



Experiences from Finland in encouraging energy efficient construction and renovation of residential buildings

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Sustainable
development
company



71

Key figures 2020

Motiva is a

100%

state-owned
company

63
person-
years

Turnover
€7.1 mill.

www.motiva.fi/en





Consumer campaigns

Methods and channels

In Motiva we

- produce and update information on websites,
- develop concepts and run campaigns,
- develop counseling methods, produce tools and background materials for advisors
- develop co-operation with national actors and aim to facilitate local co-operation
- offer training for advisors and organise nationwide targeted webinars for consumers and housing companies (e.g., solar power, charging stations)

Regional advisors

- run campaigns, organise local events/webinars and cooperate with local stakeholders

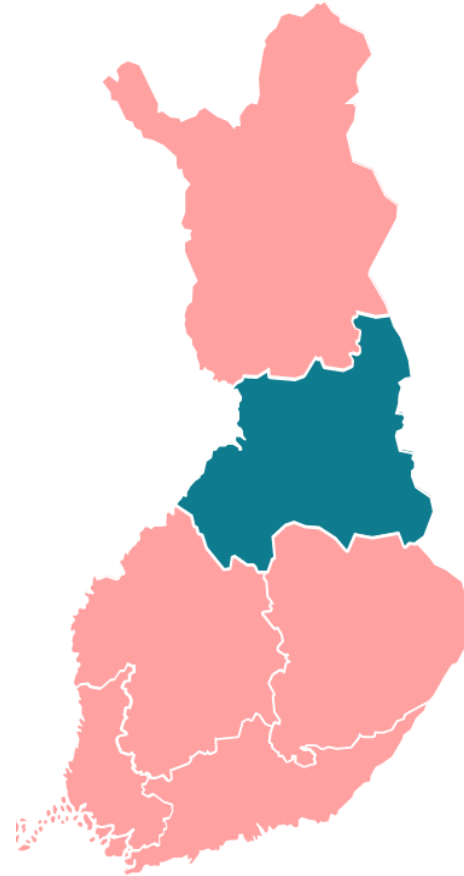
Basic information is always available on the websites and campaign sites.

Personal advice is given by email, telephone and on web/facebook Messenger.



Solar energy in households – website

- Raise consumer interest
- Highlight the possibilities of solar energy in households and housing companies
 - Step by step –directions
 - Move forward with the basics
 - Indepth information and links
- Make contacting providers easy and reliable
 - Contact point – find and compare the companies in Your area.
 - Turnkey offers from different providers for model sized solar energy solutions (single family homes and housing companies)
 - Structured request for quotation
 - Possibility to contact an energy advisor



Järjestelmässä tuloksia yhteensä 64kpl. Lajittele tulokset.

Valitse listalta tai kartalta alue asennuspaikan mukaan:

Pohjois-Suomi ▼

Valitse aurinkosähköjärjestelmän koko*:



Valitse tarjouksen voimassaoloaika*:

- ☐ Näytä vain voimassa olevat tarjoukset
☒ Näytä kaikki tarjoukset

*pakollinen kenttä

Näytä tulokset

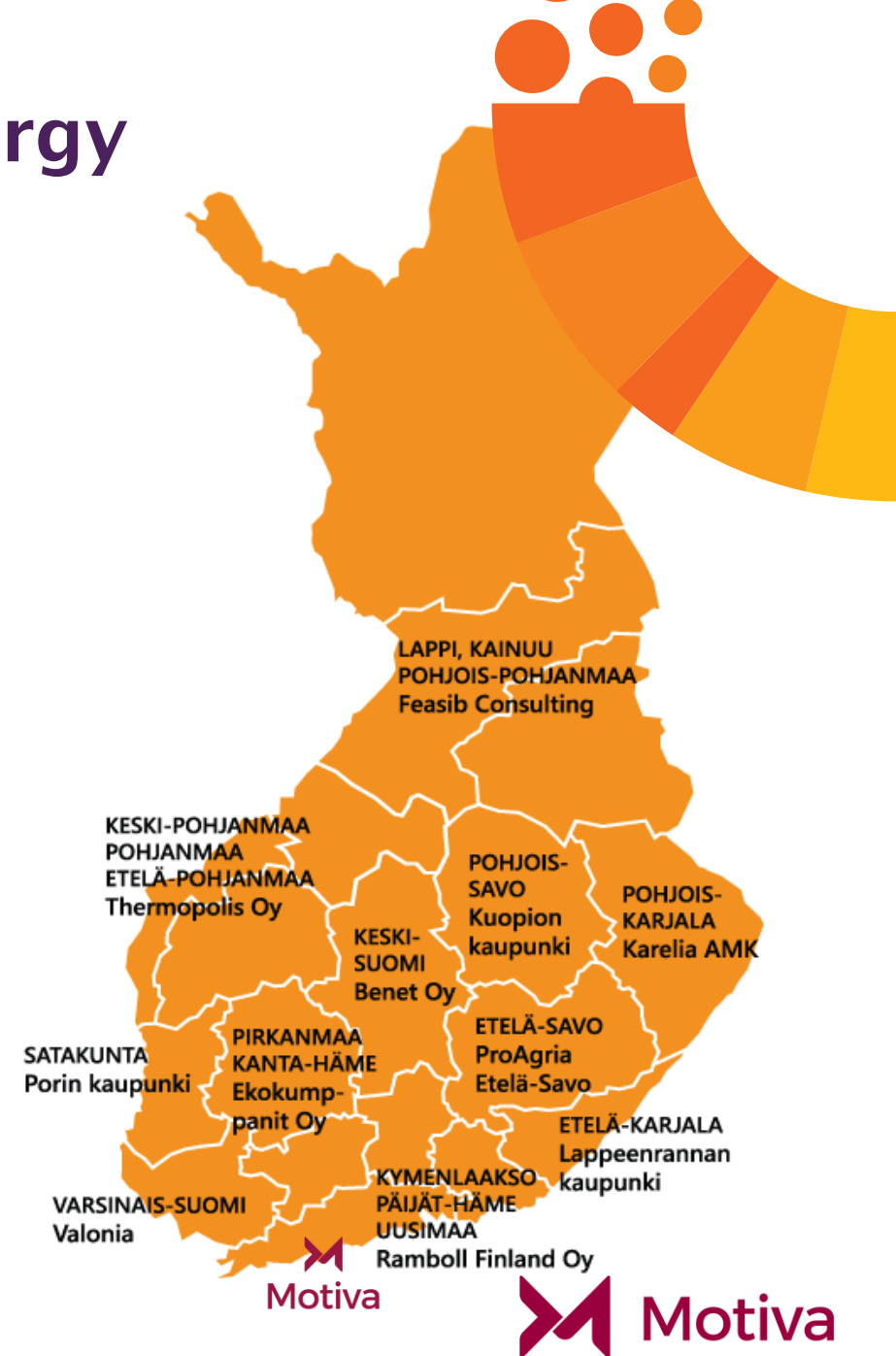
Energy Authority funding regional energy advice

