



Campaigns

Core Theme 5

Authors:

Hans van Eck

Marjolein Heinemans

Leanne van Diggelen

November 2010

INTRODUCTION

Reducing energy consumption and eliminating wastage are among the main goals of the European Union (EU). They are embedded in Europe 2020 - the EU's strategy for smart, sustainable and inclusive growth. EU support for improving energy efficiency will prove decisive for competitiveness, security of supply and for meeting the commitments on climate change made under the Kyoto Protocol. There is significant potential for reducing consumption. With 40% of energy consumed in buildings, the EU has introduced legislation to ensure that they consume less energy.

A key part of this legislation is the **Energy Performance of Buildings Directive (EPBD)**, which requires all EU Member States (MS) to tighten their building energy regulations and to introduce energy certification schemes for buildings. All MS are also required to have inspections of boilers and air conditioners.

The introduction of national laws that meet EU requirements is challenging, as the legislation has many advanced aspects. It is a great opportunity to further energy efficiency in EU buildings, but also a formidable and continuing challenge for many EU Member States.

To support them in this task, in 2005 the Concerted Action (CA) EPBD was launched by the European Commission to promote dialogue and exchange of best practice between them. An intensely active forum of national authorities from 29 countries, it focuses on finding common approaches to the most effective implementation of this EU legislation.

The multi-faceted format of the forum, with specialist workshops combined with high level discussions, allied to networking opportunities and web resources, has centred on sharing -and inspiring- smart solutions not only for the national legislation and regulations needed for implementation, but also for the professional tools, skills and systems in all fields addressed by it. These solutions are now being applied across the majority of EU Member States.

- **The Concerted Action EPBD** is carried out under the coordination of ADENE, the Portuguese National Energy Agency
- The consortium is composed of organisations appointed by all 27 EU Member States, plus Norway and Croatia
- The activities revolve around meetings, each with over 100 participants, held approximately twice a year

- Working groups and networking take place between meetings
- **Only national authorities implementing the Directive are involved, or those bodies appointed and entrusted by the national authorities to do so**
- Invited experts attend to give additional specialist viewpoints

The 100+ Members of the CA EPBD represent Europe's authoritative, collective knowledge on practical implementation and operational experience of energy performance certification of buildings and inspection and testing of boilers and air-conditioning systems.

When initiated in 2005, most MS were still at the planning stage, but are now well advanced. After stimulating advancement and convergence across the EU, the CA approach was further elaborated in 2007. The MS now share real operating experience and the Concerted Action provides ever increasing practical value and deeper learning to all participating authorities, playing its role in ensuring the success of this Directive as a vital instrument of EU energy-efficiency policy.

The CA EPBD 2 (2007 - 2010), the outcomes of which are presented in this book, is organised around 5 Core Themes (CTs):

- **Certification of Buildings**
- **Inspections of Boilers and Air-Conditioning systems**
- **Training of Experts**
- **Procedures for Characterisation of Energy Performance**
- **Information Campaigns**

Since its second phase was launched in December 2007, it has organised six major meetings between MS representatives, with intensive preparatory work in between. In addition to plenary sessions devoted to issues of general interest, it organised a total of 63 detailed technical sessions for discussing specific issues relating to one or more of the 5 CTs. Some sessions were organised in collaboration by two or more CTs, in topics that had impacts on various issues. The discussions built on the knowledge from the eight previous meetings, held during the period 2005-2007.

The initial plan for the CA EPBD 2 included a long list of topics related to the various Core Themes and additional topics have been identified by the participants since its launch. A brainstorming session at the first meeting in December 2007 was very useful in defining the topics of interest for the MS to discuss in the coming years. Furthermore, the recast of the EPBD was launched and adopted during this period, the CA being instrumental to that process.

The second part of this book contains extended summaries of the main outcomes of each of the 5 Core Themes, including conclusions and recommendations. The objective of the reports on the Core Theme activities is to present a snapshot of the concerns and deliberations of the teams dealing with practical implementation of legislation at national level. The synoptic information presented in these thematic reports is taken from dialogue during the period 2007 - 2010. Some topics may not have been revisited since the earlier part of that period and, as such, the results may be representative of that point in time. Nevertheless, the pros and cons of different approaches to implementation of the Directive remain relevant. For details on the present situation in all countries, i.e. in the final quarter of 2010, please see the Country Reports, part three of this book.

The CA EPBD is supported by [Intelligent Energy-Europe](#) under the [European Union's Competitiveness and Innovation Programme](#).

