

# **PART I**

## **QUANTITATIVE ANALYSIS**

# 1 QUANTITATIVE ANALYSIS

The results of the quantitative analysis are shown in the following tables regarding:

- topics addressed
- target groups
- programme duration
- programme budgets
- type of behaviour targeted
- behavioural factors (determinants) targeted
- communicative instruments used
- regulatory instruments used
- type economic instruments used

**Table 3 – Topics addressed**

<b>Topics</b>	<b>Number of case studies</b>	<b>Percentage</b>
Environment in general	13	32%
Renewable energy	15	37%
Energy efficiency in general	22	54%
Energy efficient appliances	15	37%
Lighting	17	41%
Heating/cooling	21	51%
Non energy (transport, health)	23	57%

<b>Number of topics per project</b>	<b>Number of case studies</b>
1	10
2	8
3	7
4	4
More	11

25% of the cases address only one topic,  $\frac{3}{4}$  are trying to achieve two or more objectives in 1 action.

**Table 4 - Target groups**

<b>Target groups addressed</b>	<b>Number of case studies</b>	<b>Percentage</b>
Consumers/citizens	28	68%
Households	24	59%
Youngsters	8	20%
Elderly	4	10%
School children	12	29%
Low income groups	3	7%
Employees	3	7%
Other	10	24%
Intermediary parties	6	15%

<b>Total size of all target groups</b>	338 769 641
<b>Average size of target group per case study</b>	9 410 268

The total size of target group is calculated as the total of numbers reported in different case studies although different formats of reporting have been used. Some case studies reported persons some households. The average size of target group per case study value shown in the above table is calculated based on 34 case studies which included the data required.

Although part of the cases use a segmentation method to address the target group more specifically, the average size of target groups shows that in many cases it is still ‘the general public’ that is addressed.

**Table 5. Programme duration**

<b>Average duration of the programmes</b>	2 years and 11 months
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	<b>Time frame</b>	
	<b>Continuing /repeated activity</b>	<b>Once-only activity</b>
Number of case studies	24	9
Percentage	59%	22%

The average duration of programmes is calculated based on data submitted with projects with both start and end date. Projects that are reported ongoing without specifying the end date are not included in this calculation. Information on whether the programme was a once-only or a repeated activity was given for 33 programmes; the information was not available in 8 cases.

The outcome shows that more than half of the cases are part of an ongoing activity.

**Table 6. Programme budgets**

	<b>All cases</b>	<b>Without the Bulgarian case Bg 5</b>
Total budget	€2.2 billion	€138 million
Average budget per case	€63 million	€3.8 million

Some cases have reported annual budgets but not total budgets as required in the template. In these cases the total budgets have been recalculated having in mind programme duration. However, there is a risk of error. The average investment per case study is calculated based on 37 case studies that have reported the data required.

One case, the Bulgarian National Program for Renovation of Residential Buildings in Republic of Bulgaria (Bg 5) has the budget of €2.08 billion dominating the results. The main part of the programme funds are used for non-behavioural activities such as construction. Therefore, an average budget was calculated also for the remaining 36 other projects for which budget data was available. The result, €3.8 million is a better indication of the average size of a programme. It is likely that this exceeds by far the average size of programmes implemented in the Member States. The reason is that the project partners mainly reported cases where ex-post evaluation had been carried out, which is more common for sizeable behavioural change programmes than the smaller ones.

**Table 7. Type of behaviour targeted**

	<b>Type of behaviour targeted</b>		
	<b>Investment behaviour</b>	<b>Habitual behaviour</b>	<b>Energy behaviour in general</b>
Number of case studies	29	31	19
Percentage	71%	76%	46%

<b>Number behaviour types targeted by the programmes</b>	<b>Number of case studies</b>
No behaviour mentioned	1
1 type	14
2 types	13
3 types	13

This table shows that a large part of the cases are not specifically addressed to 1 type of behaviour.

**Table 8. Type of factors (determinants) targeted**

	<b>Aimed at change of behavioural factors</b>		
	<b>Motivational factors</b>	<b>Facilitating factors</b>	<b>Reinforcing factors</b>
Number of case studies	37	17	16
Percentage	90%	41%	39%

The largest part of the cases is aimed at motivational factors by stimulating people to use less energy.

**Table 9. Communicative instruments used**

	<b>Number of case studies</b>	<b>Percentage</b>
<b>TV/Radio</b>		
Journalistic material	19	46%
Infotainment	13	32%
Advertising material	17	41%
<b>Newspapers/magazines</b>		
Journalistic material	28	68%
Infotainment	8	20%
Advertising material	20	49%
<b>Others</b>		
Internet based	21	51%
Digital channel	3	7%
Booklets/ brochure	32	78%
Information session	18	44%
Demonstrations	9	22%
Formal and informal education	19	46%
Personal advice	19	46%
Training and coaching	11	27%
Telephone help lines	11	27%
Benchmarks	10	24%
Labelling	6	15%
Others	6	15%

<b>Number of communicative instruments used</b>	<b>Number of case studies</b>
No information on communicative instruments reported	2
1 type used	4
2 types used	14
3 types used	21

A mix of communicative instruments are used in all cases. This may underline the assumption that planning and implementation are usually carried out well.

**Table 10. Regulatory instruments used**

	Regulatory instruments				
	Laws/ regulations	Permits	Participation in covenants /agreements	Enforcement	Others
Number of case studies	6	1	5	0	1
Percentage	15%	2%	12%	0%	2%

Number of regulatory instruments used	Number of case studies
No regulatory instruments used	34
1 used	2
2 used	4
3 or more used	1

**Table 11. Economic instruments used**

	Economic instruments					
	Subsidies/ grants	Taxes	Tax differentiation	Emission trading	Financing constructions	Others
Number of case studies	9	3	5	1	2	1
Percentage	23%	7%	12%	2%	5%	2%

Number of economic instruments used	Number of case studies
No economic instruments used	31
1 used	5
2 used	0
3 used	5

Tables 10 and 11 show that a combination of policy instruments are not often used in addressing energy consumers. Only very few cases include economic and legislative instruments.