

# Effective approaches to promoting energy efficiency

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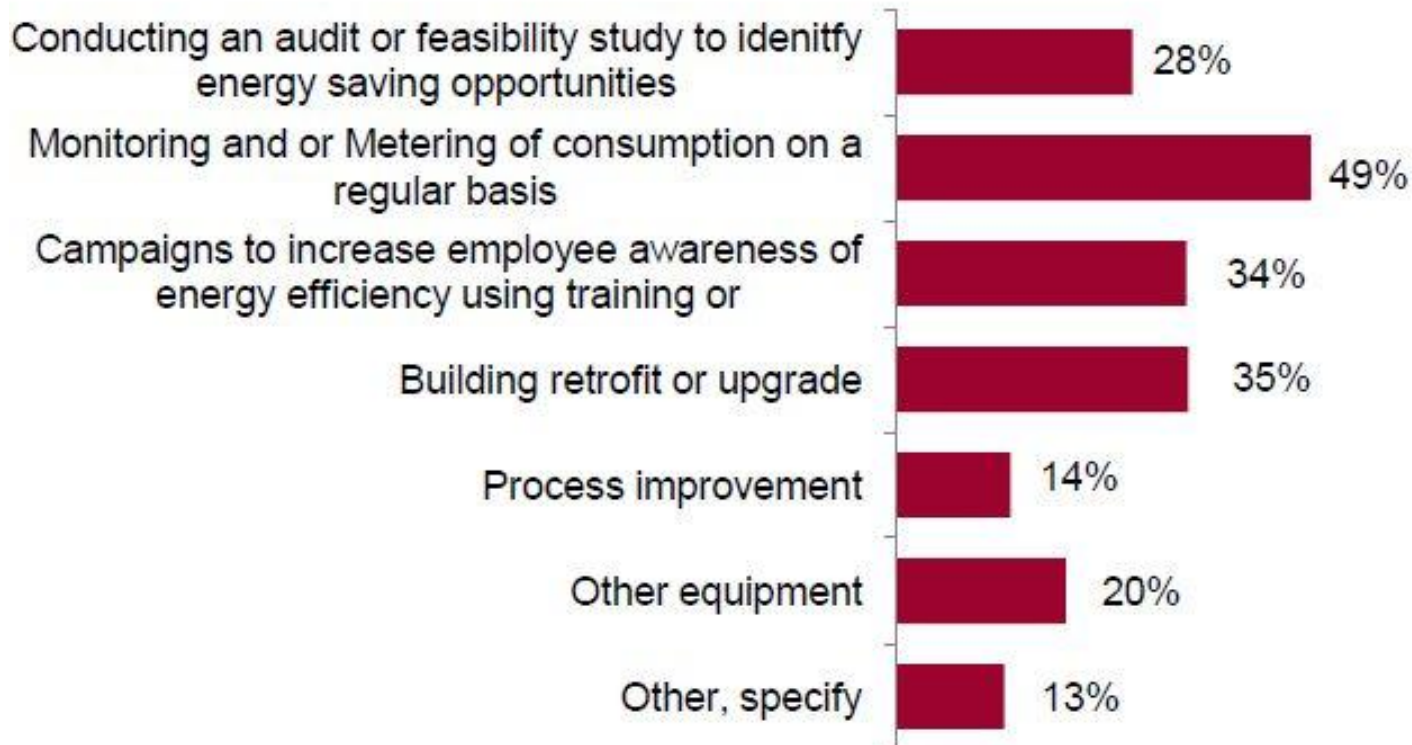
# How business thinks about energy



