

# Energy Efficiency & Young People

First stands and Key findings

## Outline

I - Quantitative Analysis .....	2
A - Global information.....	2
Question 5: Who do you think is responsible for investing in improvements to households' energy efficiency? .....	2
Question 6: How important is it to you, that Europe reduces its energy consumption in the near future (5-10 years)? .....	3
Question 7: To what extent do you monitor your household energy consumption (e.g. monitoring electricity and gas consumption, etc.)? .....	3
Question 9: Do you believe your household behaviour is energy efficient (Improvements to home insulation, use of "smart meter", purchasing energy efficient light bulbs)?.....	4
Question 10: Please rank the following in terms of their impact in making your house more energy efficient? .....	4
Question 11: Are you taking action in making your house more energy efficient (such as improve house isolation, use a "smart meter", or purchase energy efficient light bulbs)?.....	5
Question 12: What concerns do you have regarding the implementation of energy efficient products? .....	5
Question 13: Do you think there are enough technologies available today to improve energy efficiency? .....	6
Question 15: Do you live in rented accommodation? .....	6
Question 16: If so, does this affect your ability to be more energy efficient? .....	6
Question 17: In your opinion, which of the following sources provide the most reliable information on households' energy efficiency? .....	6
Question 20: Thinking about the need for energy where you live, please select the four most important options.....	6
Question 21: Before today, had you heard of 3M? .....	7
B - Country specific findings.....	8
To what extent do you monitor your household energy consumption (e.g. monitoring electricity and gas consumption, etc.)? .....	8
Do you think there are enough technologies available today to improve energy efficiency? .....	8

In your opinion, which of the following sources provide the most reliable information on households' energy efficiency?..... 8

II - Qualitative Analysis:..... 9

A - General Insights and key topics ..... 9

B - Detailed analysis (question by question)..... 10

Question 4: What first comes to your mind when you hear the phrase "Energy Efficiency"? .... 10

Question 14a: I am energy efficient because..... 10

Question 14b: I am not energy efficient because... ..... 11

Question 16: Living in a rented accommodation impact my ability to be energy efficient..... 12

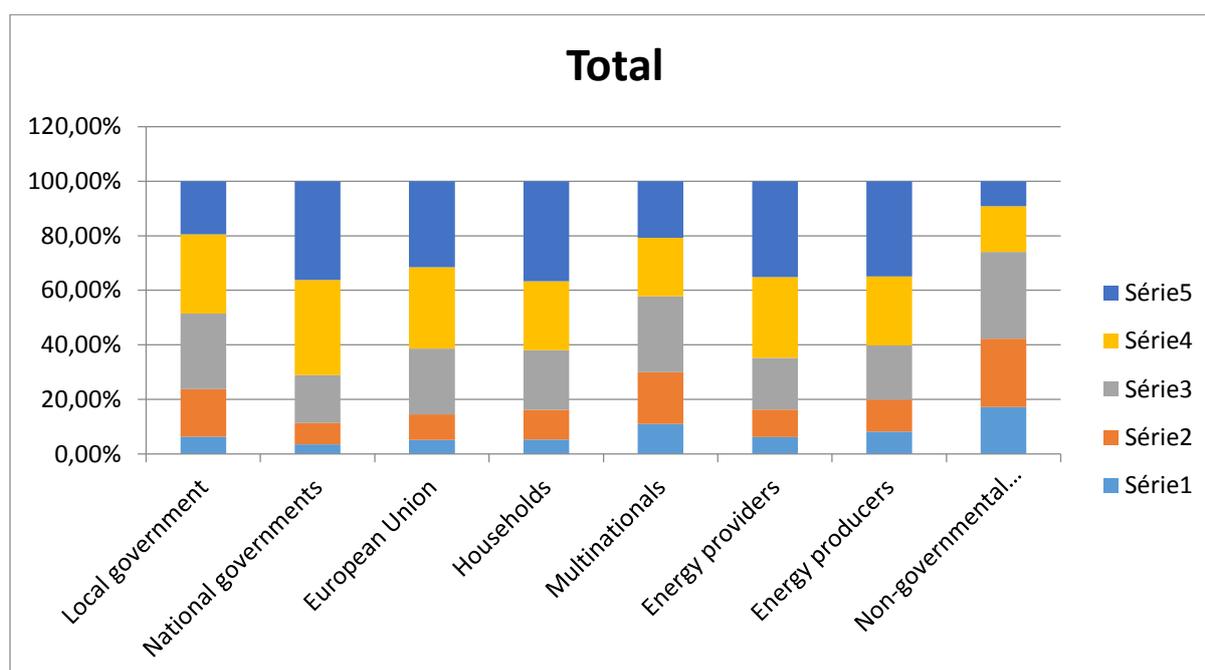
Question 19: What first come to your mind when you hear "Future of Energy Efficiency"? ..... 12