Regional Energy advice

- provides unbiased information about the means available to improve energy efficiency and the use of renewable energy
- is one way of promoting emission reductions: the energy advisors assist in taking one step towards increased energy efficiency and use of renewable energy.

Energy Authority and Motiva plan together annual action plan that is promoted nationally and in regions.

- Energy efficiency and renewable energy promotion is part of Motiva's annual energy work programme commissioned by the Energy Authority
- Regional advice 2018-2023 covers mainland Finland (18 regions)
 - 11 organisations (energy agencies, regional or municipal operators and consulting firms)
 - Includes advice for consumers, municipalities and SMEs



Housing companies forum

The forums started in different regions by the regional advisors.

- The regional energy advisor gathers the housing companies into the forums and helps to start the forum.
- The idea behind the forums is that housing companies in same region share experiences and knowledge about energy efficiency and energy renovations.
- Regular meetings between the housing companies. Forum can invite companies to present their products to the forum meetings.
- Possible joint renovation projects through the forum.





Financing

Incentives and Financial mechanisms

- **Governmental grants, aids, subsidies and guarantees for loans**
 - **Energy aids** for residential buildings (including single family homes) 2020-2022
 - **Aid to replace oil heating** in single family homes (2020-2022)
 - **Aid to replace oil heating** in municipal buildings (2020-2022)
 - **Renovation subsidies:** for special interest groups (including single family homes)
 - **Interest subsidy loans:** Renovation of residential buildings (publicly owned)
 - **Guarantees for loans:** Renovation of private housing companies
 - **Tax deductions for households**
- **Other financial instruments and mechanisms**
 - Green/sustainable bonds
 - Environmental impact bonds
 - Green mortgages (banks)
 - Public and private partnerships
 - Private funds and trusts
 - ESCOs (not used in residential buildings)
- **EU and Nordic instruments**
 - EIB, ELENA
 - ERDF and ESR
 - NIB (Nordic Investment Bank)





Examples of Financial elements



Aid to replace oil-heating in single-family homes and municipal buildings

Aim is to move from oil to non-fossil heating systems

Oil-heated single family homes (2020-2022)

- In use all year (not vacation homes)
 - 4000 euros when switching from oil-heating to district heating or heat pumps (ground / air-source)
 - 2500 euros, if switching to other heating sources
- Applications to date: close to 16 000 (started 1.9.2020)

Oil-heated municipal buildings (2020-2022)

- Max. 20% of approved costs
 - 25% if municipality is involved in the municipality sector energy efficiency agreement



Energy aid for residential buildings 2020-2022

Aim is to improve energy efficiency in residential buildings.

- Privately owned (single family homes and housing companies) and municipality owned residential buildings
 - 4 000 euros per apartment with minimum requirements
 - 32 – 44 % reduction in building E-value
 - 6 000 euros per apartment with nearly zero energy requirements
 - If a building is already a nearly zero energy building -> 20 % reduction
- But no more than 50 % of investment costs

Applications in 2020

- Single family homes 1278 (2,8 million euros)
- Housing companies 631 (20,2 million euros)
- Municipality residential buildings 23 (3,2 million euros)
- 2021 budget reservation (40 million euros) already used



Thank you!

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www.motiva.fi