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Enabling the Energy Union

Behavioural factors in reducing H&C related energy costs and pollution. The case of Ukraine.

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Situation changed

Ukrainians did not use to save energy resources because they were cheap and not controlled.



The situation drastically changed several years ago (2014):

higher prices, metering, personal responsibilities.

What drives the energy consumers' behaviour in H&C sector in Ukraine?

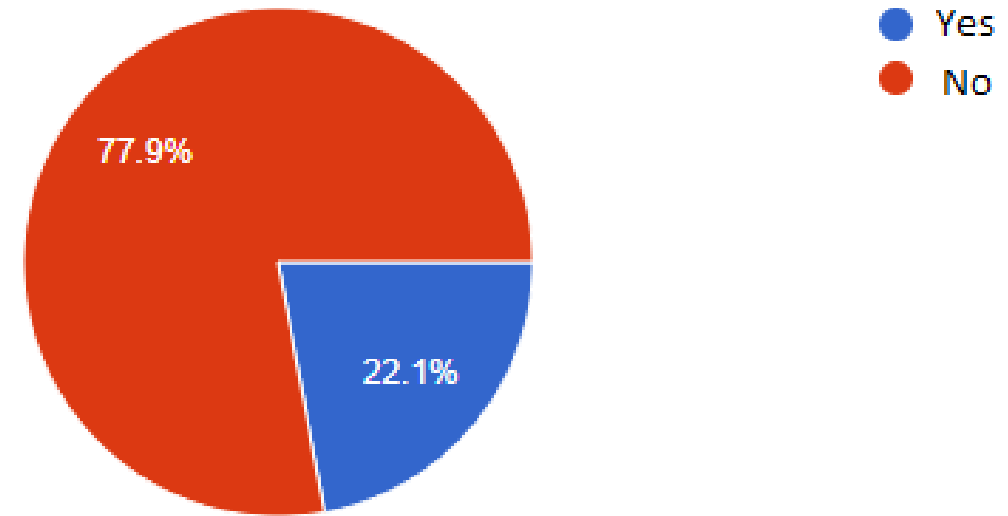


1. Willingness to save money and cut bills

“A penny saved is a penny earned” – British proverbial

High prices stimulate consumers to this. Main obstacles are subsidies and privileges as consumers, who have them, are not interested in energy efficiency.

Caution! – Energy poverty



H&C case study in Ukraine – results of an online-survey number of households with air conditioners

2. Stimulation to self-governing of a building

Householders establish condominiums to make energy efficiency measures together and manage their energy consumption and payments.

Dnipro and Lviv are advanced in this dimension due to available mechanisms to inform and assist householders (information centers, instructions, materials etc.

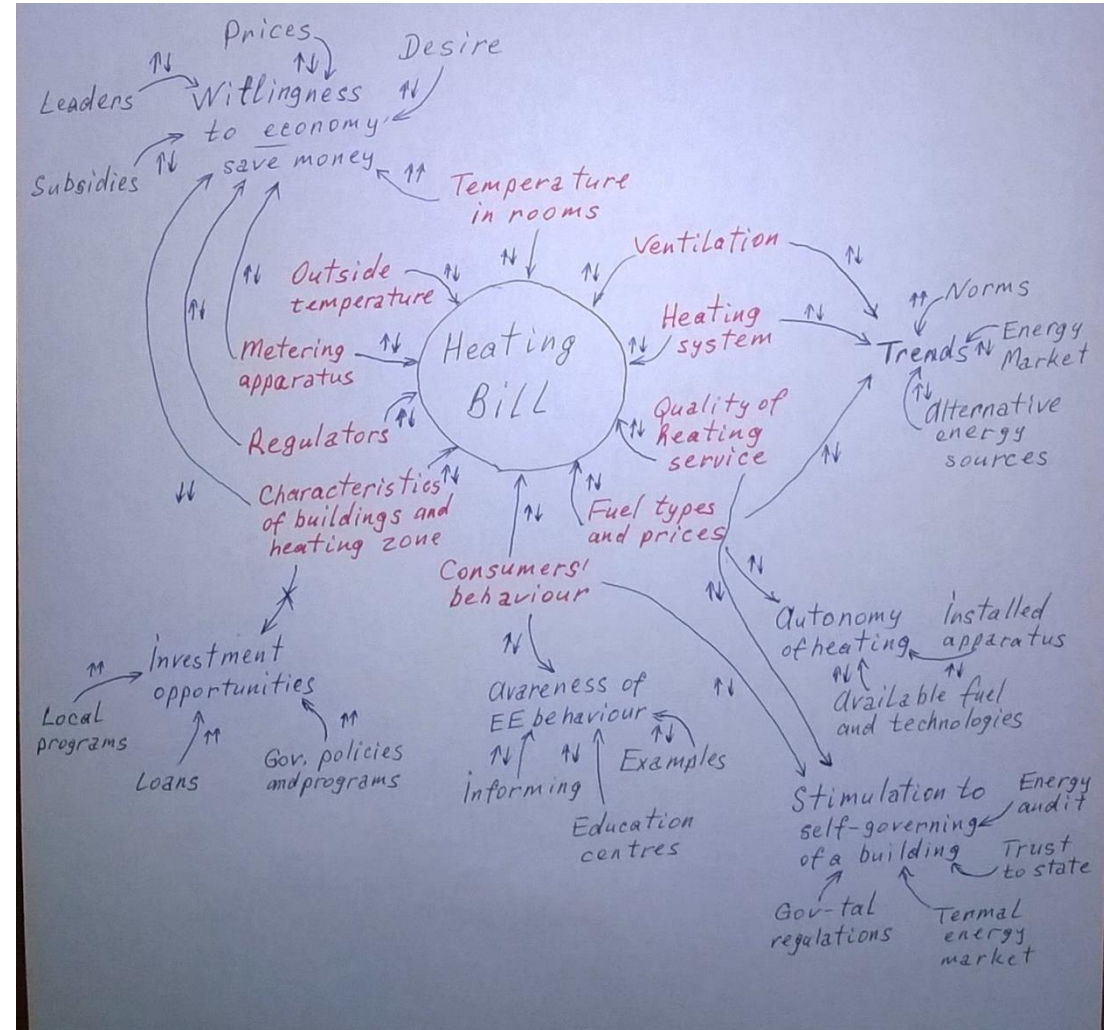


Findings are based on 7 focus groups and a national survey

3. Quality of heating networks and provided services

Sometimes, providers (central heating) look for additional benefits and provide services with poor quality (Rivne). This results in expensive bills.

In Lviv, central heating systems are renovated and modernized, so the level of heat losses in the transportation systems is quite low (10% in average according to city council statistics).



4. New energy saving technologies

New energy saving technologies are available but not cheap.

Lviv demonstrates several examples: spread isolation of buildings; use of alternative resources for heating (electricity, pellets, etc); installation of ventilation systems.



5. Investment opportunities in energy efficiency measures

There should be clear and easy conditions, they should be approachable, reliable and supported by the government and local authorities.

The state program of “Warm loans” has 400 million UAH in the state budget of 2019, while demand is around 3 bn UAH.

Foreign investments assist modernization of the city’s heating and transportation systems. Positive examples of Lviv and Ivano-Frankivsk



Conclusions from the case study

- Long time of subsidized prices for main energy sources, including heating and electricity, affected negative behaviour of consumers.
- Ukrainian consumers are mostly driven solely by the financial factor, while European consumers have more pronounced other factors (ecology, development etc.).
- It is evident that consumers must be stimulated by governmental regulations and norms as they are inert.