## I - Quantitative Analysis

### A - Global information

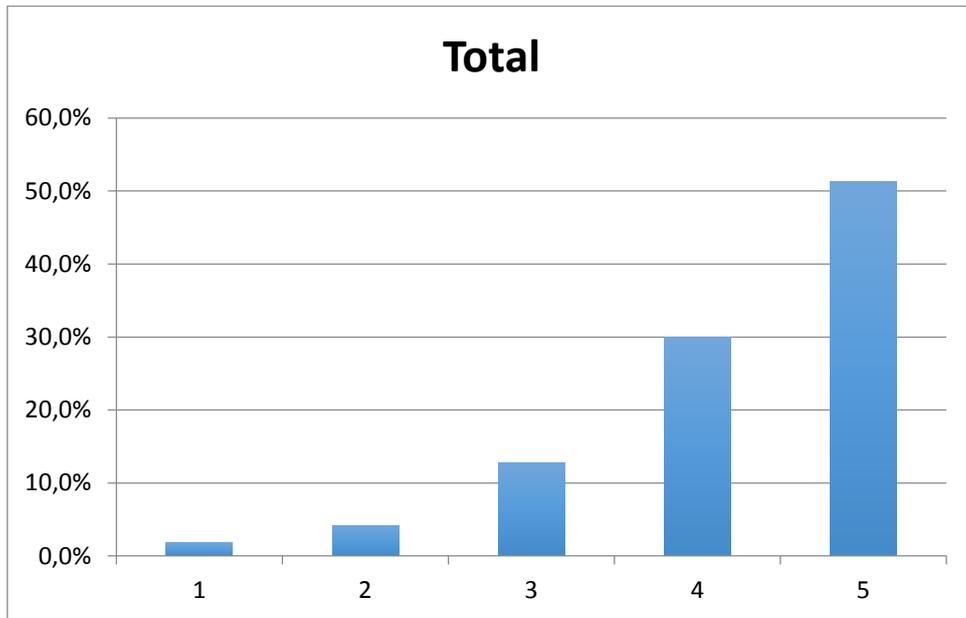
*Question 5: Who do you think is responsible for investing in improvements to households' energy efficiency?*

70% of Young people surveyed think that National Governments are the most responsible for investing in improvements to households' energy efficiency. This followed by the European Union, the energy providers and households, which are considered as responsible by 60% by the young people. On the opposite scale, NGOs are not perceived as the ones which should make these investments.



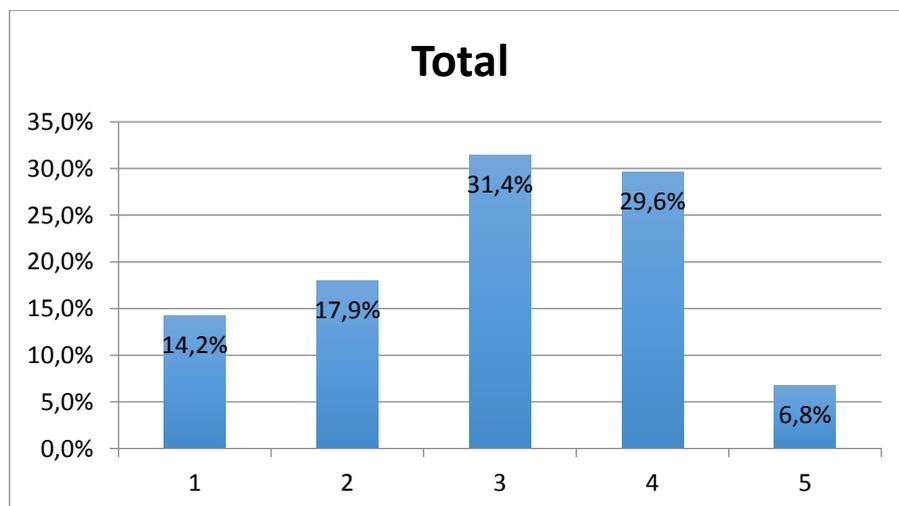
Question 6: How important is it to you, that Europe reduces its energy consumption in the near future (5-10 years)?

Young people clearly think Europe have to reduce its energy consumption in the near future as 80% of them think it an important issue (Combining answers 4 and 5 on a 5 scale).



