

# CONSEED



CONSUMER Energy  
Efficiency Decision Making

Mr. Tomi Medved

CONSEED

University of Ljubljana, Slovenia

Results from industry machinery in Slovenia

16<sup>th</sup> International Conference on the  
European Energy Market

19 September 2019



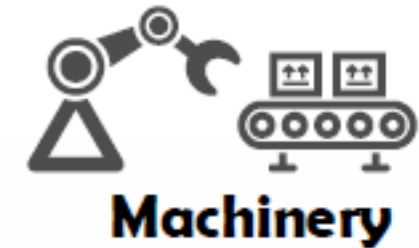
@EnergyWiseEU #energyefficiency





# Presentation will focus on

- Industry machinery in Slovenia
- Energy policy recommendations on energy labels





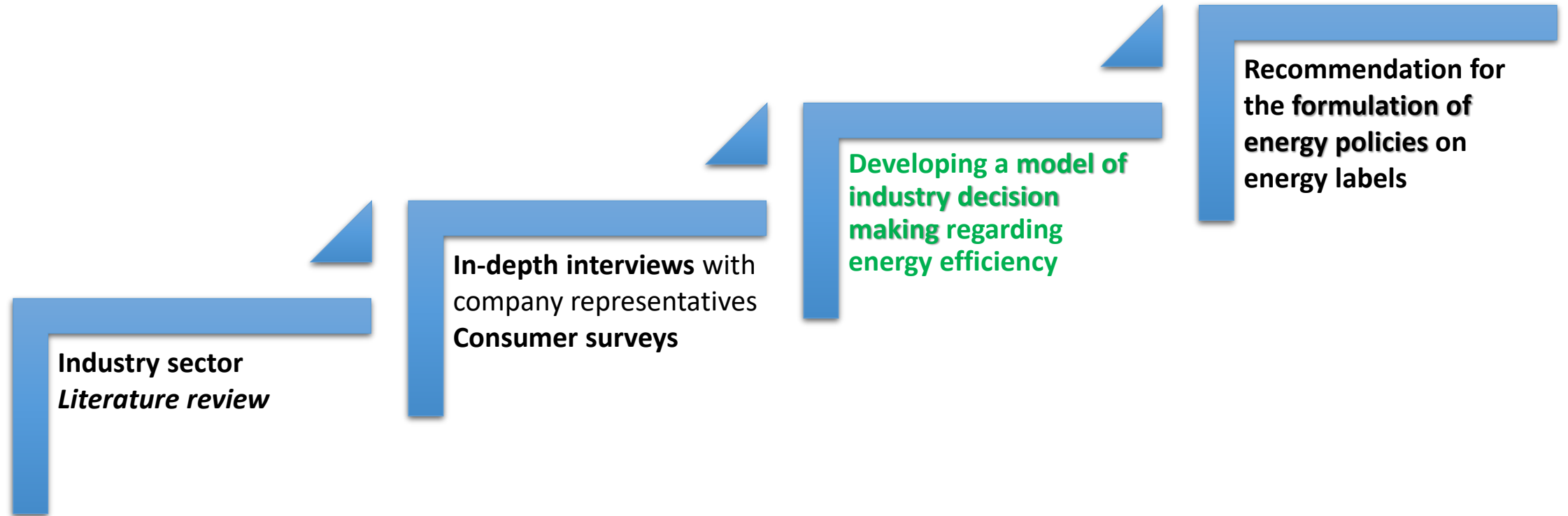
# Introduction

- The industry sector accounted for **38% of global total final energy use** in 2016.
- There is **no EE labelling directive** at EU level relating to industrial machinery.
- Energy Efficiency Directive (Dec 2018) - new **32.5% EE target for 2030** which includes the industrial sector.





# Main goals of project CONSEED



## Energy Efficiency Importance



# In depth interviews

## Research questions

- Nature of the important attributes
  - Importance of energy efficiency
  - Effect of potential energy labels



The focus group results served as a qualitative results and guide for the online survey questionnaire.



# In depth interviews - Results

## Important attributes



8 interviews (employees related to their company's investment decisions)

Heterogeneous spread of sectors, sizes, and demographics



Energy label

## Energy Efficiency importance

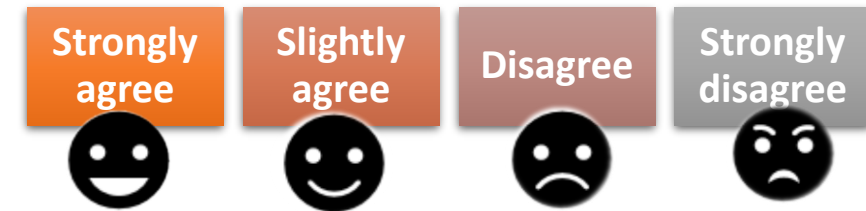
- Large initial investments and long payback periods
- Investments into infrastructure are prioritised over machinery
- No EE difference between machines

