for companies and municipalities and maintaining and developing the monitoring system
 - creating trust and credibility for all parties
- **Participants need support and activation for implementation**
 - **several kind of communication and support activities** both in marketing and implementation phase e.g.
 - website <http://www.energiatehokkuussopimukset2017-2025.fi/> (limited content in English available)
 - webinars (fee cost) / theme specific events (free or low cost)
 - company/community specific connections
 - case examples, “energy ingenious” competition
 - media contacts, social media
- **Continuous adequate resources needed** for
 - support in implementation and activation of participants
 - communication activities
 - M&V and control
 - Development of the tools and support activities – continuous improvement also at this level 😊
- **Long term commitment from all parties is essential**

Thank you!

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