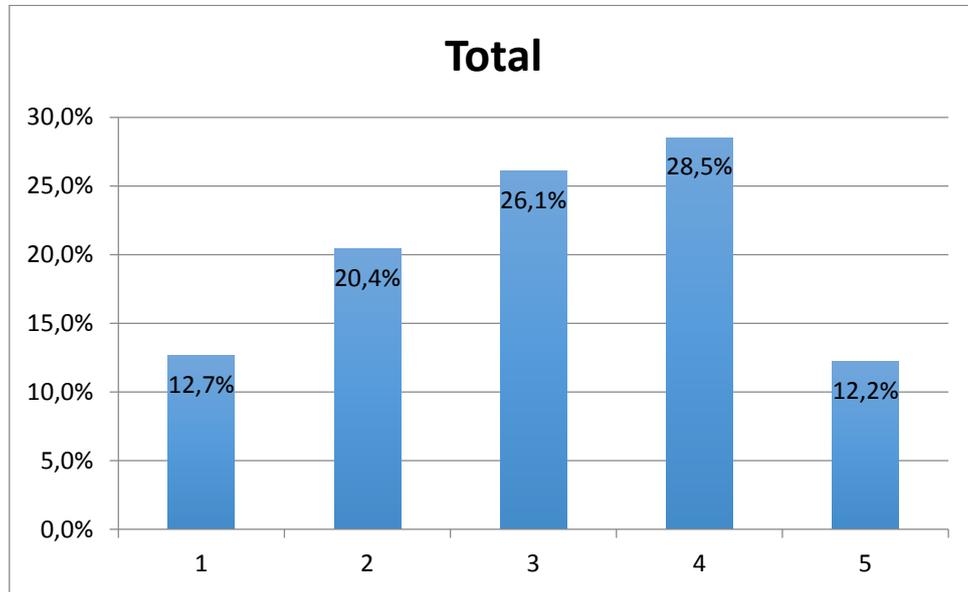
Question 7: To what extent do you monitor your household energy consumption (e.g. monitoring electricity and gas consumption, etc.)?

Young people tend to monitor their energy consumption, however it's evenly spread and not a global trend. The country specific analysis shows more interesting findings.



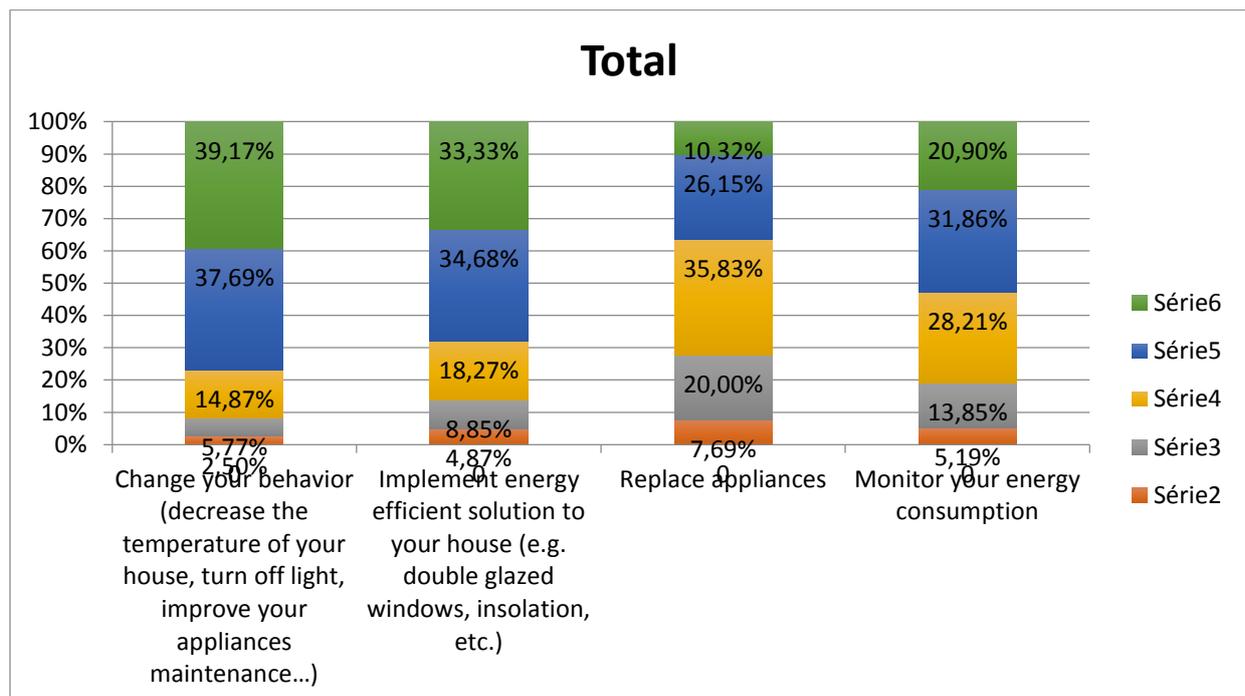
Question 9: Do you believe your household behaviour is energy efficient (Improvements to home insulation, use of “smart meter”, purchasing energy efficient light bulbs)?

