



Public information measures. Implementation success and challenges

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UAB "COWI Baltic"

„COWI Baltic“



- Subsidiary company of COWI
- Consultancy and planning projects within Engineering, Environmental Science and Economics
 - Energy planning

„Taupukas“ programme



- Started in January 1998 and was completed in May 1999
- The first programme in Lithuania in awareness rising aspect
- The main idea of the programme was to change behaviour of end-users - to stimulate energy and water saving
- Active participation of Energy Efficiency centre

Public institutions web sites



- ~~Energy Efficiency centre under Energy Agency~~



Energy Agency (www.ena.lt)



Ministry of Economy (www.ukmin.lt)



Ministry of Environment (www.am.lt)



Kaunas Regional Energy Agency (www.krea.lt)



Housing and Urban Development Agency
(www.bkagentura.lt)



Other institutions (other ministries, municipalities, agencies,
etc.)

Availability of information



TV

Periodicals

Special publications

Internet

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„ECHO Action“ project



Started in November 2006, ongoing.

The target - to reduce the long-term energy consumption in private households. At least 2000 households out of 9 cities in 7 different European countries participate in this project, including Lithuania, Kaunas city.

The objective - to create regional networks between families, economy and financial institutions to implement energy plans.

At present – active public information. Valuable knowledge regarding public information measures will be obtained.

www.echoaction.net; www.krea.lt



Changing Behaviour



Changing behaviour is a European project that is funded by the EU 7th Framework Programme Energy theme. The project partners are from Estonia, Finland, Germany, Greece, Hungary, Latvia, Lithuania, the Netherlands and the UK.

The project started in January 2008. Duration of the project - 3 years.

The target - develop and disseminate a theoretically rich but practical conceptual model and toolkit of the social and technical change involved in demand management programmes.

www.energychange.info



Changing Behaviour



COWI Baltic contribute by managing pilot project.

A scheme for pilot project is under elaboration at present. Proposed pilot project aims to change behavior of final energy consumers via information measures.

Target group for the pilot project: office building/s or multi-apartment building/s and its energy end users

Expected start of the pilot project – 2009 June

Valuable knowledge regarding implementation of public information measures will be obtained.



THANK YOU FOR YOUR ATTENTION