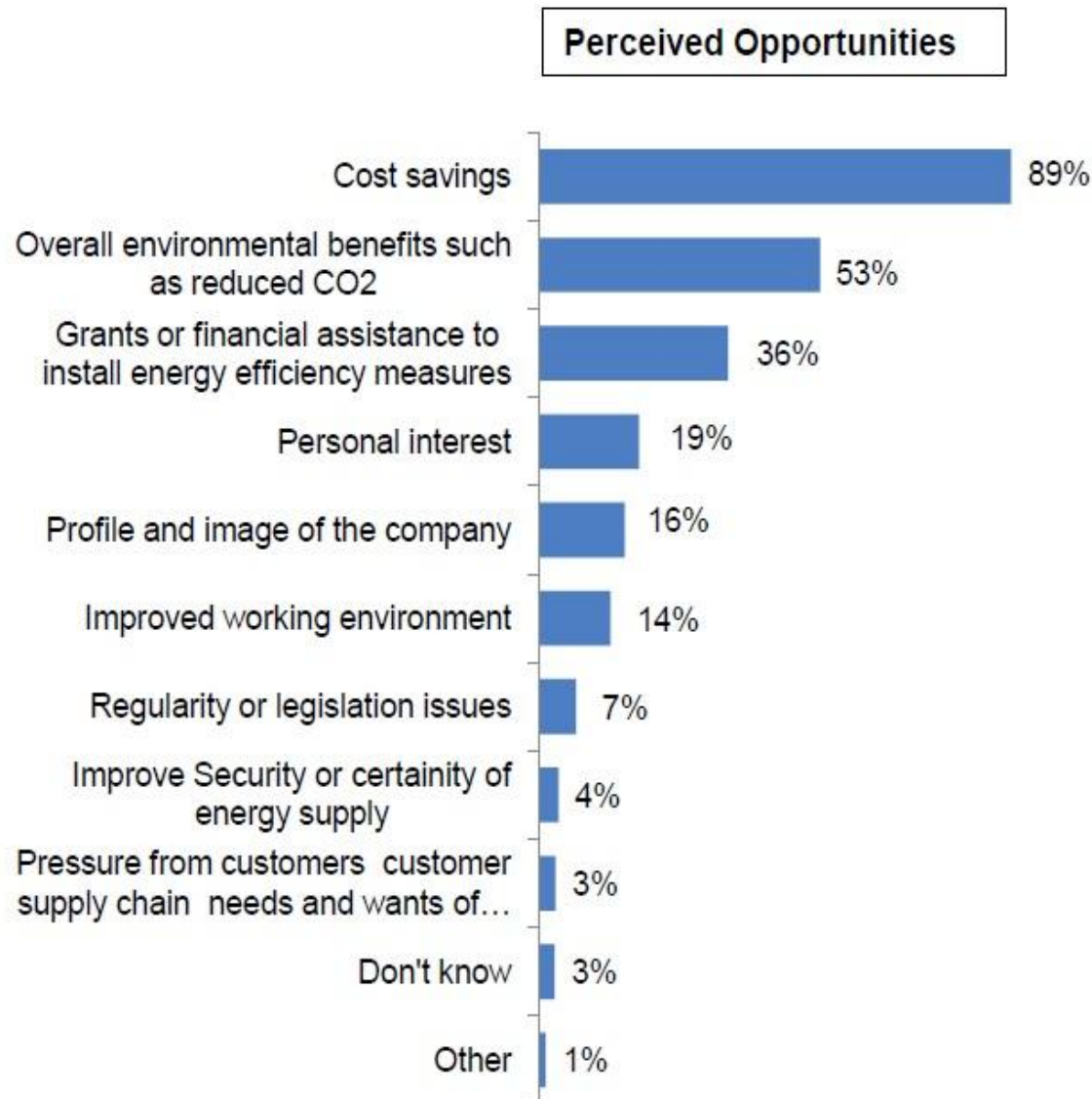
# Half have done something

Survey - 54% have done something to improve efficiency

## Actions taken



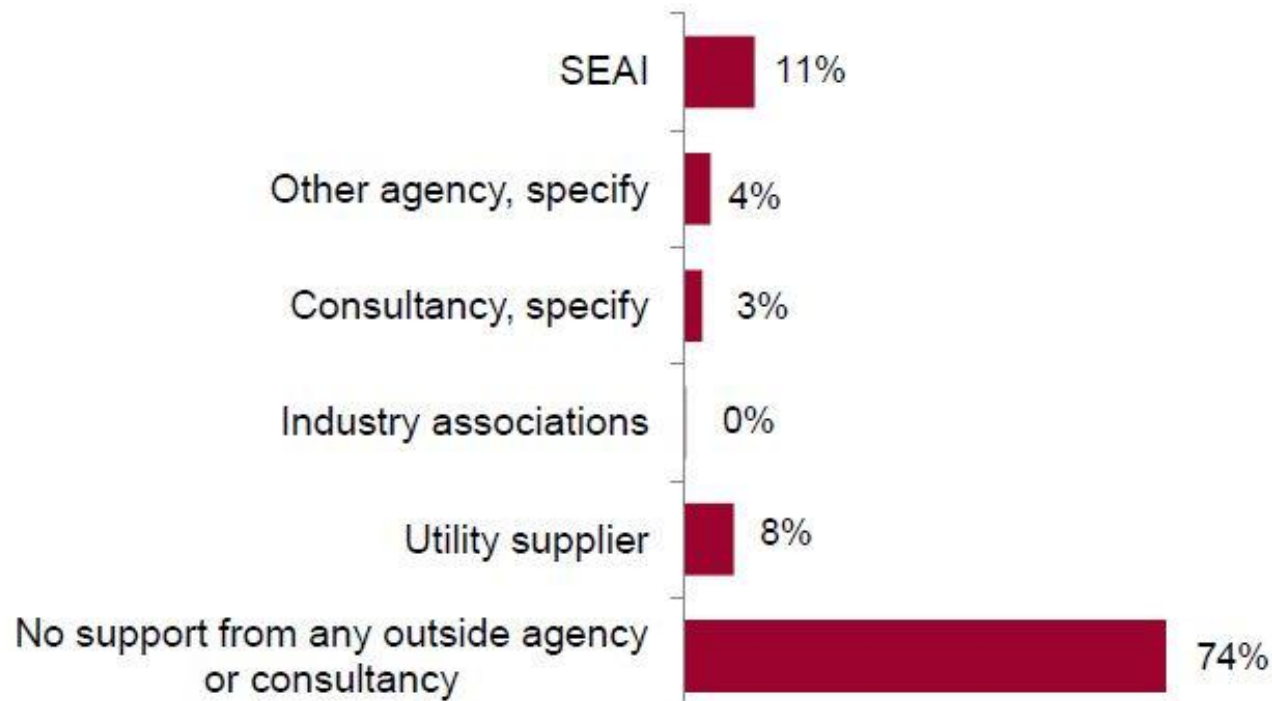
# Cost is the driver



# Most acted alone

Of those businesses who have acted,  