Without being fully committed, more young people tend to think they are energy efficient than not. However a big part does not define their behavior as really energy efficient.



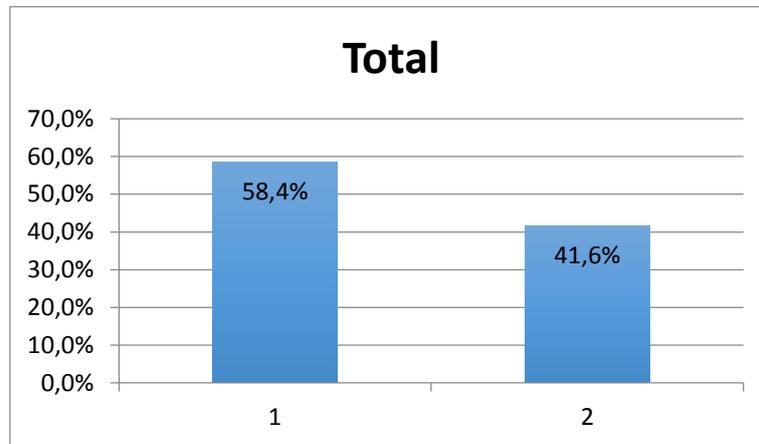
Question 10: Please rank the following in terms of their impact in making your house more energy efficient?

More than 75% of young people think behaviour has the biggest impact in making their house more energy efficient. However 65% also consider that implementing energy efficient solutions will have the same impact. On the other side, replace appliances is poorly considered in terms of impact on the house energy efficiency.



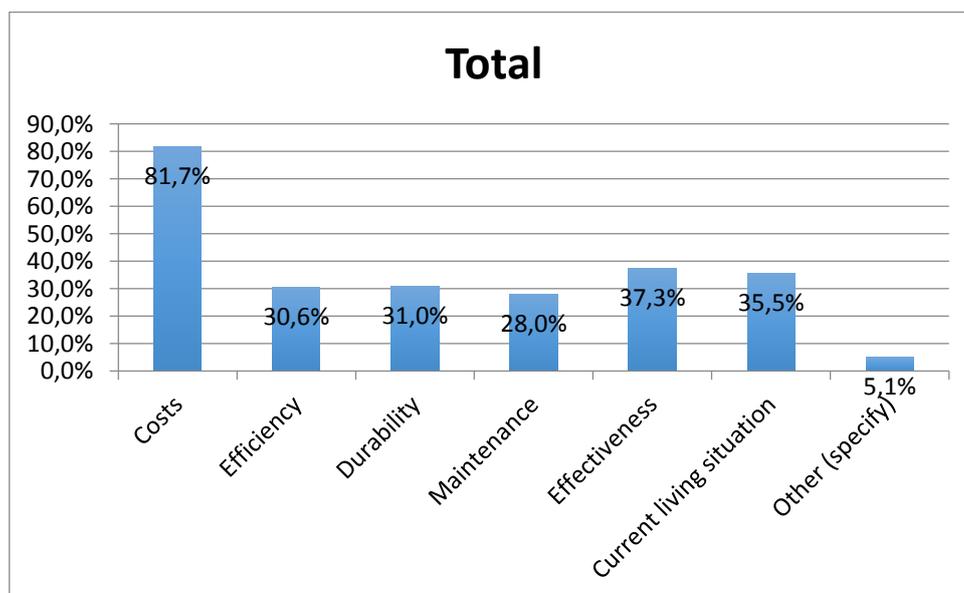
Question 11: Are you taking action in making your house more energy efficient (such as improve house isolation, use a “smart meter”, or purchase energy efficient light bulbs)?

58% of young are taking action to make their house energy efficient.