1 General Information

Since its launching in December 2007, the Concerted Action (CA EPBD 2, 2007 - 2010) organised six major meetings among Member States' (MS) representatives, with intensive preparatory work in between. In addition to plenary sessions devoted to issues of general interest to the 120+ participants at each meeting, it organised a total of 63 detailed technical sessions for discussing specific issues relating to one or more of its 5 Core Themes (CTs), 16 of which were devoted to topics related to "Information Campaigns". Some of these sessions were organised in collaboration with other CTs. After joining all the meetings for this CT, the MS know what the possibilities are to maximise the impact of the EPBD and strengthen the EPBD policy in their countries, as well as what flanking measures are possible.

Building on the experience from the CA EPBD (2005-2007), the initial plan for CA EPBD 2 included a long list of topics related to Information Campaigns; additional topics have been identified since then by the participants. A brainstorming session at the first CA EPBD 2 meeting in December 2007 was very useful in defining the topics of interest for the MS to discuss. A final review session was organised in September 2010, and resulted in feedback that was also incorporated into this report.

This report summarises the main outcomes of these Information Campaigns sessions, including conclusions and recommendations.

2 Programme of Work

The Core Theme "Information Campaigns" works on topics related to the article 12 of the EPBD.

According to the EPBD, Member States may take the necessary measures to inform the users of buildings as to the different methods and practices that serve to enhance energy performance. Upon Member States' request, the Commission shall assist Member States in staging the information campaigns concerned, which may be dealt with in Community programmes.

In order to be effective, such information campaigns will be directed at many actors, from construction and property professionals to the general public. They also need to use multiple communication channels and be phased appropriately over time.

At individual Member States (MS) level, MS are likely to require alliances between national or regional authorities, and professional and other market actors. Discussions on the most appropriate approaches and comparison of the experience of individual MS contributed significantly in speeding up take-off, as well as in increasing the degree of convergence and the impact leverage of the Directive. The essence of the Core Theme "Information Campaigns" was to explore the comparative approaches across MS, seeking to maximise the impact of the EPBD in all countries.

3 Activities of the Information Campaigns Theme

At the end of 2007, drawing on over 30 months of sharing practical experiences on the implementation of the Energy Performance of Buildings Directive, the participants in the Concerted Action EPBD set out their strategic lines of discussion for the next three years. The strategic lines for the Information Campaigns were:

- The public is informed
- Professionals: capable and competent for issuing the energy performance certificate
- Financial instruments/services available
- Supporting legislation in place
- Organisation and procedures should be in place and operational

Some of the strategic lines were arranged in cooperation with the other Core Themes, and are therefore also described in their relevant chapters. The topics are described here from the perspective of this Core Theme.

Building on the positive experiences from earlier years, a "Market Place" was organised for all delegates, in order to inform each other about the different information campaigns on the EPBD, the Energy Performance Certificate, inspections, etc. that were going on in each country. In the Market Place, all participants had the opportunity to present the state of affairs in their country regarding the various topics, and show their national communication and information materials. The Market Places were very well received by all delegates, and helped them to see and learn what kind of knowledge and information products are developed in other countries.

3.1 "The Public is informed"

3.1.1 *Analysis of National Information Campaigns*

By the end of 2010, most MS had already implemented an EPBD related campaign. Sharing information about these campaigns showed that 50% of the MS monitor them, and that this helps with their improvement. The most important parties involved in a national information campaign are: relevant authorities, energy agencies and communication/marketing companies, whether at national, regional or local level. The main success factors for the information campaigns are to:

- start with a strategic plan
- use one simple positive message
- define your target groups and be prepared for reactions (positive or negative) to the campaign
- make use of a helpdesk to answer the public's questions
- deliver a tailored message to professionals
- collaborate with professionals/organisations in the building sector
- make use of free publicity through professionals
- make use of cross media

The main recommendations and conclusions were:

- **Know your target audience.** This enables you to more effectively tailor the campaigns. The identification of your audience is critical, because this will shape the angle of your message, as well as the media to be used for communicating your message.
- **Ensure the commitment** of decision-makers to support the campaign. In order to be successful, campaigns require a firm commitment.
- **Word of mouth is irreplaceable.** Often overlooked by community organisations, word of mouth is essential for the success of any campaign. It builds credibility and is typically very compelling and convincing.
- **Free publicity could become your best tool.** Posting information through community calendars, community bulletin boards, websites, by sending letters to the editor, participating in town forums, creating a word of mouth buzz, and using public service announcements could be instrumental in the success of your campaign.
- **Use existing resources.** Network with other agencies in order to share strategies, ideas, and lessons learned. Look for opportunities to partner with other departments, community groups, and government agencies in order to spread your message.