3 in 4 received no external support

## Support from organisations



# SEAI supporting action

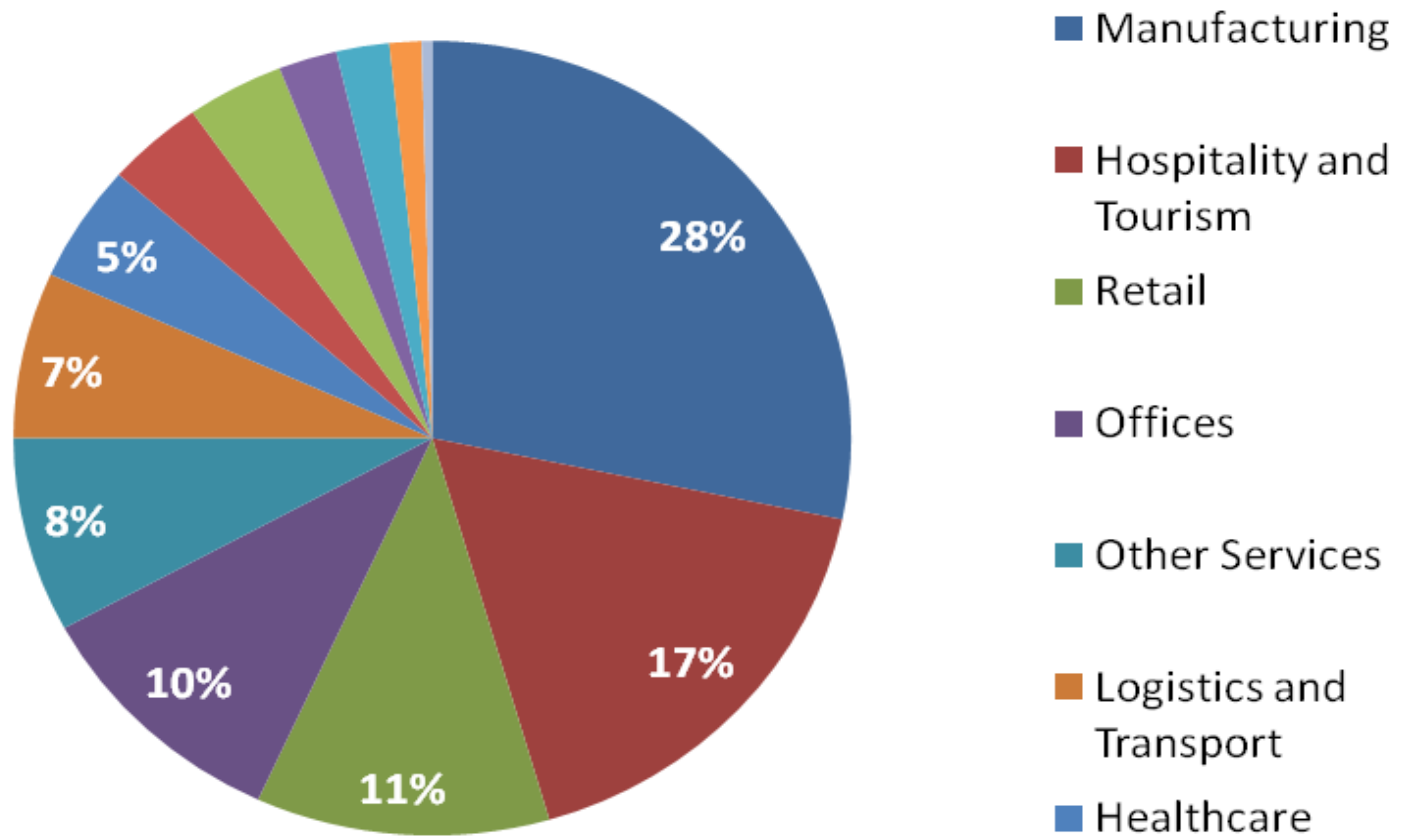


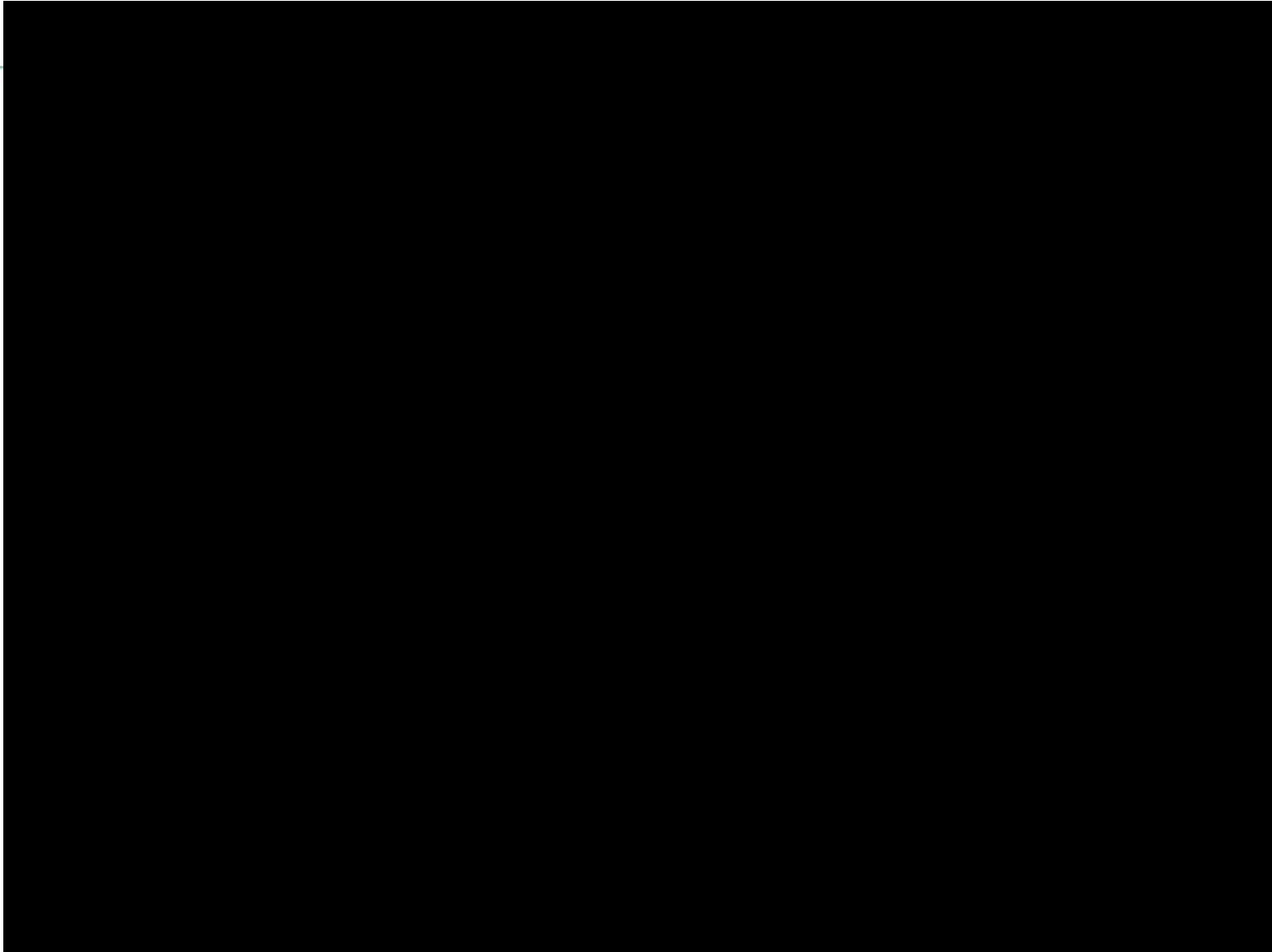
Online tools

Sectoral specifications

Advice and mentoring

