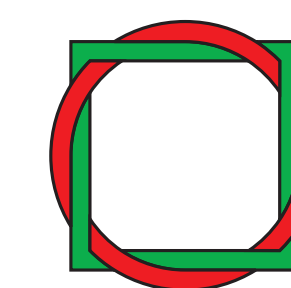




The analysis presented here is part of the project bigEE – “Bridging the Information Gap on Energy Efficiency in Buildings”. bigEE is setting up an international knowledge platform to present comprehensive, independent and high-quality information on energy efficiency in buildings and make it easily accessible to policy makers and investors worldwide. www.bigee.net will be launched in November 2011.



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Policy Packages to Make Energy Savings in Buildings Happen

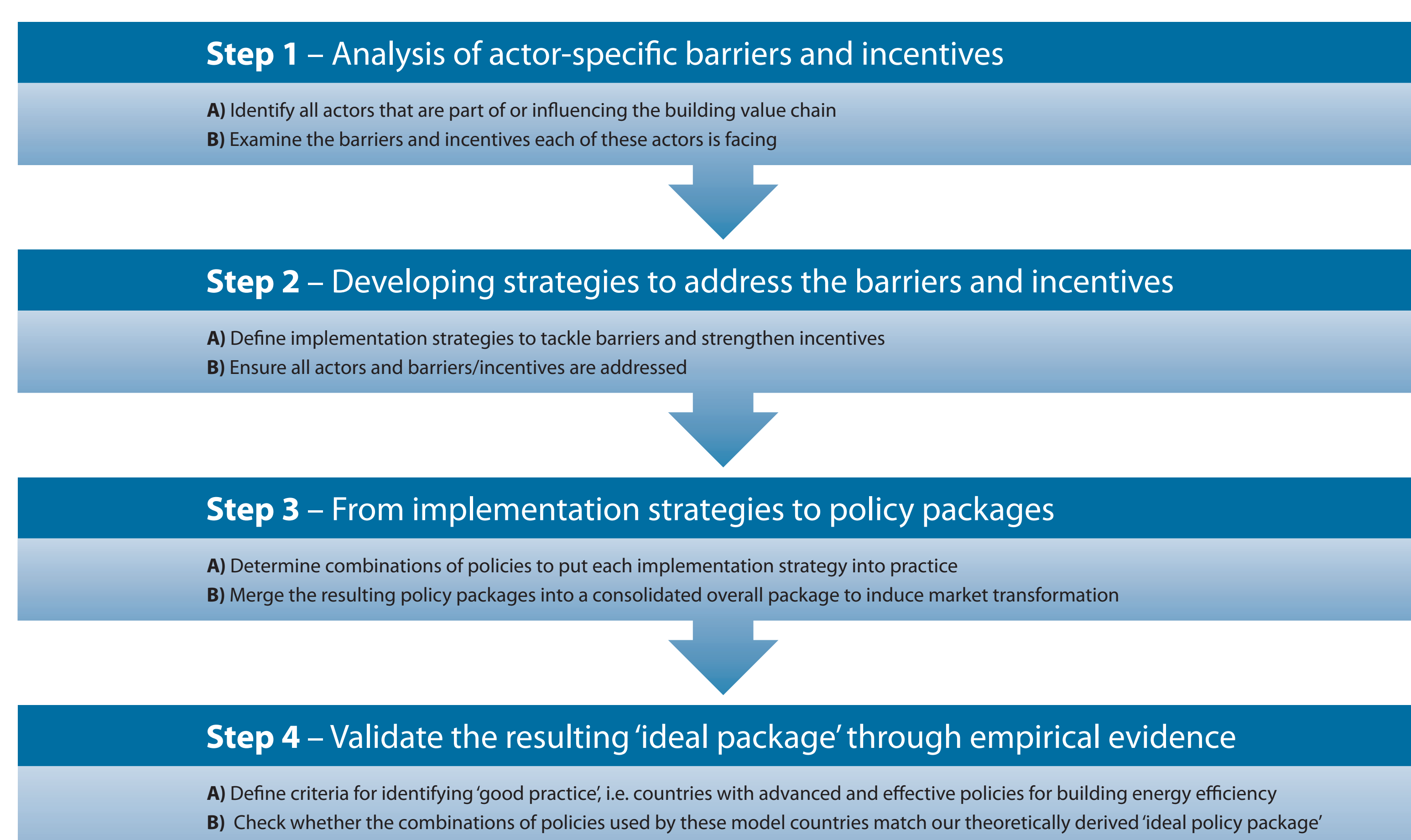
INTRODUCTION

- What are the best policies and measures to stimulate energy efficiency in buildings? There is still no magic formula ...
- All members of the complex building value chain must act in the right direction, or else the energy efficiency chain will break.
- Therefore, the specific barriers and incentives of all relevant actors must be analysed to understand more thoroughly why they often do not implement energy efficiency.
- **Goal:** tailored policy packages to remove the barriers and strengthen the incentives identified.
- **Cross-check with reality:** implemented and successful policy packages



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METHODOLOGY



Barriers – some examples from the perspective of ...

... an architect:

“Will the energy-efficient building offer the same technical functionality and safety as the conventional one so that we won’t have to face liability issues and that our customers won’t be dissatisfied?”

... a financier:

“How will the energy efficiency project perform in terms of revenue and risk? We don’t have the necessary technical expertise and experience with this kind of projects.”

... a building owner:

“How much can I save over the lifetime? How can I finance the initial investment? Will I still live in this building 5 or 10 years from now so that I can reap the benefits at all?”

RESULTS

- There is not one silver bullet for transforming the building market overnight – but the actor-centred analysis can guide policy makers in defining an effective package of policies, tailored to the needs and incentive structures of all relevant actors.
- However, the lack of thoroughly documented and evaluated policies makes it very difficult to identify good practice examples, compare their effectiveness and enable others to learn from them.

Our key message for policy makers is therefore ...

... it is crucial to consider already in the policy design phase both the incentive structures of the actors concerned and the data needs for monitoring and evaluation.