Since the demand for energy saving services will be stimulated by a campaign, it is also important to make sure that a sufficient amount of qualified assessors and professionals in the building sector is available to respond to the public demand stemming from the campaign.

The individual campaigns implemented across Europe can be seen in some detail in the "Country Report 2010" of each specific Member State.

3.1.2 How to deal with public reactions

For a successful implementation of the EPBD across Europe, it is important that building owners understand the meaning and the goals of the legislation. It is important that the energy performance of buildings is improved, and that building owners can see the advantages that improving energy efficiency has for them, such as higher comfort levels, less energy costs, higher value of their building, etc.

As MS approach full implementation of the legislation, it is possible that there could be a degree of negative reaction and comments. Cases of negative publicity have arisen in some countries. For example, in individual cases, separate evaluations of the same building have led to the issuing of different EPCs; software tools, such as calculation tools for professionals, have been too time-consuming to be used efficiently; the cost of certification has been set too high for the perceived level of service provided, etc. These are examples of teething problems in certification and inspection markets which are not yet fully functional. These problems can be avoided through effective planning, or remedied through prompt corrective action.

Of course, negative publicity should be avoided in the first instance through implementation of robust national schemes. However, if weaknesses in the scheme come to the forefront in everyday working practice, solutions for managing negative publicity lie in responding quickly and positively, listening to the criticisms given by market actors, accepting responsibility, and promptly taking appropriate corrective action to improve the system.



Collaborating with all parties involved in the implementation process gives the opportunity to unite in purpose and goal. Robustness and transparency of procedures provide market actors with confidence in the EPBD related services.

3.1.3 First reactions to the Energy Performance Certificate from the General Public

In early 2009 -with many of the national schemes still in their early stages- a study of the national approaches to assessing public response to the EPBD was carried out. A total of 19 countries provided information. From these, at that time, 6 countries indicated that they had carried out investigations into public reactions, half of them using qualitative research and half of them using both quantitative and qualitative research. The general conclusion from the studies in those countries is that most of the consumers understand the purpose and the message of the certificate. The cost of the certificate is also an issue which is often raised. All 6 countries indicated that they would use the outcome of the research to improve their EPBD schemes.

For example: in January 2008, the energy performance certificate was implemented in The Netherlands. After one year, the government decided to change the certificate, in order to improve its usability and to make it easier for people to understand. The study on public reactions had influenced the certification scheme.

The representatives of the 19 countries also described perceived strengths and weaknesses of their own certification scheme. Successes and failures of their schemes were presented for comparison, in terms of: information campaigns; communication from the government; communication from the market; clarity of the certificate; usability of the certificate; costs of the certificate; and complementary measures (such as subsidies).

As part of the enquiry, the national representatives were asked, "How would you improve the response of consumers to your certification scheme?" The responses are indicated below:

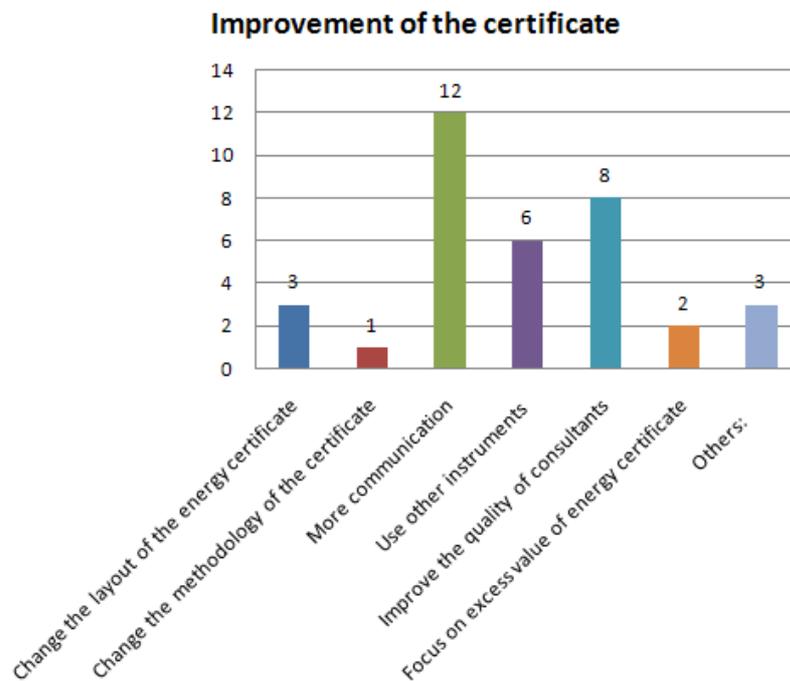


Figure 1. Methods for improving response to the certification scheme



Member States should carry out evaluations of the information campaigns they implement in support of the Directive, and act on their findings.