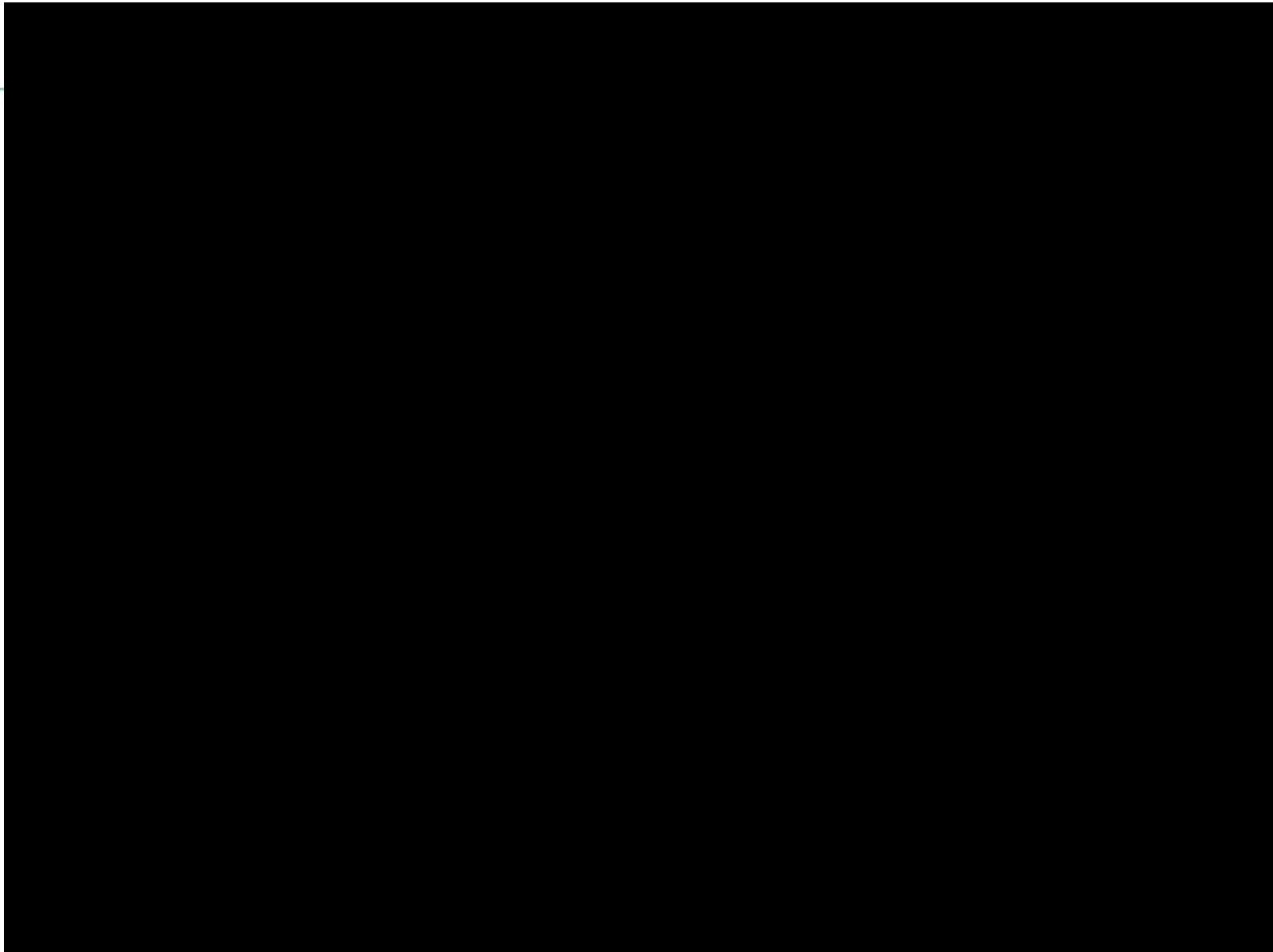
## % Participant companies by sub-sector





What are they doing?





# Results

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Across 2000 small to medium firms  
employing 140,000 people

