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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 building's
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, Ürge-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

Stage 1: „No Plan“

Owners/
Occupants
are not
considering a
retrofit

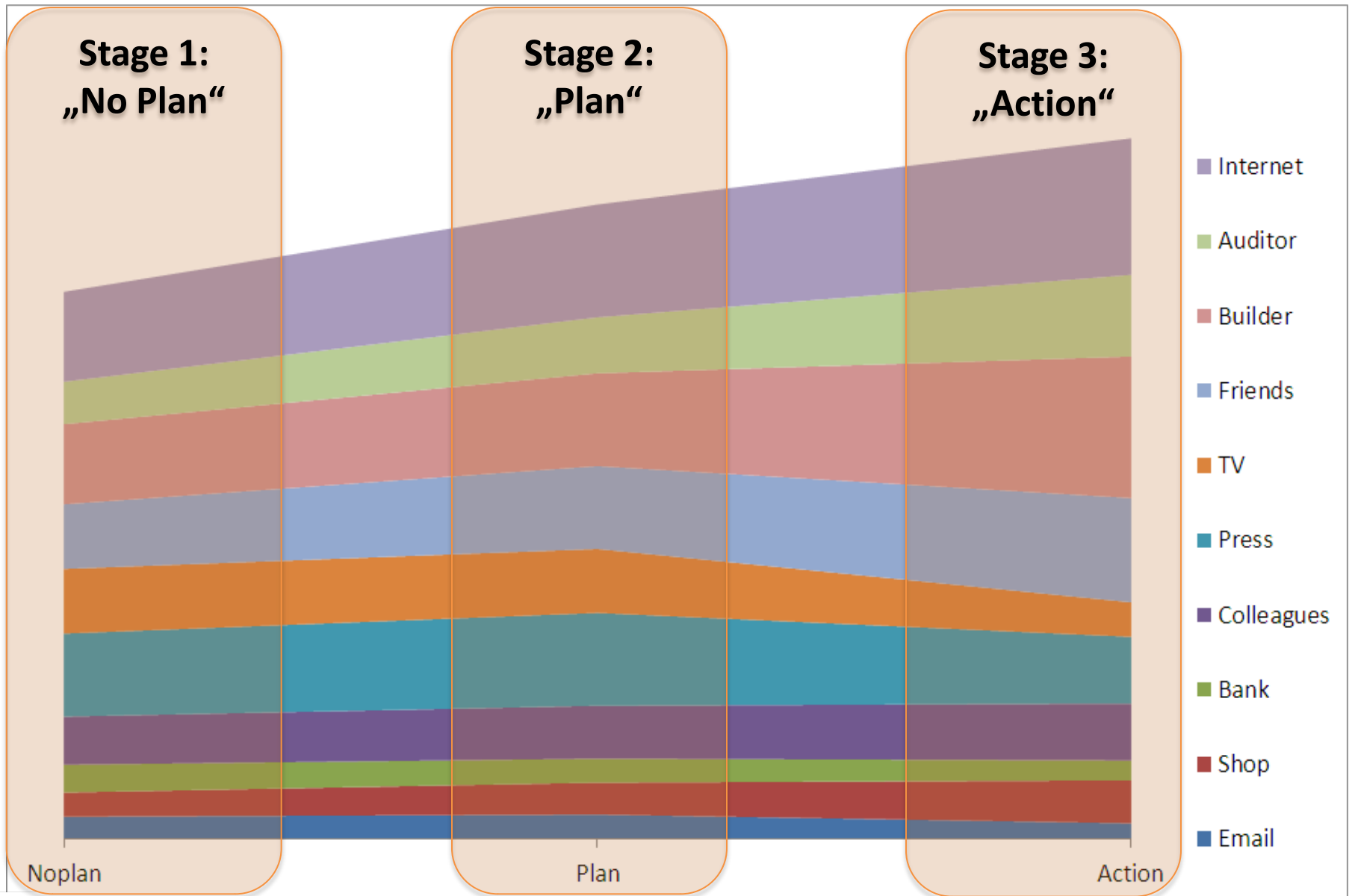
Stage 2: „Plan“

Owners/
Occupants
consider and
plan a
retrofit

Stage 3: „Action“

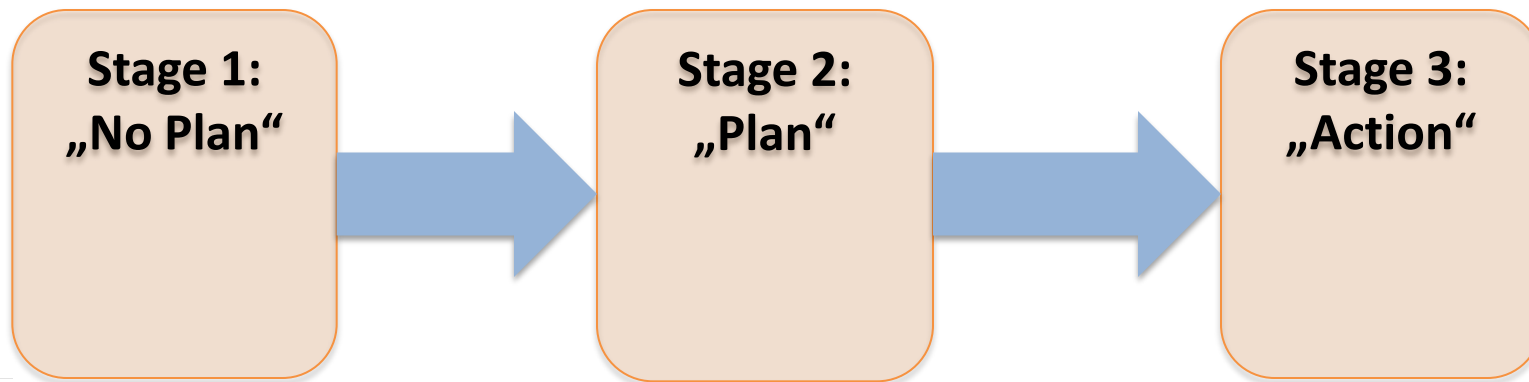
Owners/
Occupants
pursue an
investment
into energy
efficiency