- No regulatory EE information for industrial machinery
- Classification for some components can help in the decision making
- Not supportive of energy label
- Monetary information **would not be reliable**

# Consumer surveys

Continue focus group research on a more representative sample

Method: Statements rated on a 4-value scale



## Research questions

- Importance of the attributes of the purchasing
  - Attitude toward energy efficiency
- Potential future label and monetary information
  - Factors affecting the valuation of EE

## Representativeness

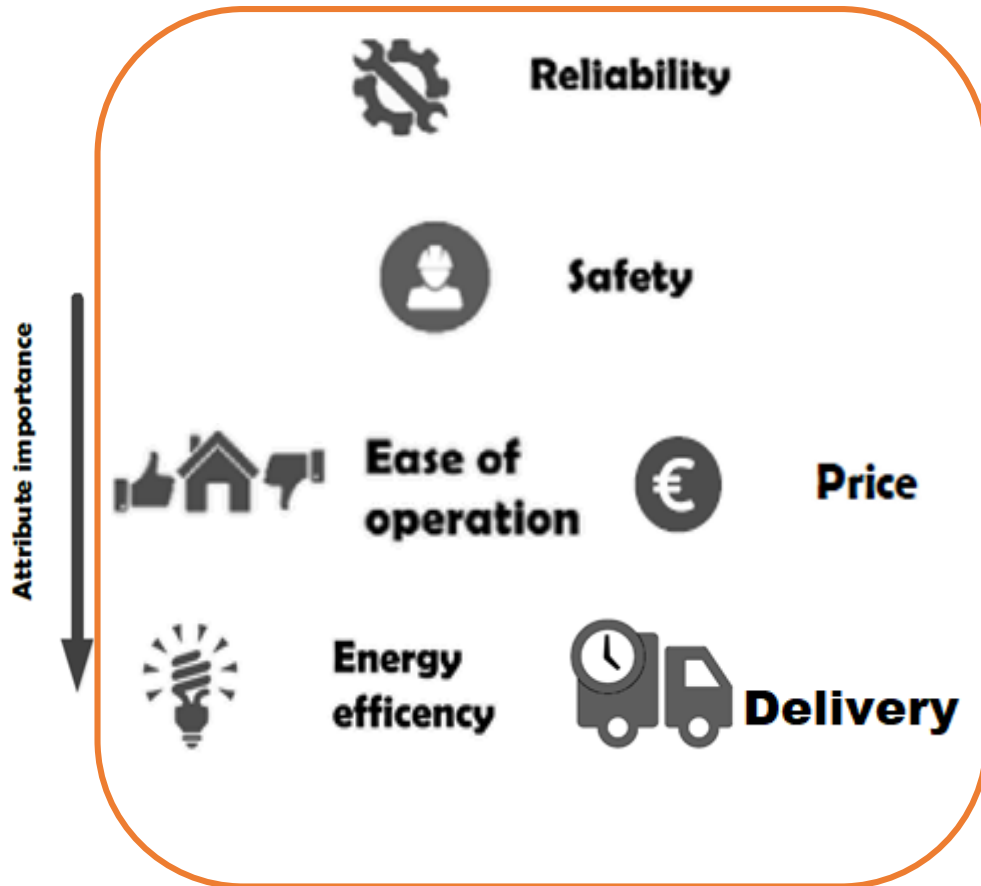
83 completed surveys  
Average size: 528 employees  
(90% answers)  
Average turnover: 42.5M€  
(49% answers)

# Consumer surveys - Results



## Attitude toward Energy Efficiency

### Important attributes



- **Very important** attribute for 50%
- **Trust** in EE machines
- Belief in **money savings** when **investing** in EE
- The **government** should provide **support** to invest in EE



## Monetary label

- More **understandable**
- Helps **calculate running costs**
- Might **influence** the **decision** making
- Still open to **manipulation**



# Conclusion - Recommendations



EE influence in the investment decision

**MEDIUM**



Need of an energy label

**LOW**



Help **understand energy consumption**

**Trust in monetary estimations**

Influence on the decision making

**MEDIUM**

**LOW**

**MEDIUM**



The **government** should **provide support**  
to **invest in EE**

**HIGH**

## Policy recommendations

Financial support, such as investment subsidies, soft loans, public funds and guarantees, may **increase investment in EE** and should be **promoted** through regulatory policies.

Current technical specifications could be improved with a monetary label which could be easier to understand.



# CONSEED is not finished!

- Runs until Nov 2019
- Will refine policy recommendations
- **We want to make good and implementable recommendations!**
  - What should we be considering?
- [www.conseedproject.eu](http://www.conseedproject.eu)
-  @EnergyWiseEU
-  @conseedproject
- Feedback forms