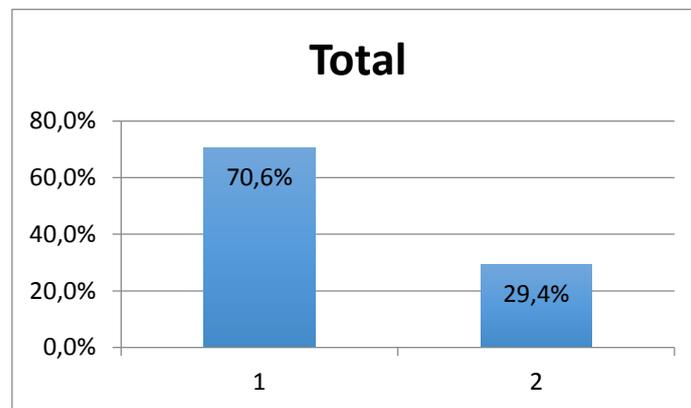
Question 12: What concerns do you have regarding the implementation of energy efficient products?

The biggest concern for young people regarding the implementation of energy efficient products is without a doubt 'cost' as 80% of them assess. The other given options (efficiency, durability, maintenance, effectiveness, current living situation) gather between 28 and 38% of importance from young people.



*Question 13: Do you think there are enough technologies available today to improve energy efficiency?*

70% of Young people agree that there is enough technologies available to improve energy efficiency. However big differences can be observed looking at each country.



*Question 15: Do you live in rented accommodation?*

➔ 68% of the surveyed young people were living in a rented accommodation

*Question 16: If so, does this affect your ability to be more energy efficient?*

➔ 43% of the people living in a rented accommodation think it affects their ability to be energy efficient

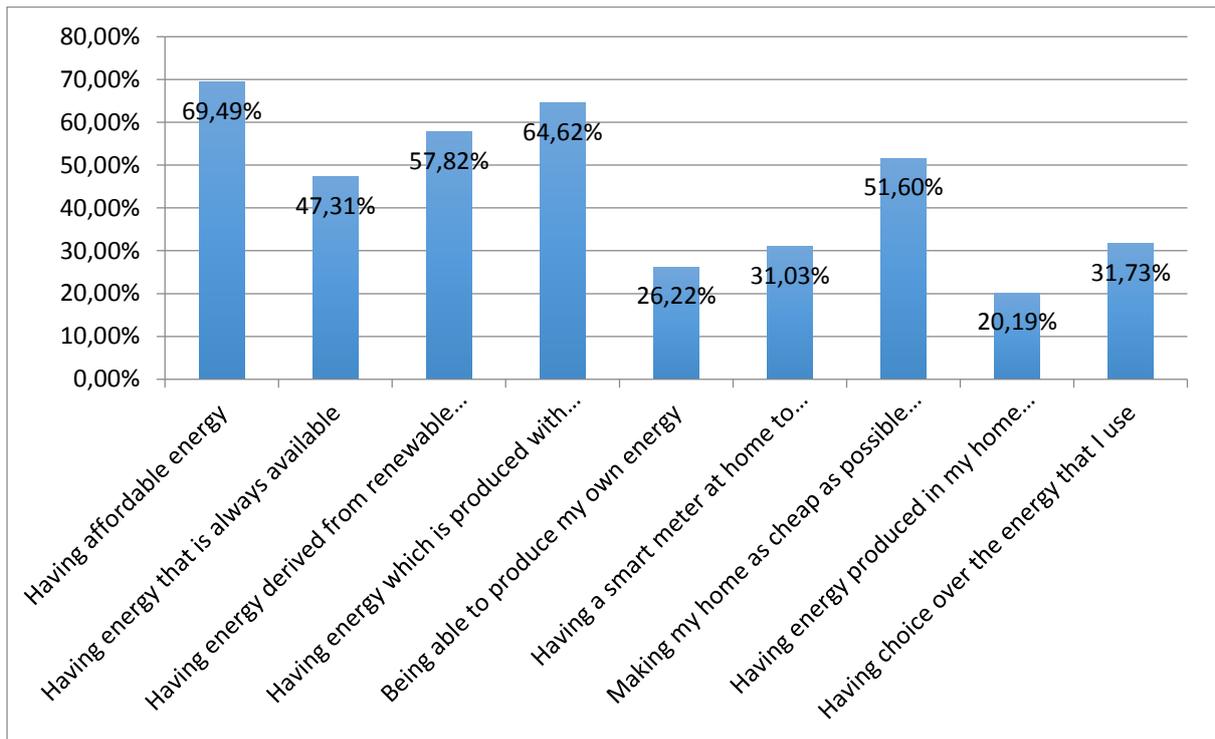
*Question 17: In your opinion, which of the following sources provide the most reliable information on households' energy efficiency?*

➔ 46% of young people think that the most reliable information about households' energy efficiency can be found in journal, books and articles.