National representatives active in this field participated in a workshop in order to exchange information, and to learn from each other about early consumer responses to certificates. Following on presentations of experiences in Norway, The Netherlands and Germany, the workshop participants brainstormed on a step-by-step approach to good practice communication about the certificate. The suggestions resulting from this brainstorming were the following:

- Consumers are more likely to invest in the recommendations on the Energy Performance Certificate (EPC) if the reactions of other consumers/building owners are positive.
- Building owners are likely to react positively to the EPBD and the EPC when countries emphasise the added value.

The quality of the EPC plays an important role in this respect.

The brainstorming amongst participants suggested that the first public reaction can be more positive if the following items are taken into account:

- **Plan and pre-test:** It is important to test the certificate before it is implemented, to increase the social basis. In order to make plans for a new policy, the public can be involved, e.g., by consumer panels.
- **Involve different parties:** Make direct contact and communicate with key market actors, such as real estate agents, banks, notaries, etc. Work with professional companies to provide the media with robust information.
- **Good quality:** The consumers will only take measures when they are confident of the quality of the consultant delivering the certificate and of the energy saving recommendations, as well as when the certificate has a good price/quality ratio.
- **Recommendations in the certificate:** The information in the certificate needs to be suitable for the public: it should provide the right level of technical detail, as well as links to other information. The certificate should include sufficient information about how to improve the rating and how to save energy.

- **More communication:** It is important to develop communication plans for the better information of the consumers. MS should use effective information campaigns and communicate the advantages of the certificate, such as higher market value of buildings with a higher certificate.
- **Make certificates more fun:** Communicate about the positive results and the advantages of the certificate and the energy saving measures. Show that the certificate is beneficial. Make the certificate more fun.
- **Connect to additional instruments:** Communicate the whole policy package, including the certificate, legislation, financial instruments and other campaigns on behavioural change. Do not let the EPC "stand alone".
- **Changes to the scheme:** Change the certificate only if it is really necessary. If changes are made, the communication process needs to be tailored to the different parties involved.

3.2 The role of professionals in maximising the impact of the EPBD

An important group of actors with a decisive influence on improving the energy performance of buildings, and therefore on the impact of the EPBD, are the professional parties in direct contact with building owners. These parties are: designers of buildings/architects, building assessors and inspectors of heating/cooling systems, real estate agents, housing organisations, energy suppliers, financial parties, legal parties (lawyers and notaries), suppliers of new products and materials, the building sector in general, the media, consumer organisations, NGOs and accreditation bodies. Professional parties can give advice to building owners on the possibilities of improving the energy performance of buildings, translating this into a market opportunity.

To launch free thinking on the roles of the different professionals, a workshop approach was adopted for brainstorming on success factors relating to different market actors. The national representatives, inspired by the presentation of the Dutch "More with Less" Market Initiative, formed small groups in order to focus on the role of different market actors. A few of the suggested success factors, as well as ways to maximise the impact of the EPBD are, inter alia:

- **Spreading the knowledge** should make the purpose and the benefits of the EPBD clearer, allowing consumer organisations to communicate details about the EPBD in an informed way.
- Setting up of **Quality Assurance** about the EPBD by the building sector could create better communication about the improvement of the energy performance of buildings.
- **Better training of parties in the building sector** would allow the building sector to communicate about the EPBD in an informed and convincing way.
- **Good examples of financial advantages of the EPBD**, e.g. better rating, translating into higher building value, could be an incentive for building owners to improve the energy performance of new and existing buildings.
- **The EPBD means added value for the energy company.** Energy companies can play their role in the communication about the EPBD.
- **Education for real estate agents.** Knowledge of the advantages of the EPBD will encourage the real estate agents to communicate positively about the energy certificate. For example, they should be aware about the higher value of the building or about higher comfort levels.
- Introduction of **financial instruments, such as revolving funds**, e.g. based on structural funds. These kinds of funds will encourage investments in energy saving measurements by building owners.

At the end of this brainstorming process, national representatives had gained insight and heightened awareness of the possible roles and impacts that market actors could have -depending on the national situation- in their countries.