Average first year savings 10%

Lifetime savings worth €200 million

Firms are paying 1.8 cents to save each kWh

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Why doesn't everyone do it?

# Secrets of success

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Measure

Commit

Involve

Prioritise

Sustain

# Energy saving in the home



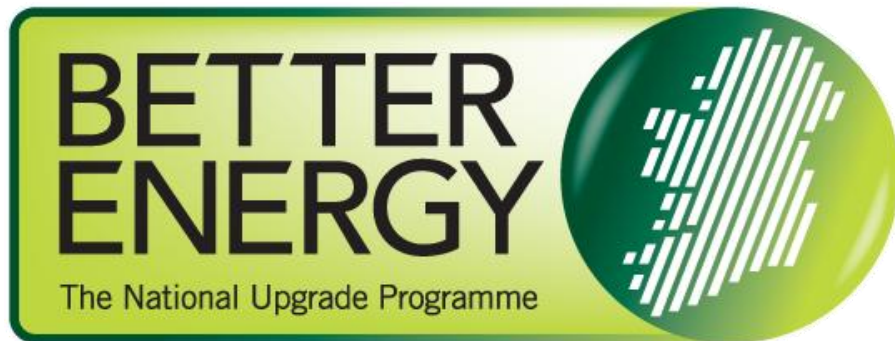
# Energy upgrade activity

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150,000 homes upgraded in past two years

