



Energy research Centre of the Netherlands

The Dutch programme 'More with Less': a successful initiative for market growth?

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The Clean&Efficient Government Program

- **Greenhouse gas emissions**

- 30% in 2020 with respect to 1990

- **Energy-efficiency**

- 2% per year (current rate – 1%)

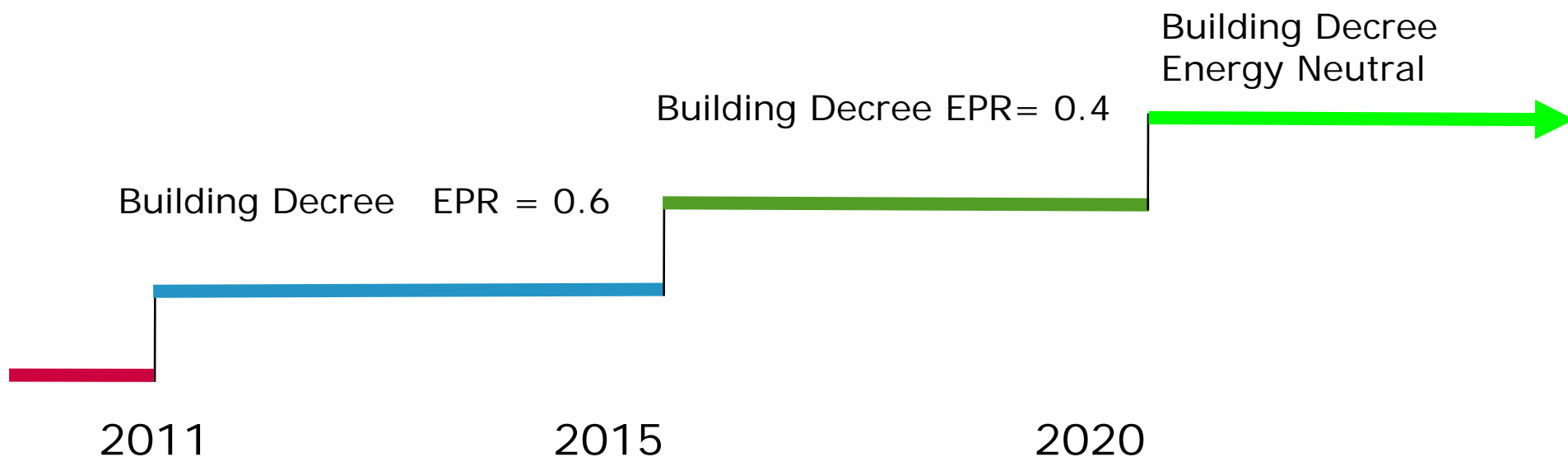
- **Renewable energy**

20% renewable energy in 2020



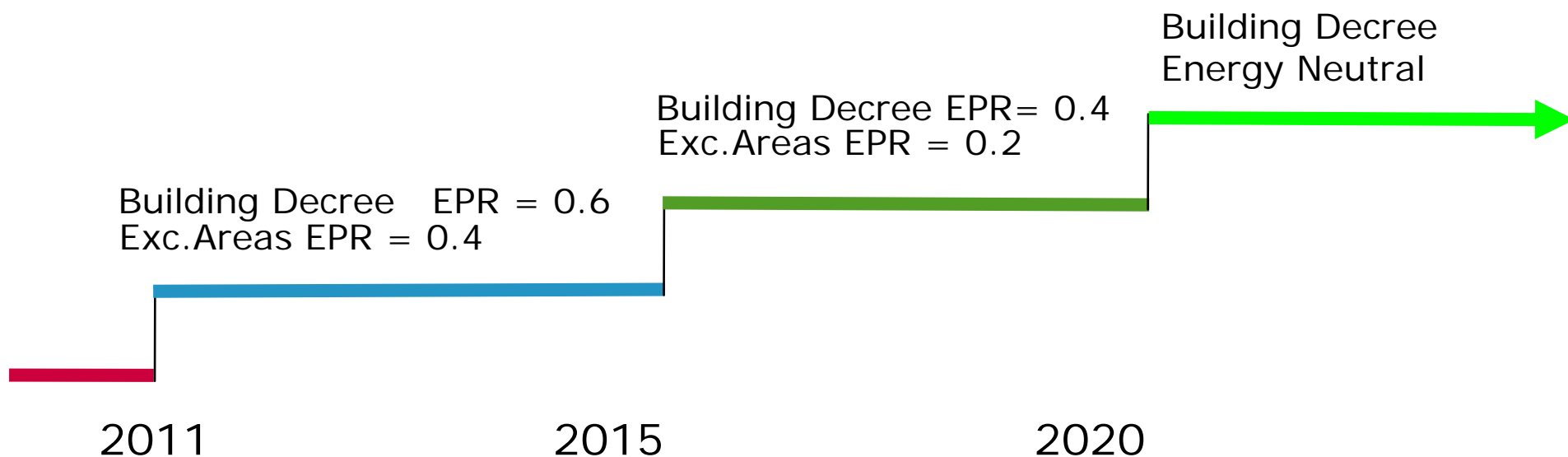
Climate covenant Energy in the Built Environment with Dutch Cities (Nov 2007)