Increased awareness of the roles of market actors at national level can help Member States to implement effective, nationally tailored schemes: there could be further benefit from studying and comparing the roles of the key actors in a representative sample of countries.

3.3 Financial instruments - maximising the impact of the EPBD

Financial instruments can have a positive influence on improving the energy performance of buildings and, therefore, on the impact of the EPBD. They can play a major role in helping building owners to decide on energy saving measures for their buildings. There are many types of financial instruments, all of which may be implemented differently. The most widely available instruments are subsidies, soft loans, structural funds and tax reductions.

During the 1st semester of 2009, the Concerted Action members analysed the availability of financial instruments across Europe. A total of 22 national representatives responded to questions on the topic:

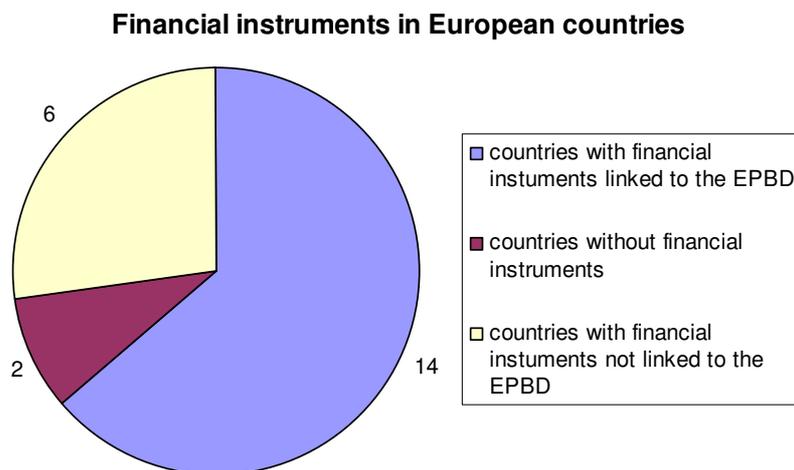


Figure 2. Financial instruments in European countries

An overview of the financial and support instruments available in each Member State is given in the individual "Country Report 2010" of each country.

In order to have high effectiveness, the ideal situation for financial instruments is:

- They are visible to the public and readily accessible; i.e. building owners and investors have insight into financing possibilities to improve buildings by taking energy saving measures.
- Their accessibility is linked to the improvement of the EPC class.
- Their effectiveness is monitored and evaluated by the improvements of the EPC class of the buildings, and they are further tailored, if necessary.
- The administrative burden and costs for all parties are low.



Access to financing instruments should be linked to the Energy Performance Certificate. The effectiveness of the financial instruments should be evaluated through improvements in the energy performance class of the buildings.

3.4 Supporting legislation in place

3.4.1 EPBD and penalties

To realise the goals of the EPBD, it is important that the legislative/regulatory requirements are followed in practice and carried out in an orderly manner. Penalties can be used as a way to ensure proper implementation. Various penalties are in place in the MS. The penalties can be divided into two main categories (in brackets, the number of countries using these penalty mechanisms):

- Penalties for building owners for not making an EPC available:
 - Financial penalties (14)
 - Legal penalties (6)

- Penalties for assessors (for issuing an incorrect EPC):
 - Cancellation and correction of the EPC (7)
 - Warning and complaint procedure (7)
 - Further training/examination of assessors (2)
 - Financial penalties (7)
 - Revocation of license (7)

The application of penalties in the MS varies significantly. A few countries have an active control and sanctioning system. Some have a sanctioning system in theory, but have not used it very much in practice yet. Other MS are investigating the possibilities for sanctioning, and others start actively with sanctioning when they implement the EPBD recast.

The penalties on assessors for issuing an incorrect EPC range from fines of e.g. 500 € - 5,000 €, to liability for damages and revocation of licence. Additionally, the penalties for owners who fail to present a certificate range from no penalty, to prison sentences, to fines for tens of thousands of € for large non-residential buildings.

The Concerted Action participants investigated the approaches to penalties from different perspectives. A group discussion has taken place, using the method of "Six thinking hats of Edward de Bono" in order to look at the topic from the following perspectives:

- Objective figures and facts: one uses neutral information
- Feelings and intuition: one observes and acts emotionally
- Negative and pessimistic view: one acts as the devil's advocate and asks critical questions
- Positive and optimistic view: one looks on the bright side, and seeks opportunities and disadvantages
- Creative thinking: freewheeling is allowed, with free association of thought
- Reflective and controlling: one keeps a close eye on the process and planning

Some interesting questions raised from different perspectives are, inter alia:

- Are penalties really necessary?
- Do we know how big the compliance problem is, in order to apply the correct penalty?
- Is there room for human error?
- What is the effectiveness of applying penalties?
- Could further training help to overcome quality issues?
- What do we actually want to achieve with the penalty system?