The Workshop - Structure

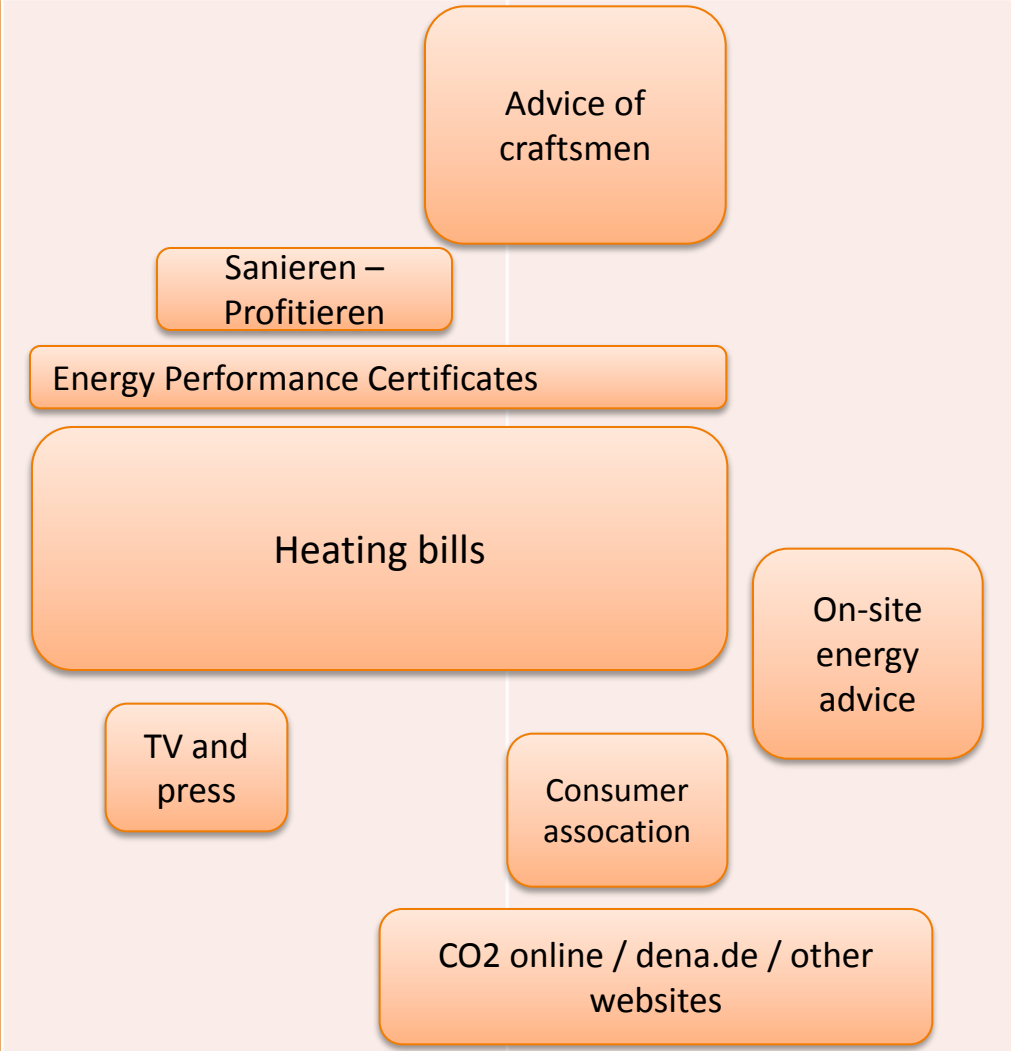
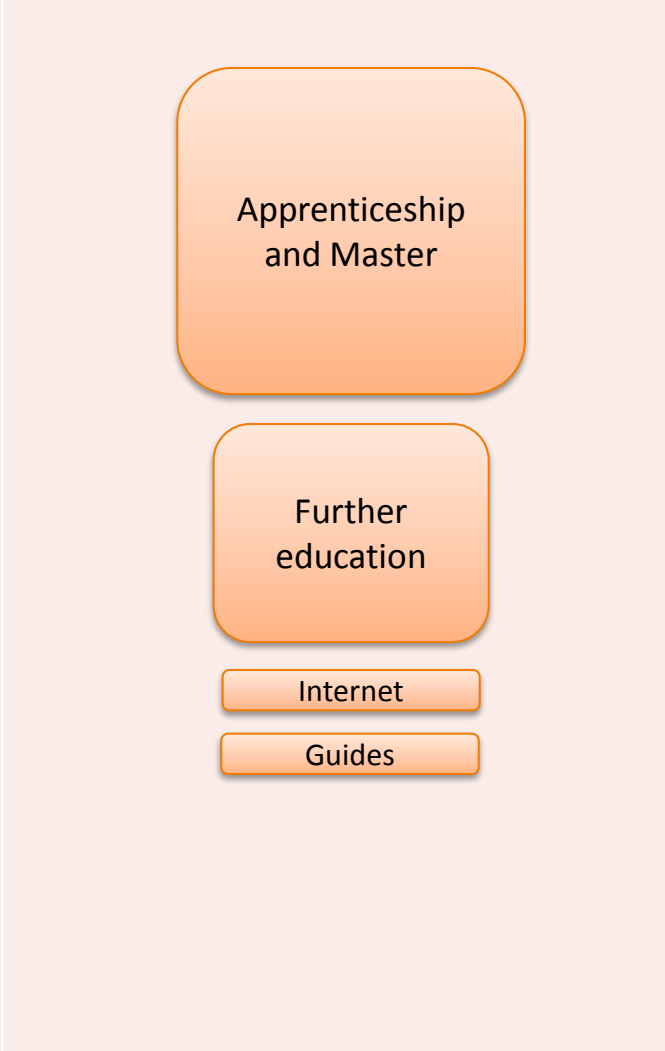


