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A light gray world map showing the outlines of continents and countries, serving as a background for the text.

Workshop  Information Instruments to  
support energy efficient retrofits of existing  
residential buildings

February, 2011

# Information Instruments in Policy Mix

Enforce action legally

e.g. require building standard

Financially support

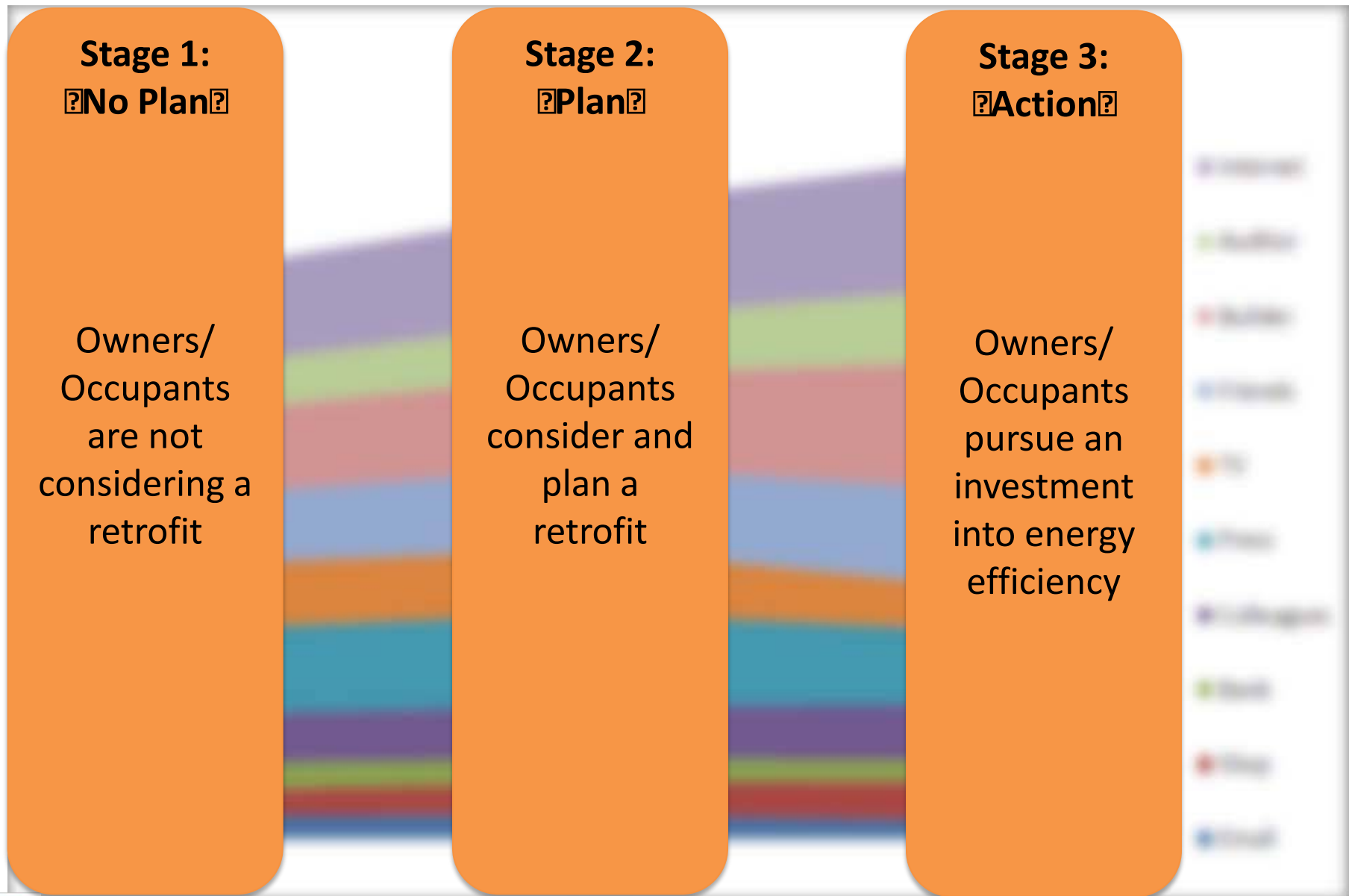
E.g. Provide grants

Information

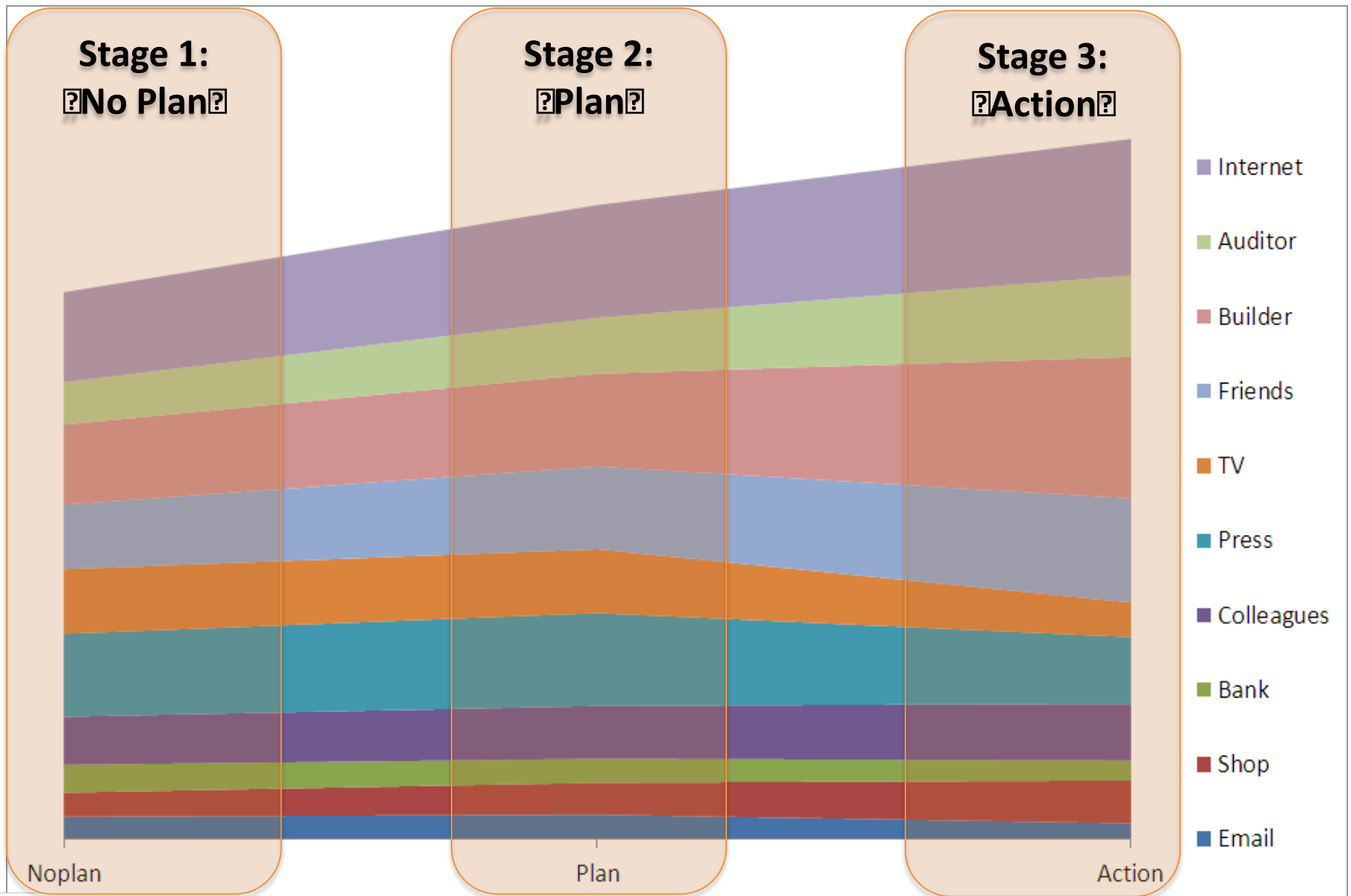
E.g. inform about buildings  
energy requirement