It is the answer to such questions that allows the establishment of appropriate penalty systems in the individual countries.



The experience in the use of penalties by front-runner countries is very important for other countries: Member States should learn from each other's successes and failures, and evaluate these in the light of local market conditions.

3.5 Set up and operation of organisational structures and procedures

3.5.1 More effective ways to reach consumers

To reach the goals of the EPBD, dwelling and non-residential building owners must be motivated to obtain an Energy Performance Certificate, as well as to act upon the advice therein and undertake energy saving

measures. The decision to undertake energy saving measures is difficult for the consumers. They have to be motivated in many different ways in order to take this step. In order to make it easier for them, there are a lot of barriers to remove.

With the project IDEAL-EPBD¹, there is an attempt to understand the response of dwelling owners, and the reason why some of them do not follow the recommendations given in the EPC. The study focuses on possible influential factors for individual households' behaviour regarding residential energy performance, such as investments in renovations of the building shell or the technical systems. Based on the literature that has been reviewed, important influential factors for individual households regarding the implementation of energy saving measures can be described as:

- Financial issues, e.g., long payback time, can hinder consumers to take energy efficiency investments.
- Social context; e.g., residents are most likely to implement energy saving measures if these are both visible and contribute positively to a "statement" towards peers (e.g., family, friends or neighbours).
- Information issues, e.g., knowledge about choices and costs, are strong determinants of behaviour.
- Decision-making context; e.g., there is an important barrier for energy efficiency investments when the owner who needs to decide about the investment does not necessarily benefit from it in the operational phase.
- Perceptions of renovation, e.g., the possible negative effect of the amount of work and the mess that energy efficiency improvement measures might cause.
- Perceptions of "green" issues; e.g., an individual's attitude to "green" issues will have an impact on whether they adopt energy efficiency measures.
- Life events and routines; e.g., there are sensible time-frames in the life of persons, during which they have greater sensitivity towards making changes in daily routines.

The best way to remove the barriers in order to motivate consumers to implement energy saving measures is a total approach which takes all the above influential factors into account. This removes barriers and effectively motivates consumers in making investments in energy saving and, by so doing to reach the goals of the EPBD.

Solutions lie in:

- Lowering investment costs, e.g. by subsidies: the high investment cost of an energy saving measure is a high barrier to taking action.
- Focusing on lowering the energy bill when energy saving measures are implemented.
- Pre-financing the investment costs: more consumers can implement energy saving measures, including consumers with a lower income.
- Communication and information in the right time and context: when consumers purchase their (first) home, they must get information from the municipalities. It is an important task for the central government to communicate and give information to the regional government and the municipalities for promoting energy saving measures to this target group. Timing is also important: when consumers ask for a building permit, the municipalities could inform them about implementing energy saving measures (with info on available subsidies/financial help).

3.5.2 Influence of the EPC on the market value of buildings

There is a significant interest in identifying the influence of the Energy Performance Certificate on the market value of buildings. Investigations on the approaches in each country were carried out in the 2nd semester of 2009. The objective was to identify, characterise and present possible tools and strategies that can be adopted by Member States for determining the correlation between Energy Performance Certificates and market value.

¹ IDEAL-EPBD Intelligent Energy Europe - Project number IEE/07/600 "Improving dwellings by enhancing actions on labelling for the EPBD" www.ideal-epbd.eu

An enquiry regarding the actual large scale deployment of certification and the existence -or not- of databases for housing transactions in the different Member States showed that:

- Of the 25 Member States responding, 13 had -at that point in time- not yet witnessed a large scale introduction of certification.
- Approximately 1/3 of the countries had detailed data resources for the housing market.
- Completed studies were available in 2 countries, 4 countries had on-going studies, 3 countries had plans for studies, whilst the remainder had as yet no explicit plans to perform such a study.

Whilst the experience in assessing the influence of EPCs in the market value of properties remains limited since most schemes have only recently been introduced, empirical studies show that a "green premium" of 2.7% for better Energy Performance Certificates was detected in The Netherlands (sample of 40,000 houses with an energy certificate). Although there was no effect on the speed of sale, based on the average value of a home in the country, this premium means an added value of about 6,000 €².