Energy-neutral new buildings in 2020
Existing Building stock Energy usage -50%



The Spring Agreement Apr 2008 (Lente akkoord)

EPR Offices -25% in 2009
EPR Residences – 25% in 2011





Covenant on Energy Conservation in the Housing Corporation Sector

Gas consumption -20%

+

Energie

Zuinig



Onzuinig

objective

or

**At least
2 label-levels
up**

Origin of More with Less

- 2006: Creation of IPE: Interdepartemental Programmbureau for Energytransition
- 2006: Creation of Energytransition platforms
- 2007: PEGO - Platform for energytransition of the Built Environment: Three action plans
 - Regulations: Removing hurdles, Implementing incentives
 - Making Meters: Acceleration of implementation of cost-effective measures
 - Preparing Meters: Innovative solutions for higher energy impact

Coherence in policy instruments

		SUPPLY				
		Innovators	Early adaptors	Early majority	Late majority	Laggards
D E M A N D	Greens	Small scale demonstration		Conventions: Climate agreement Spring Agreement Housing Sector		Laws & Regulations
	Cultural creatives	Innovation agenda B.E.				
	Majority	Innovation agenda B.E.	Excellent areas			
		Conventions, Climate agreement, Housing sector Spring agreement (excl. Excellent areas)				
	Laggards	Laws & Regulations				

Making Meters: 'More with Less' Goals

- Energy saving of 100 PJ per year ultimo 2020:
 - 2,4 mln. existing (residential) buildings on average 30% more energy efficient in 2020
 - Residential buildings
 - Total $\pm 6,8$ million
 - 'More with Less' $\pm 2,2$ million
 - Non-residential buildings
 - Total $\pm 0,7$ million
 - 'More with Less' $\pm 0,2$ million
 - Realising an energy label B or two label steps improvement