➔ 44% percent also consider Media (Newspaper, television) as a reliable source

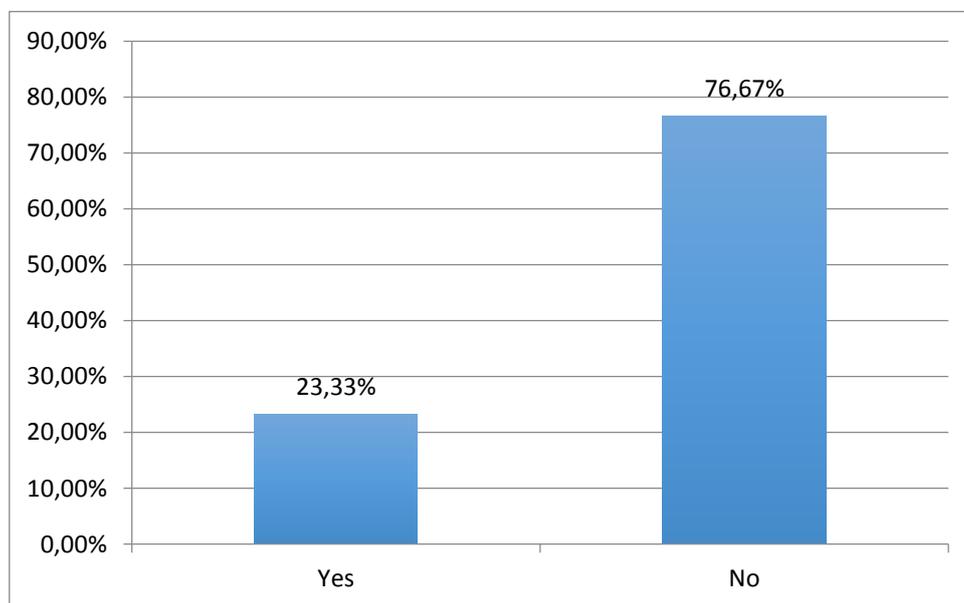
*Question 20: Thinking about the need for energy where you live, please select the four most important options*

The most important option thinking about the need for energy is having affordable energy, with 69% of the young people surveyed choosing this option. Then comes 64% for having energy produced with the least possible environmental impact. Third option is having energy derived from renewable resources (57%). And the fourth option is to make house as cheap as possible to heat (51%).



Question 21: Before today, had you heard of 3M?

➔ 76% never heard about 3M before this survey



## B - Country specific findings

*To what extent do you monitor your household energy consumption (e.g. monitoring electricity and gas consumption, etc.)?*

France is the country that answered to the greatest extent. In fact only the 16,3% of the respondents picked the choices 1 and 2 in a scale of 5 (1 = I don't monitor my energy consumption at all). The Italians at the opposite are performing the worst in this sense, in fact 47% of respondents picked the choices 1 and 2.

*Do you think there are enough technologies available today to improve energy efficiency?*

The country that provided the most positive answer is Italy. In fact 91,1% answered "yes". The second most positive is Sweden that stopped only at 67,1%. At the opposite the most negative responses come from Germany with on 62,1%.

*In your opinion, which of the following sources provide the most reliable information on households' energy efficiency?*

This question highlights very interesting differences across nations. Young people identified as most reliable sources of information the following:

- In France: Journals, books and articles (58,75%) and Media (66,9%);
- In Germany: Non-governmental organizations (42%) and Journals, books and articles (41,3%);
- In Italy: Media (64,4%) and Journals, books and articles (55,3)
- In Sweden: Non-governmental organizations (33,3%), Nationals institutions (29,6%), Journals, books, articles etc. (29,6%) and European Union (28,6%),
- In UK: Journals, books and articles (37,2%), Non-governmental organizations (35,6%) and energy providers (32,2%)

## II - Qualitative Analysis:

### A - General Insights and key topics

The qualitative analysis explores the open questions of the survey to draw key topics and factors that determine the perception of young people on the topic of energy efficiency. Resting on three main axis (personal understanding of energy efficiency, measurement of young people's energy efficiency and impact of living situation on energy efficiency ability), 5 key points can be distinguished:

**Solutions and Technology:** Technology and energy efficient appliances are a recurrent topic for young people when asked about energy efficiency. Either to give a broad definition of energy efficiency or when young people expose the reason of their own energy efficiency, specific solutions and technologies are evocated. Energy efficient solutions are thus mentioned as one of the first factors of young people's energy efficiency, referring to a large range of solutions from efficient light bulbs to double glazed windows or energy efficient appliances. This interest is also exposed in the question about the future where young people show a real trust in technologies to improve their energy efficiency in the future.

