

# "respond to consumers' needs and expectations for reliable and clear energy advice"

## "yes"

consumers attitudes and energy consumption behaviour can be sustainably influenced with well accessible energy advice service.

Consumers need reliable, clear and quickly accessible information for every-day energy decisions. In Finland high expectations for improved energy efficiency have been set especially for buildings, their renovation and heating systems.

In Finland organised consumer energy advice is developed by collecting experiences and recommendations from national and regional pilot projects. Best practices, tools, methods and examples will be applied to national energy advice system. Comprehensive, accessible and user-friendly advice system will be based on one-stop-shop with online tools, methods and services.

Energy advice system and tools are being developed and tested for the launch of the new system in 2013. Consumer energy advice work is coordinated by Motiva.

 **Motiva** [www.motiva.fi](http://www.motiva.fi)  
Consumer energy advice development work is supported by the Ministry of Employment and the Economy and SITRA, the Finnish Innovation Fund.

## "no"

Energy measures effective implementation and fulfilment of climate and energy objectives is not possible without reliable and clear energy advice service.

In Finland the national energy advice system is built in cooperation with several actors and stakeholders. Strategic climate and energy decisions, sector specific strategies, programmes and recommendations provide a solid basis for energy efficiency work.

Optimal results can only be achieved by close collaboration of national and regional actors in developing energy advice methods and systems. This network of actors comes from ministries, energy agencies, building regulatory authorities, energy companies, vocational institutes, municipalities and consumer associations.

 **Motiva** [www.motiva.fi](http://www.motiva.fi)  
Consumer energy advice development work is supported by the Ministry of Employment and the Economy and SITRA, the Finnish Innovation Fund.

# "yes"

**consumers attitudes and energy consumption behaviour can be sustainably influenced with well accessible energy advice service.**

Consumers need reliable, clear and quickly accessible information for every-day energy decisions. In Finland high expectations for improved energy efficiency have been set especially for buildings, their renovation and heating systems.

In Finland organised consumer energy advice is developed by collecting experiences and recommendations from national and regional pilot projects. Best practices, tools, methods and examples will be applied to national energy advice system. Comprehensive, accessible and user-friendly advice system will be based on one-stop-shop with online tools, methods and services.

Energy advice system and tools are being developed and tested for the launch of the new system in 2013. Consumer energy advice work is coordinated by Motiva.

# "no"

**single measure is effective enough to meet and fulfil challenging climate and energy objectives. Success calls for ambitious and goal-oriented cooperation.**

**In Finland the national energy advice system is built in cooperation with several actors and stakeholders. Strategic climate and energy decisions, sector specific strategies, programmes and recommendations provide a solid basis for energy efficiency work.**

**Optimal results can only be achieved by close collaboration of national and regional actors in developing energy advice methods and systems. This network of actors comes from ministries, energy agencies, building regulatory authorities, energy companies, vocational institutes, municipalities and consumer associations.**