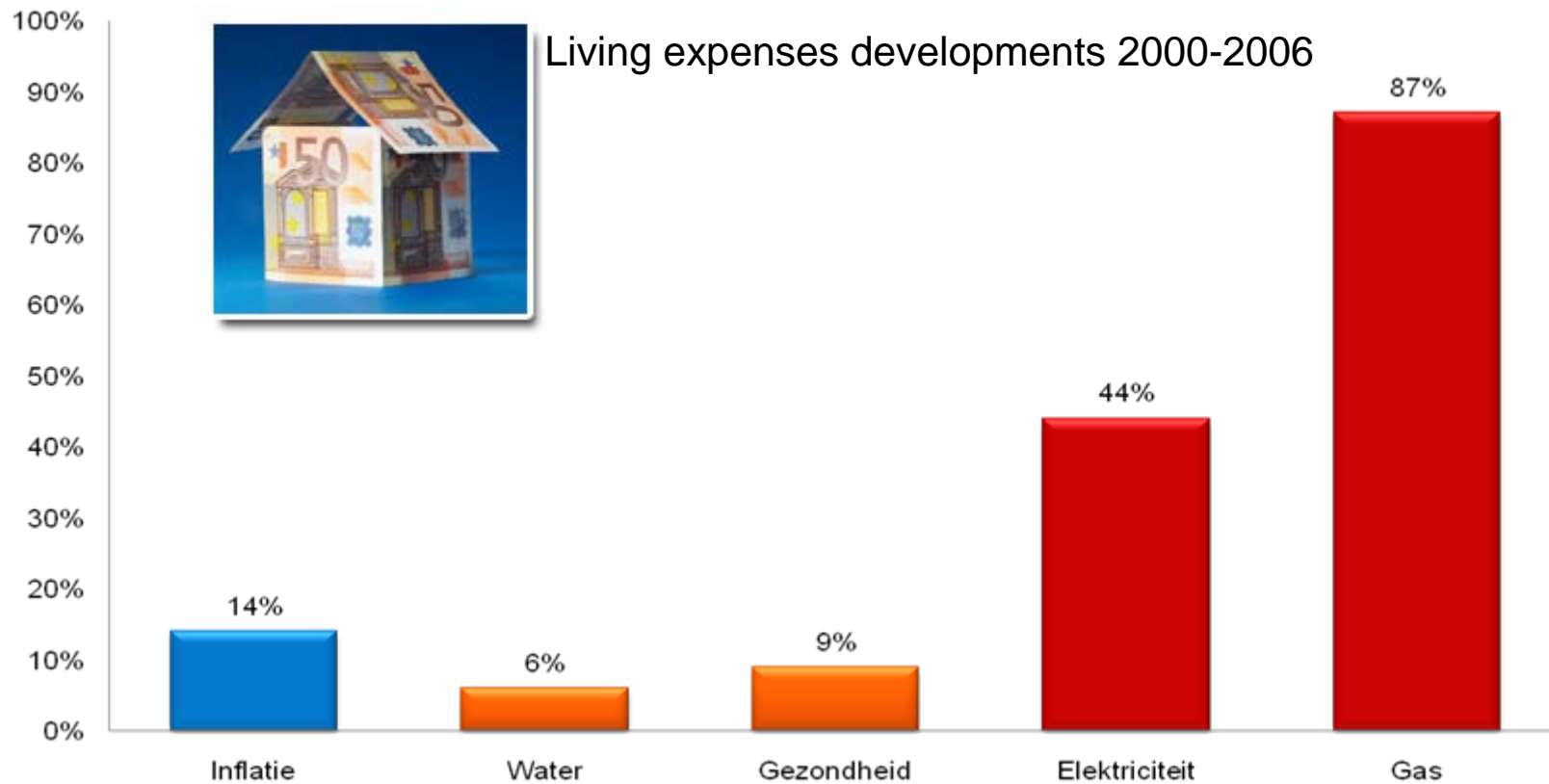
Effort commitment (in stead of performance) from:

- Initiating partners (market)
Bouwend Nederland; Uneto-VNI; EnergieNed; VME
- Government:
ministries EZ; VROM; WWI
- Executing organization:
Foundation 'More with Less'