**Behaviour:** Young people demonstrate a certain awareness and consciousness about their own behaviour, whether or not it is energy efficient (turning off light, reducing heating...). Influenced by different variables (especially when living in rented accommodation), young people's behaviour varies greatly when referring to energy consumption and monitoring. This reference to behaviour as a key point related to energy efficiency also comes with contradictions and gaps between perception of energy efficiency and actions taken to improve it. Thus, when asked about their energy efficiency, young people talk a lot about the efforts they make to reduce their consumption and save energy. But in the meantime, poor energy efficient behaviour is also one of the major reasons for not being energy efficient. These elements can be presented under a different light as the future of energy efficiency is also related to improvements made in terms of behaviour, awareness and concerns about the effects of non-energy efficient behaviour.

**Knowledge, awareness and environmental matters:** In relation to the previous point, young people exposed a real consciousness of environmental issues as well as a real care for the future of the planet. The environmental impact is really considered and taken into account in young people's daily behaviour as well in their perception of the future. The importance of energy saving and non-pollutant behaviours is thus a reason pushing young people to be energy efficient. On the same observation, young people relate energy efficiency to environmental responsibility, climate change and other major environmental topics. On the other side, a lack of knowledge and awareness is also observable in some countries like Sweden.

**Energy sources:** Young people tend to think about energy sources when asked about energy efficiency. Except in Sweden where nuclear power is evocated, green and renewable energy are presented as a way to be energy efficient. It is also depicted as the most sustainable option for the future given the non-pollutant character of this energy. However, the idea of new energies is also pointed as a solution for the future. Moreover, this point is related to the reduction of CO<sub>2</sub> emissions and, in larger scale, with the idea of using clean energies, implying little to no waste.

**Costs:** Financial factors has been observed at almost every step of the survey since it impacts the behaviours as well as the action taken to modify one's energy consumption. Therefore, young people describe cost as a real obstacle preventing them from making concrete investments in better

appliances or energy efficient solutions. From this observation, many of them mentioned affordable energy and energy efficient appliances as part of the future of energy efficiency.

## B - Detailed analysis (question by question)

*Question 4: What first comes to your mind when you hear the phrase "Energy Efficiency"?*

When talking about energy efficiency young people referred mostly to saving energy, reduction of consumption and waste. The latter express the most common understanding of the topic.

**Solutions:** The most common solution identified in order to achieve a higher level of energy efficiency has been: (a) turning off lights, (b) buy more energy efficient appliances, (c) reduce heating, (d) install double glazed window, increase the insulation of the house or in general reduce the current levels of consumption. Many people referred to the need for a change in behaviour, moving away from the current trend of allowing too much energy to go to waste.

**Energy sources:** many people expressed preferences regarding the source of energy. In fact, many people referred to: (a) usage of renewable energy, (b) reduction of CO2 emissions, and (c) reduction of their carbon footprint.

**Environmental awareness:** another aspect that looks significant for young people is related to the environment. Many people connected energy efficiency with a greater level of respect for the environment, less environmental impact of current energy production, alongside more sustainable solutions. Many people connected the energy topic with the one related to major respect for the environment. Many comments were related to saving the planet, less climate change and environmental responsibility.

**Personal behaviour:** few comments were also related to people's behaviour. Few comments were related to "power saving lifestyle" or "environmentally conscious behaviour". In general many people referred to personal reduction of energy waste.

### **Country specific observations:**

- Germany: Young people often mentioned "energy efficient cars", this may refer to local transportation habit or car advertisement;
- Sweden: when talking about energy efficiency referred to nuclear energy

*Question 14a: I am energy efficient because...*

When asked why young people are energy efficient, the first stance always refers to the use of energy efficient technologies. Then comes the idea of effort, with a constant use of the word "try", to reduce their energy consumption. This point is linked to a third constant which is the importance given by young people to the future and the environment.

**Technologies/Solutions:** As a way to be energy efficient, technology is the first solution named. The use of energy efficient light bulbs, of double glazed windows or energy meters are always referred as the reason why young people think they are energy efficient

**Behaviour:** When it comes to personal energy efficiency, multiple behaviours are evoked. The reference to the word “try” is very common as young people are making effort to either reduce their energy consumption, impose on themselves energy saving behaviour (such as turning the lights off or the appliances).

**Long term vision:** The last global point on which young people agree is the importance of energy efficiency for the future. Multiple references are made to the future and the environment as an important factor inducing young people to be energy efficient. At the difference of the other keywords analysed, the importance given to the future and environment is interesting as it’s a reason why people are, or try to be, energy efficient while the two other points refer to the means to be energy efficient.

