

# Success and failure in the promotion of an increased energy efficiency in industry

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# Background

- **EU Directive for energy efficiency**
- **AID-EE (Active Implementation of the Directive on Energy Efficiency)**
- **Evaluation of 20 policy instruments for energy efficiency**
- **Analyse both the effects and the reasons behind failure and success**
- **Internet home page: [www.aid-ee.org](http://www.aid-ee.org)**



# **Aim of the paper**

- **Comparison of five policy instruments for energy efficiency in industry**
- **Analyse the implementation process**
- **Not impact, cost efficiency or indicators**
- **Focus on three common factors that have been important in the cases: (i) stakeholder involvement, (ii) flexibility in implementation and (iii) integration of policy instruments**



# The five policy instruments

- **Germany: Energy concepts for trade and industry**
- **Netherlands: Energy investment deduction scheme**
- **Denmark: Voluntary agreements for EE in trade and industry**
- **Finland: Energy audit programme and voluntary agreements**
- **Norway: Industrial energy efficiency network**



# **General characteristics of instruments**

- **All instruments are fairly soft (mix of economic incentives, voluntary participation and information)**
- **About identifying energy efficiency potentials in industries and giving incentives to implement**
- **No regulations or strong economic policy instruments**



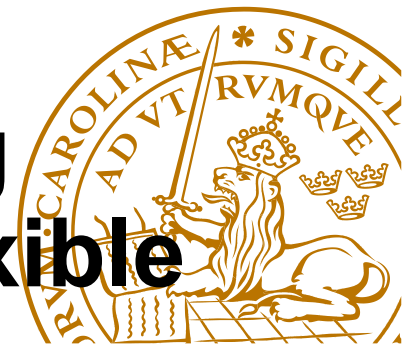
# Stakeholder involvement

- Increase usefulness of instrument + make it more accepted by target groups
- Involvement in design: examples from Finland, Netherlands and Germany
- Dialogue with stakeholders: examples from Finland, Denmark and Norway
- Easier with stakeholder participation with industry?
- Risk of too close bonds between authorities and industry?



# **Flexibility in implementation phase**

- **Need for flexibility since it is not possible to design the perfect instrument from the beginning: examples from Finland, Denmark and the Netherlands**
- **But keep changes as few as possible**
- **Characteristics of implementing agency affect possibilities of flexible approach**



# **Integration of policy instruments**

- **Important with careful consideration of how policy instruments interact**
- **Denmark: Policy package from the start**
- **Finland: Incremental integration of instruments**
- **The Netherlands: General integration of instruments**
- **Germany: Lack of integration of instruments**





# Questions for discussion

- **To what extent can generalisations be made from the five cases? Are the three factors important in other cases?**
- **How can results like these be used in practical policy making?**