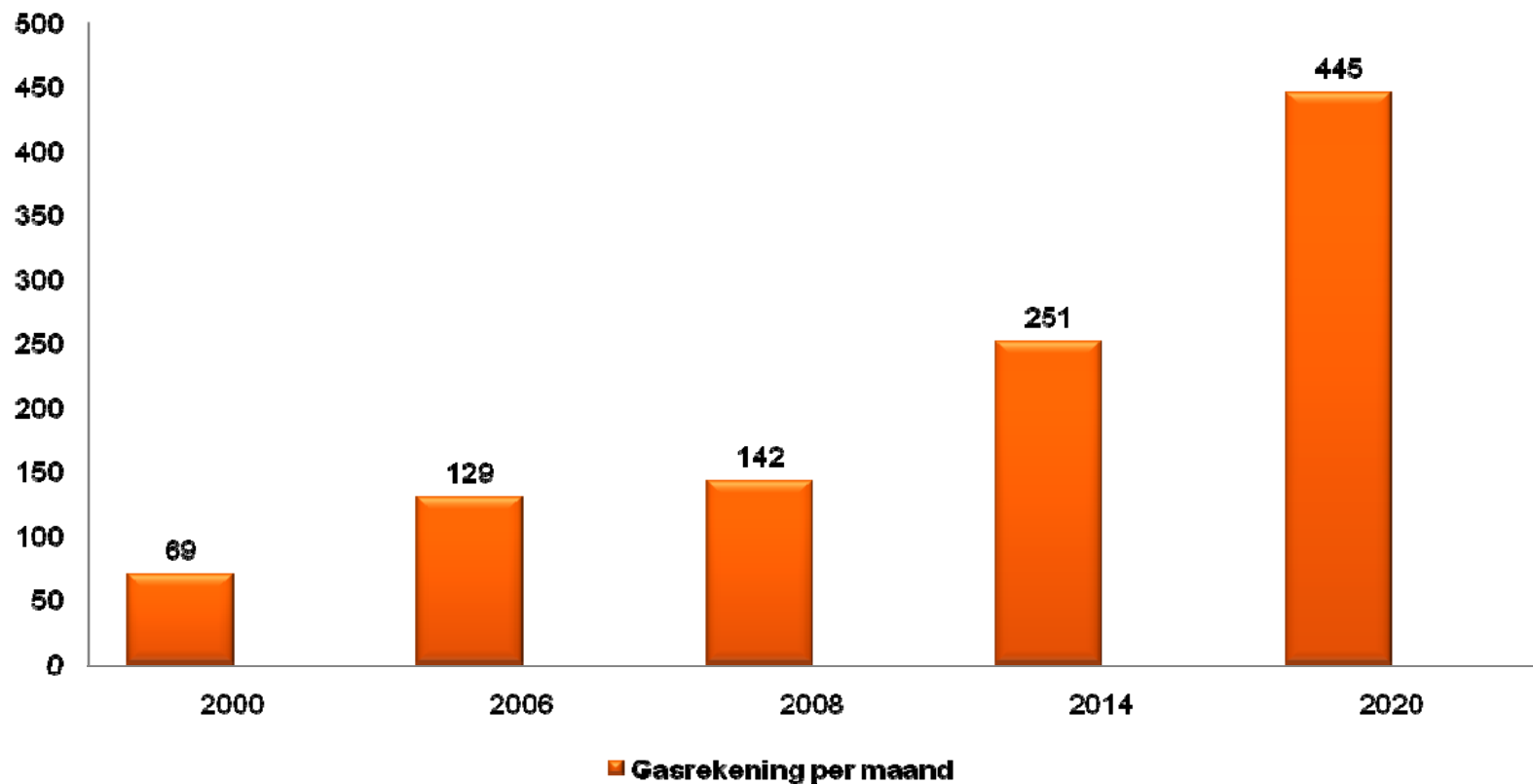
“Climate agreement” Municipalities & Government

- The municipalities actively support the execution of the program More With Less by:
 - Supporting local execution
 - Setting up agreements with project development and housing corporations regarding (energy) ambition levels of local projects
 - Organizing target group specific communication and information campaigns