About 60% of the building owners in Poland report that an EPC has a positive effect on the market value of buildings (based on a Polish case-study: opinion survey with major companies), but it is not yet possible to actually quantify this effect.

The main conclusions on the EPC's effect on the market value of buildings are:

- There is still very limited experience in assessing the impact of EPCs in property market value.
- Available or on-going studies vary in methodology, actors, targets, etc. That makes results quite country-specific at this stage.
- In the short term, other MS case-studies should be used as reference.

The need for consumers and market actors to have knowledge on the EPC's influence on the market value of buildings is growing. This can be a key driver for reaching the objectives of the EPBD and EU targets on energy efficiency. Therefore, it is recommended that MS start (or continue) to pay close attention to this topic, and pass on the available information to the market.

3.5.3 How does the EPBD work in practice?

To maximise the effect of the EPBD, it is important that all buildings covered by the Directive obtain an Energy Performance Certificate. An excellent way to promote the EPBD and the EPC is via market initiatives. When professionals use the EPBD and the EPC in their day-to-day work practice, building owners can appreciate the overall added value.

Examination of the market initiatives across Europe shows that they can be grouped into five different categories. From a snapshot of initiatives based on an enquiry in 2010, it was found that from the 19 countries that responded, 15 of them have specific initiatives (in brackets, the number of countries implementing this type of market initiative):

- Financial initiatives, e.g. tax reductions & lower credit interest for high performance buildings, etc. (7)
- Initiatives from suppliers of energy efficient goods and services; e.g. installers offer packages of solutions, suppliers advertise the thermal properties of the construction materials and their contribution to the improvement of the EPC's rating, etc. (4)
- Initiatives of real estate agents or building companies, e.g. public announcement of the EPC when a dwelling is put on sale, use of EPCs results in selling advertisements -as is now required by the recast Directive- etc. (7)
- Information initiatives that improve the knowledge on the EPC, e.g. websites to promote the EPC, certification of buildings, provision of information on regulations, addition of further information and value to the EPC, such as standardised recommendations or other related information (3).
- Governmental initiatives (4).

² Brounen, D., Kok, N. and Quigley, J. (2009) The diffusion of green labels in the housing market, RSM, Rotterdam. See http://www.rics.org/site/scripts/download_info.aspx?fileID=7754 or http://www.irim.eur.nl/ERIM/Research/Centres/Erasmus_Real_Estate_Centre_EREC#axzz1GCOzE9CI

An example from Luxembourg: a real estate agency has placed the EPC in a prominent position on its homepage, i.e. visitors of the website can use the energy label classification (A to I) as a prime criterion when searching for houses/buildings. The agency also reports that selling a house/building with a label D or lower is more difficult than selling a house/building with an energy rating of A, B or C.

This is an example of how important it is that the EPBD and the EPC are part of the day-to-day work practice of professionals, so that consumers are exposed to the Directive and the opportunities it creates. Market initiatives help to integrate the EPBD and the EPC in the daily work practice of professionals and in the mind of building owners. In general, market initiatives try to:

- Improve the understanding of how energy is used of buildings.
- Increase the public awareness on energy efficiency and energy saving.
- Create an added value to the building stock.

4 Main outcomes from the Information Campaigns sessions

Topic	Main discussions and outcomes	Conclusion of topic	Future directions
National Information Campaigns	<p>Success factors of a national information campaign:</p> <ul style="list-style-type: none"> - Know your target audience - Make a commitment - Word of mouth is irreplaceable - Make use of free publicity - Use existing resources 	For the MS: if you cannot do everything, do just one thing! But do it successfully, and success will build upon itself.	Campaigns must continue in MS.
How to deal with negative public reactions, concerning implementation of the EPBD in MS	<p>The 3 key factors in managing negative publicity scenarios are:</p> <ul style="list-style-type: none"> - Timely and robust response - The good reputation of the organisation/service implementing the scheme - A responsible and proactive approach 	Solutions lie in listening to the criticisms, giving a quick and positive response , and accept responsibility, if necessary.	All MS benefit from discussing possible scenarios and ways of dealing with negative publicity.
First reactions from the general public	The reactions of consumers are likely to be positive when MS emphasise the added value of the EPBD and the Energy Performance Certificate. When the certificate is pre-tested, the quality of the certificate and the assessors is good; the costs of the certificate are low and it is connected to additional (financial) instruments, public reactions to the certificate are likely to improve.	These results will lead to an ideal situation of how to involve the public in the implementation of the EPBD.	MS must take into account the behaviour of the consumers.
Role of professionals in maximising the impact of the EPBD	The professional parties that are in direct contact with the building owners (such as designers of buildings, building assessors, financial parties, legal parties, suppliers of products and materials, media, consumer organisations etc.) are an important group that has a decisive influence on improving the energy performance of buildings. and therefore on the impact of the EPBD.	Increased awareness of the role of market actors can help MS to implement the EPBD effectively.	MS must continue to improve dialogue with all the relevant professionals.