#### **Country specific observation:**

- **Costs:** United Kingdom, Germany and Sweden want to avoid extra expenses/reduce the costs linked to their energy consumption. The energy efficient behaviour is here pushed by financial reasons.
- **Monitoring:** Italy, United Kingdom, and Sweden: They monitor their energy consumption (France included on a smaller level) 3 countries out of 5 are actually energy efficient because they monitor their energy consumption and avoid extra consumption.
- **Waste and recycle:** Everywhere but in Sweden, the efforts made on the behaviour are linked to a will to not waste and to recycle.

#### *Question 14b: I am not energy efficient because...*

Asking young people why they think they are not energy efficient, three interesting points, sometimes contradictory with the previous question, are raised. The first reason named is that young people don’t monitor their energy consumption. The second is their behaviour, as they don’t believe they act in the best way to be efficient. Finally, they consider their consumption of energy too high.

**Monitor/control of energy consumption:** As a reason for not being energy efficient, the reference to a lack of control and effective monitoring on energy consumption is quite regular. In phase with the effort previously named to be more energy efficient, young people admit that they don’t always take enough measures to control their consumption and thus be aware of what they could save.

**Behaviour:** In relation to the last point and on a larger scale, young people are aware of their non-energy efficient behaviour. The use of cars is often quoted and for specific countries (Sweden, France and Germany) laziness and lack of care is also frequently named.

**High consumption:** As an illustration of the non-energy efficient behaviour previously evoked by young people, the high consumption is another key point. The time spent under the shower or using appliances as well as the quantity of water consumed is often quoted to explain the poor energy efficiency of young people.

### Country specific observation:

- **Costs:** are also referred as an issue to be energy efficient. In opposition to the behaviour related points raised above, this one is an independent reason explaining why young people are not energy efficient. This does not apply to Sweden
- **Appliance issues:** Everywhere but in Germany, old appliances are stated as responsible for poor energy efficiency. This goes with a non-commitment to buy new appliances because of the price or because of the housing situation.
- **Knowledge and awareness:** UK and Sweden also underline the lack of information and knowledge as a reason for their non-energy efficient behaviour.

### *Question 16: Living in a rented accommodation impact my ability to be energy efficient*

In the specific situation of young people living in a rented accommodation, multiple factors are evocated to explain how it affects their energy efficiency. Three categories can be distinguished: Reasons linked to the owner's policy, reasons linked to the lack of control and personal behaviour induced by the living situation.

**Owner's behaviour:** The dependency of young people regarding the owner of the rented accommodation is seen as an obstacle to their energy efficiency. This is illustrated on 2 sides: First, the owner is not willing to pay to improve the energy efficiency of the place (by investing in new appliances or energy efficient solution for the isolation). Second, he does not allow the resident to take measures to improve the energy efficiency of the house.

**Lack of control:** The lack of control is also referred as affecting the energy efficiency capacity of renters. Indeed, either because they have fixed charges for water and electricity, or because they live with flatmates, young people don't have full control over their consumption and as a result are unable to adapt their behaviour or effectively control their energy consumption.

**Behaviour:** Because of the tenant's situation (temporary, student living abroad etc.), the behaviour greatly varies from one living in its own place. Thus, young people are not committed to make any effort or any change to the house. The dependency regarding the owner also results in a failure to engage in energy efficient measures and improve their efficiency.

### *Question 19: What first come to your mind when you hear "Future of Energy Efficiency"?*

When talking about future of energy efficiency the major topics touched were: personal behaviour, new technology, new and sustainable energy sources, cost of energy and appliances consumption.

**Personal behaviour:** young people referred to an increase in their awareness of energy efficiency, alongside an increased concern regarding the effects and impact of inefficient behaviours.

**New tech:** young people rely on having new technologies in the future that will increase energy efficiency. The topics that were mentioned the most: (a) more energy efficient products, (b) implementation of smart meters, (c) “sustainable eco-housing”, (d) smart and energy efficient houses and appliances.

**Energy sources:** this was a major topic of discussion. In fact the switch to renewable energy sources was a topic that was repeated in most of the comments. Many comments related to an increased use of renewable energy sources (e.g. solar, wind, hydro-power, geothermal), while others highlighted the need to increase the efficiency of the energy production coming from renewables.

**Costs:** many comments also were related to the topic of costs. Many people asked for cheaper energy or saving money through increased energy efficiency.

**Appliances:** one solution to increase energy efficiency was found in appliances. In fact more energy efficient appliances would help in increasing the households’ energy efficiency.

**Country specific observation:**

- Germans often mentioned the need to have electric or hybrid cars.