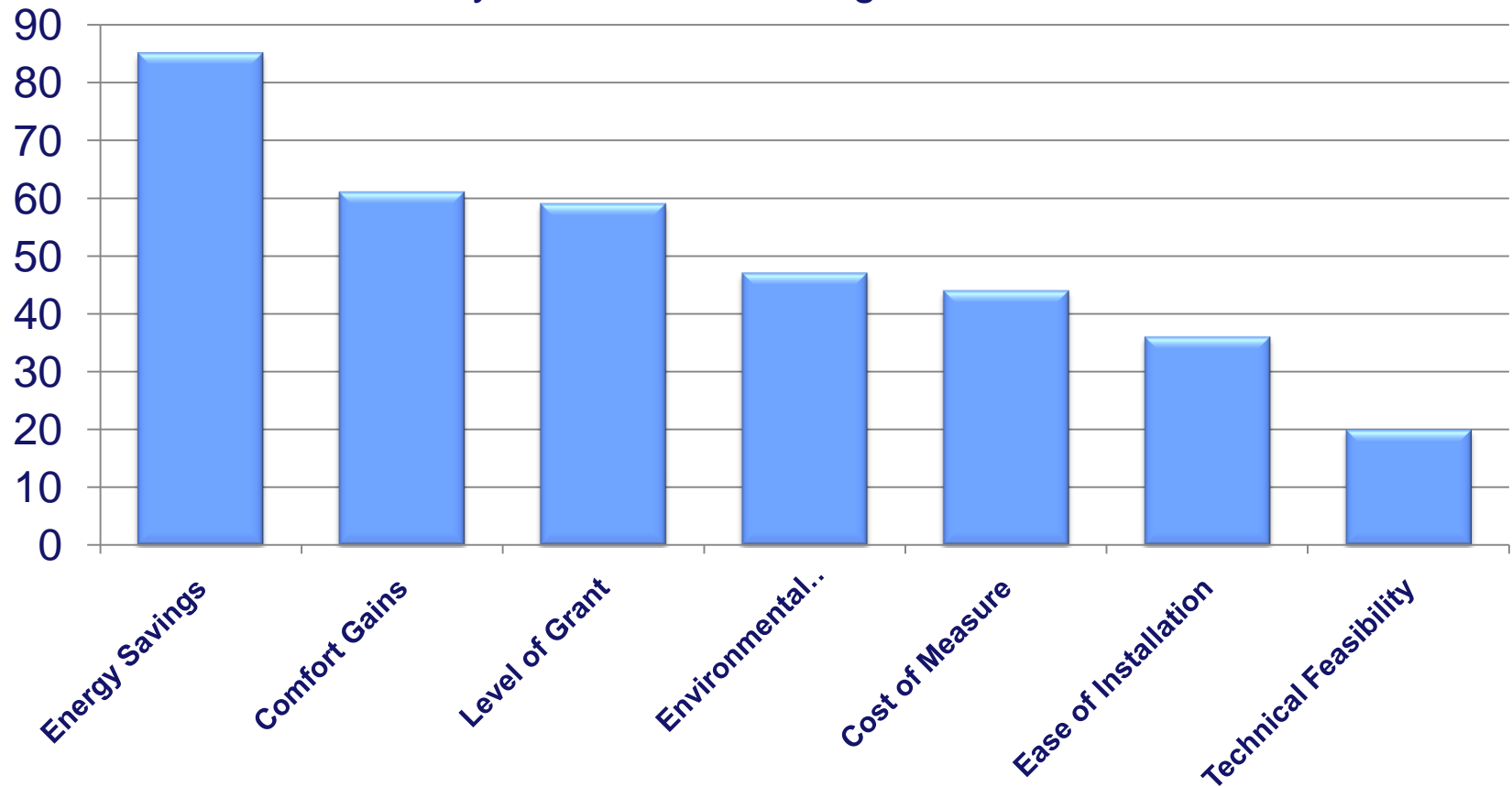
€0.25 billion economic activity

3000 phone calls every week



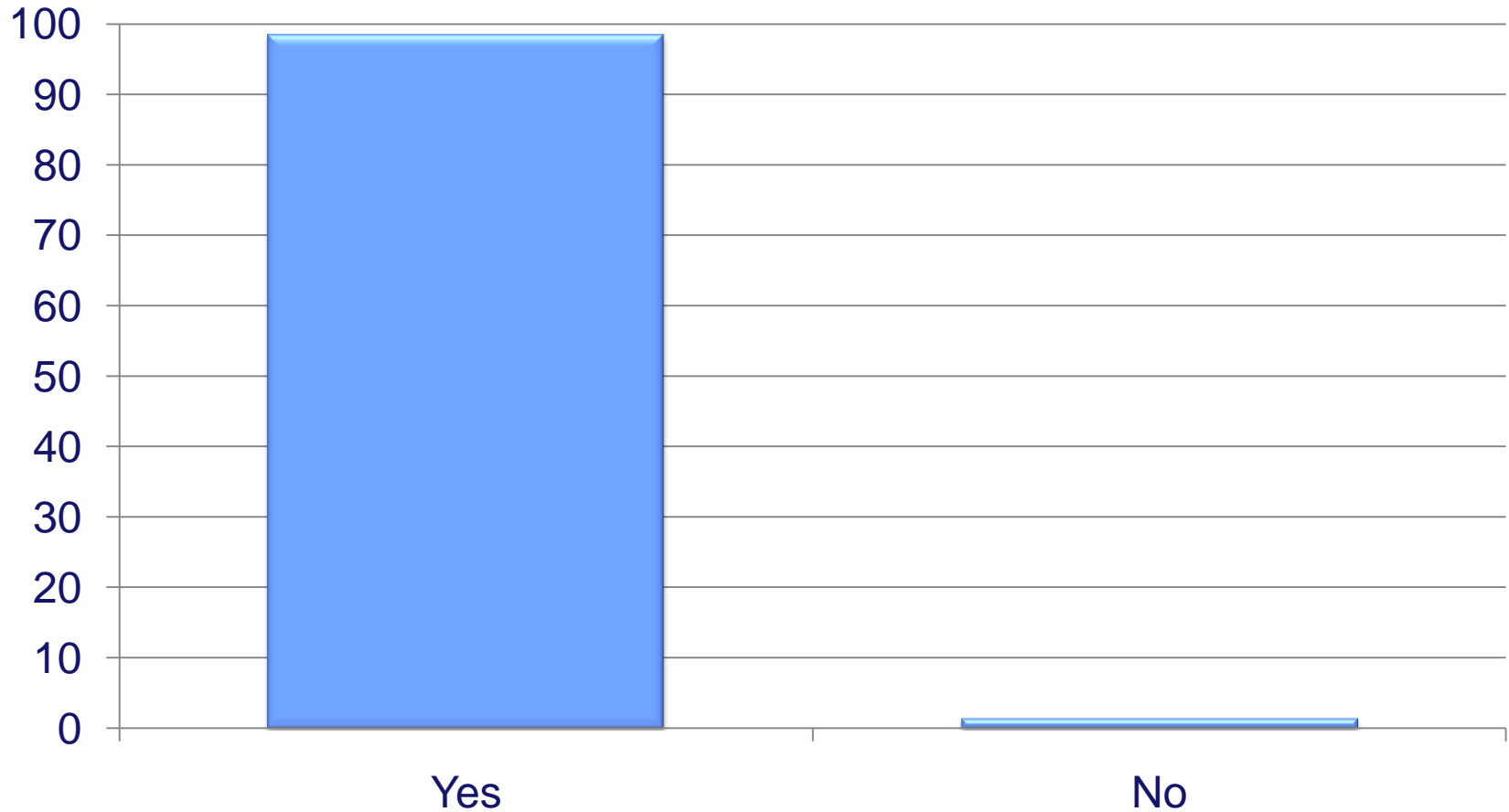
# Motivation

Key Factors Influencing Investment



# Customer Satisfaction

Would you recommend the HES scheme to others ?



# Some lessons

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Different behaviours have different psychologies

The issues are live now

Propositions must be clear

Gains should be clear

We can achieve a normalisation

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Energy and resource issues are moving to  
the centre

Proportionate and intelligent responses

Actions are available

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