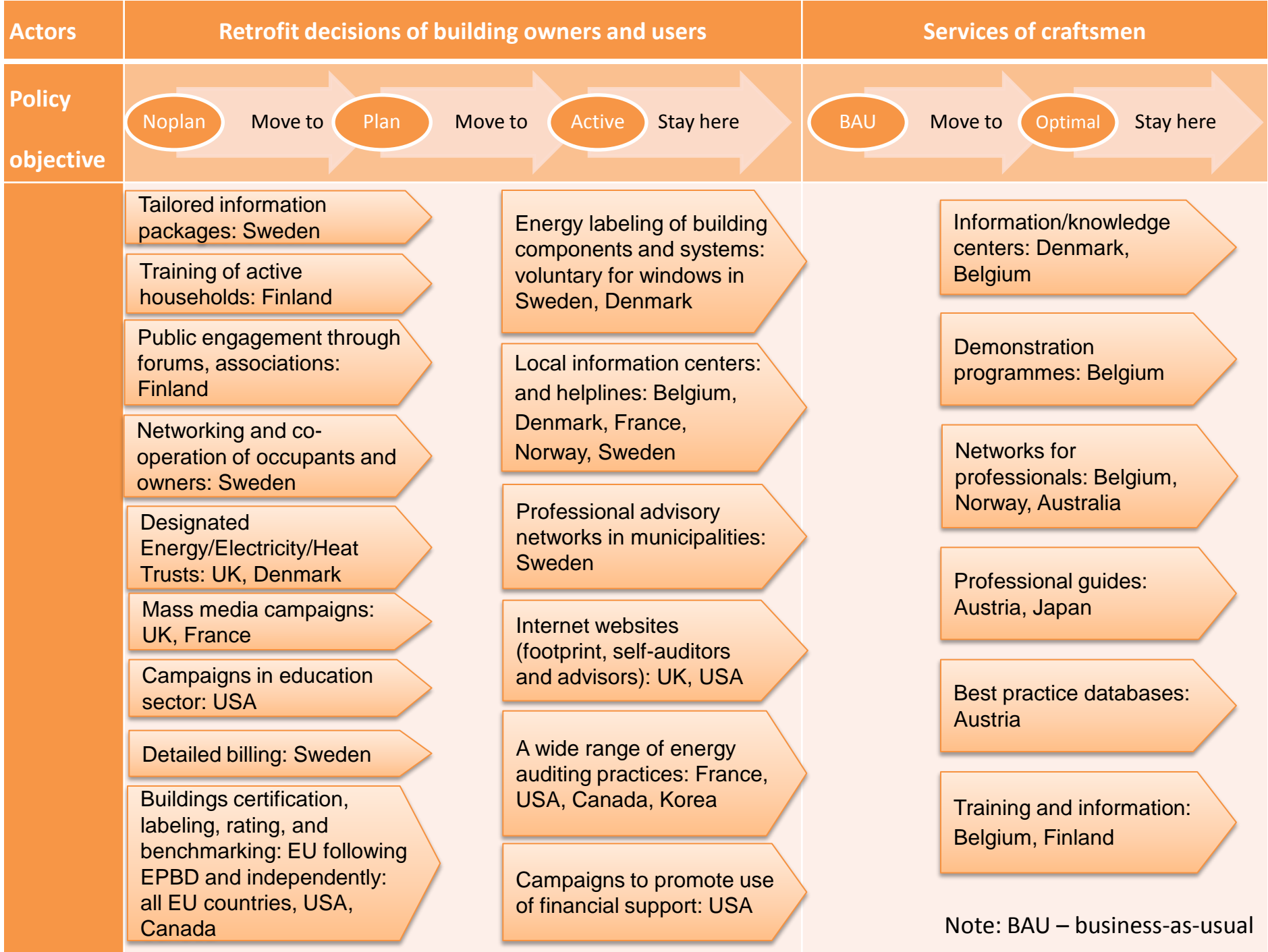
- **Workshop Sessions**

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 – 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