- Can save CO2 at low cost
  - E.g. worldwide review of policy instruments → labeling, detailed billing, etc. can have medium to high impact at low cost (Koeppel, [Energie-Vorsatz](#), 2007)
- Can support other instruments
  - E.g. Duscha finds positive impact of [“On site energy advice”](#) with KfW programmes (Duscha, 2008)
- Yet: Information tools usually underrated
  - Effect usually ascribed to other instruments because difficult to separate (e.g. compare Clausnitzer et al., 2010)
  - Effects often long-term, dispersed
- Relatively few impact assessments of information tools

# The Workshop - Structure

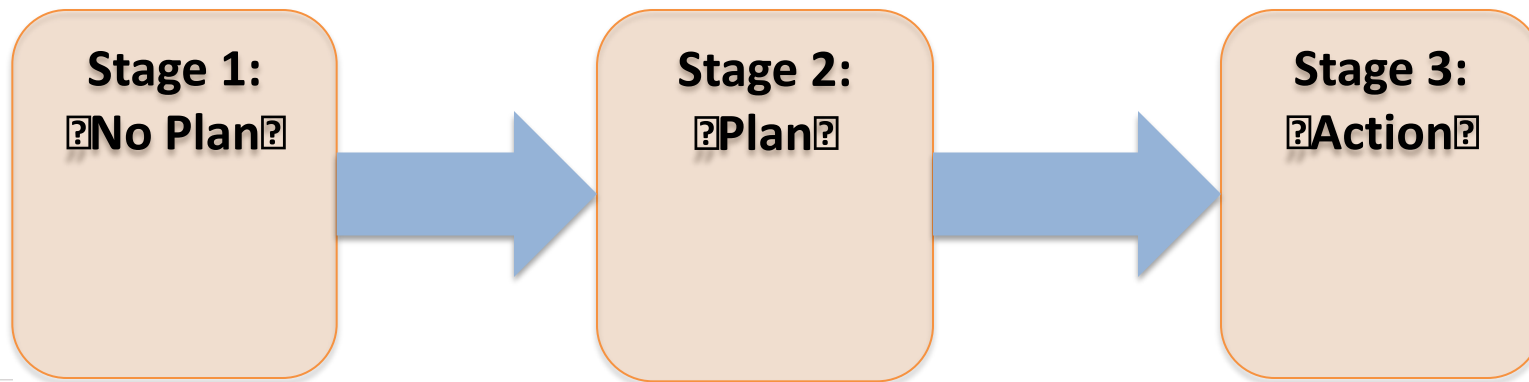


# The Workshop - Structure



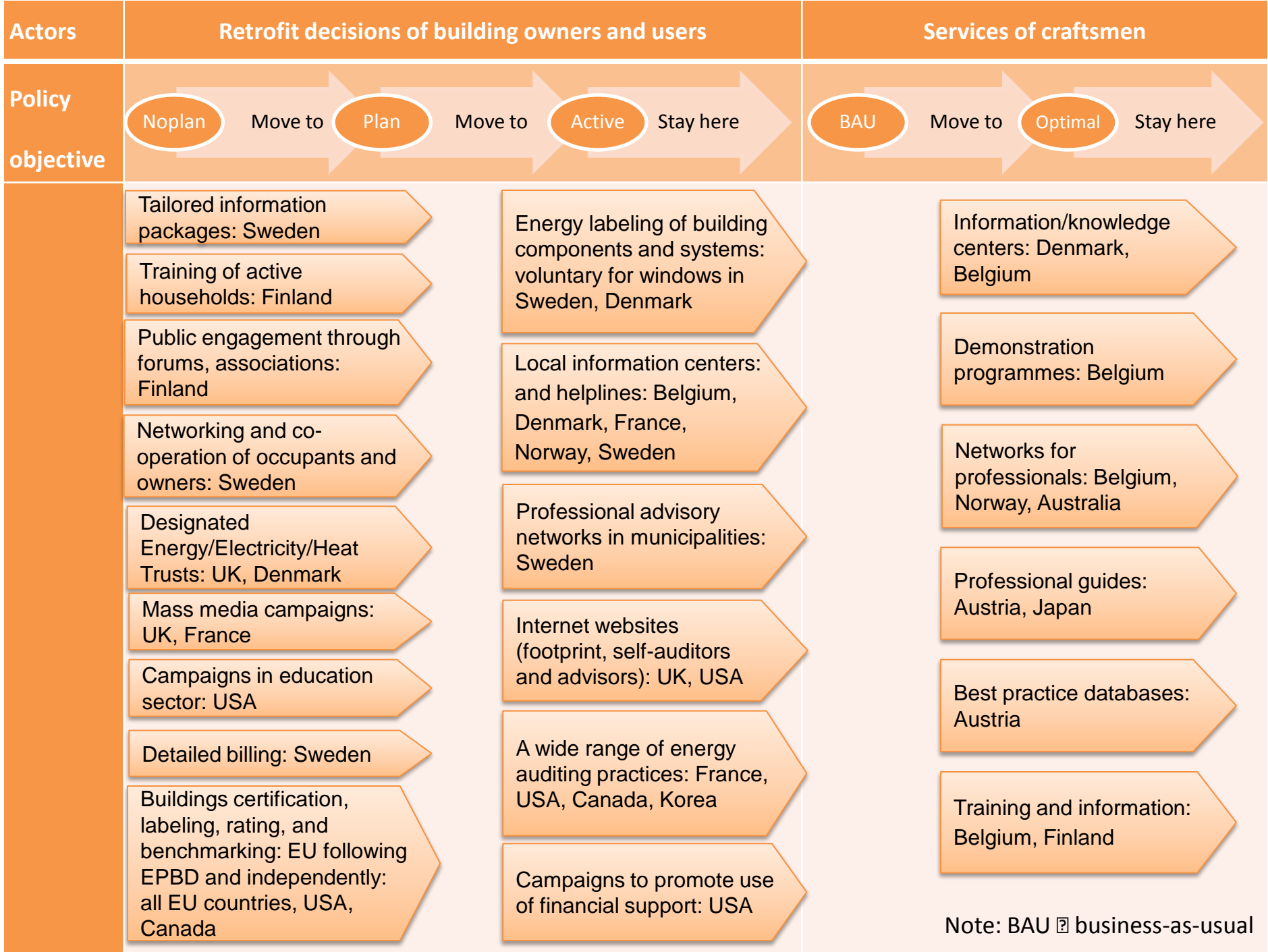
- **Workshop Sessions**

1. How can information instruments move uninterested owners to plan and consider a retrofit (stage 1 → stage 2)
2. How can information instruments move owners that plan and consider retrofit to pursue optimal investment (stage 2 → stage 3)
3. How can craftsmen be supported to optimally implement and advice the pursued investment



# German Policy Map of Information Instruments

Actors:	Owners/Occupants		Craftsmen
Objective of Policy:	Policy Objective 1: Uninterested → Planning	Policy Objective 2: Planning → Deep investment	Policy Objective 3: Deep Investment → Optimal Implementation
	<p>The diagram for Owners/Occupants shows a central vertical line with several boxes connected to it. From top to bottom: 'Advice of craftsmen' (top), 'Sanieren &amp; Profitieren' (small box), 'Energy Performance Certificates' (horizontal box), 'Heating bills' (large central box), 'TV and press' (small box), 'Consumer association' (small box), and 'CO2 online / dena.de / other websites' (bottom box). To the right of the central line, 'On-site energy advice' is connected to the 'Heating bills' area.</p>		<p>The diagram for Craftsmen shows a vertical stack of boxes. From top to bottom: 'Apprenticeship and Master' (large box), 'Further education' (medium box), 'Internet' (small box), and 'Guides' (small box).</p>







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We are looking forward to good  
discussions