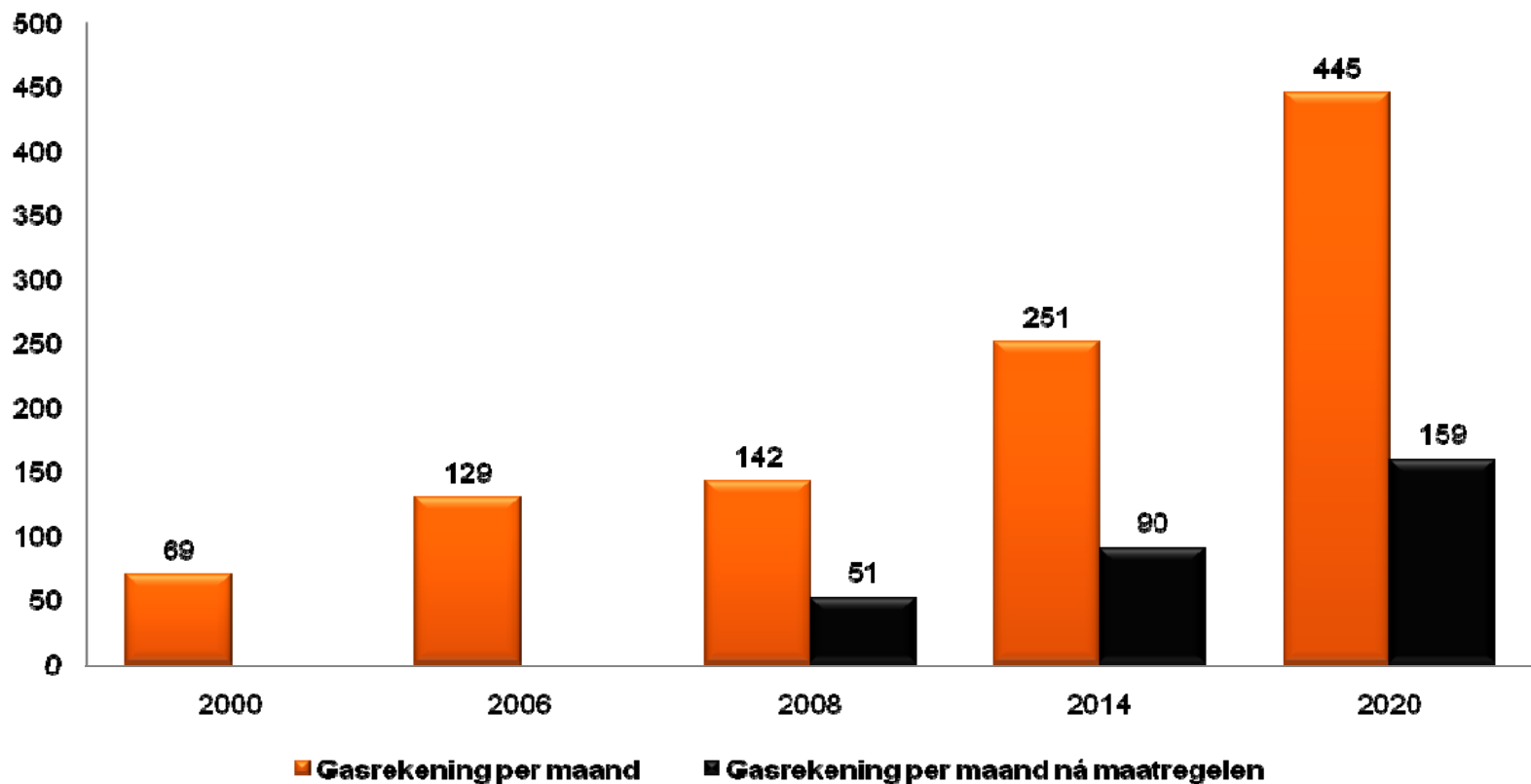
Economic incentives



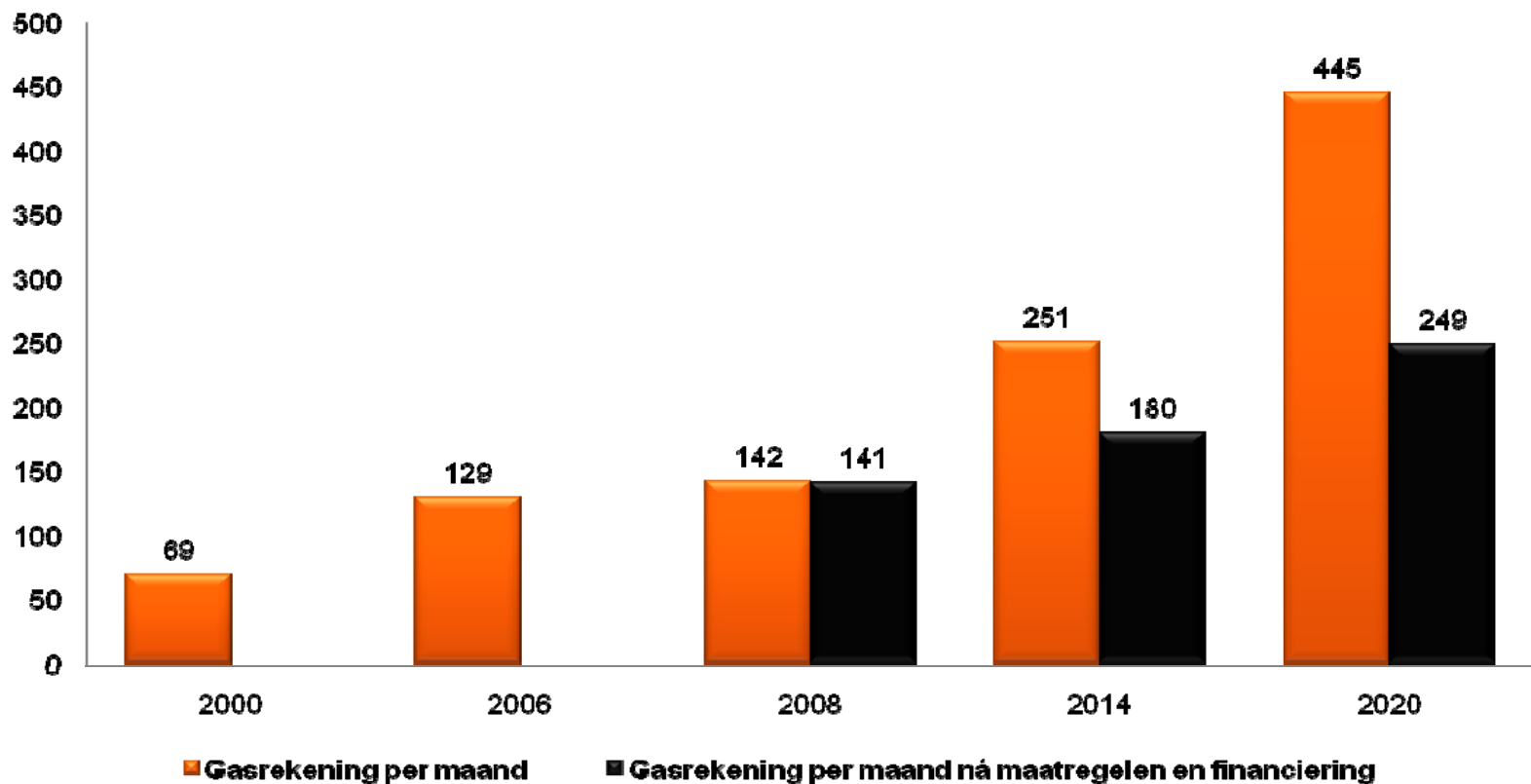
Prognosis of the gas bill development



Effect of demand reduction measures ...



... and including financing costs



Conclusion:

Its good business

How to market good business

Marketing energy saving

1. Supply side – Push strategy
 - Making it easy: 1-stop-shop
 - Using the carrot
2. Demand side – Pull strategy
 - Stimulation of the demand

Supply side – Making it easy: one-stop-shop

- MMM-Tailormade recommendations incl. energy label
- Stepwise deployment, or integral solutions at once
- Coordination of implementation of measures
- Control on quality of result
- Organizing financial constructions and subsidy application
- Direct adaptation of monthly prepayment amount by utility company

Supply side – Using the carrot

- First version of quality assurance system
- Securing basic data on energy savings
- Courses made available for MMM-suppliers
- MMM-declaration of participation
- Toolkit: standard cooperation agreement; quotations a.s.
- Access to models, registration system, subsidy-information etc.
- MMM-company guide *Search&Find*
- Use of MMM-logo

Stimulating the demand

- Integral living expenses neutral (cost of financing, lower energy bill)
- Financial instruments (authorities)
- Development of product-market combinations
- Effective communication channels, informing about energy saving possibilities (large campaign starting 1-1-2010)
- MMM-Tailor-made recommendations
- Increase of living conditions

‘More with Less’: a successful initiative for market growth?

- + One stop shop (for all parties)
- + Knowledge transfer to market actors and end users
- Foundation creates its own incentives
- Subsidy divided through separate measures
- = Quality through MMM-approved companies
- = Launch large campaign in 2010

⇒ To early to say