Topic	Main discussions and outcomes	Conclusion of topic	Future directions
Financial instruments	By linking financial instruments to the Energy Performance Certificate, the impact of the EPBD can be heightened. When consumers, building owners and investors have an insight into the different kinds of financial opportunities on offer, there is a higher possibility that they will implement energy saving measures.	The financial instruments have to be efficient and effective and have a low administrative burden.	Governments could give a positive signal to the certificate by connecting it to financial instruments.
EPBD and penalties	In order to realise the goals of the EPBD the Directive should be carried out in an orderly manner. Penalty systems already in place in some MS show that they could play an important role in ensuring the aims of the EPBD. Penalty systems in MS are. e.g.: financial and legal penalties for building owners, penalties involving fines, warnings and even loss of the license of Qualified Experts.	Diverse penalty systems exist in MS, which work as control mechanisms	MS must strike a balance between penalties and an informative approach.
More effective ways to reach consumers	Important influential factors for consumers in order to take energy saving measures in their homes are: financial issues, social context, information, decision-making context, perceptions of renovations, perceptions of "green" issues, as well as life events and routines. The decision to undertake energy saving measures is difficult for the consumers. They have to be motivated in order to take this step. A lot of barriers have to be removed to make it easier for them.	The best way to remove barriers is a total approach which takes all factors of influence into account.	Consumers must be convinced of the added value of the EPBD and the EPC in a way they understand, and by which they can see the added value of them in their own lives.
Influence of the EPC on the market value of buildings	The effect of the EPC on the market value of buildings cannot yet be conclusively deducted: the experience in assessing the impact of EPCs in property market value is still very limited.	Indications are positive, but not conclusive.	The need for consumers and market actors to have knowledge on the EPC's influence on the market value of buildings is growing. MS should pay close attention to this topic and pass on the available information to the market.
How does the EPBD work in practice	Market initiatives help to integrate the EPBD and the EPC in the daily work practice of professionals and in the mind of building owners. These include financial initiatives, initiatives of suppliers of energy efficient goods and services, etc.	Market initiatives help to increase the public awareness on energy efficiency, to improve the understanding of how energy is used in buildings and to create an added value to the building stock.	Continue the sharing of information on the EPBD and the EPC in the daily work practice of professionals and with consumers.

5 Lessons learned and recommendations

From the sharing of experiences over the last three years, the participants in the Concerted Action are now well aware of the possibilities available to maximise the impact of the EPBD and to strengthen the relevant policy in their own country through appropriate flanking measures. All the topics addressed in this report remain relevant in the future, especially when Member States are faced with the implementation of the EPBD Recast.

The main ideas to be retained are:

- Effective information campaigns are critical for the success of the Directive. Almost all countries have experience in promoting the national schemes for its implementation. Success factors of a national information campaign are: know your target audience; make a commitment; word of mouth is irreplaceable; make use of free publicity; and use existing resources.
- As Member States approach full implementation of the Directive, teething problems accompanying the introduction of the schemes could result in a degree of negative reaction. Solutions lie in listening to justified criticisms given by market actors, giving a quick and positive response, accepting responsibility and implementing the necessary improvements to the scheme.
- The Involvement of professional parties and the general public during the whole process of implementation is very important to improve the social basis and the impact of the Directive.
- In order to achieve the full potential offered by the legislation, Member States should connect financial instruments to the Energy Performance Certificate.
- Member States should closely monitor the effect of the Energy Performance Certificate.
- The acceptance of the Energy Performance Certificate by the public will be high when it is of a high quality and good value for money.

This report is funded by the Community's Intelligent Energy Europe programme under the contract IEE/CA/07/333



The sole responsibility for the content of this publication lies with the authors. It does not necessarily reflect the official opinion of the EACI, the European Commission or other European Institutions. Neither the EACI, nor the European Commission nor any other European Institutions are responsible for any use that may be made of the information contained herein. The content is given for information purposes only and does not legally bind any of the parties involved.

© European Union, 2011

More details on the IEE Programme can be found at www.ec.europa.eu/intelligentenergy

This report can be downloaded from www.epbd-ca.eu and also from www.buildup.eu