

# Successful **counselling**



# Energy information **that reaches** 200 000 Swedes

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How we heat and light our houses is no longer a private matter, but an important issue for everyone. In fact, it is even a global issue.

For that reason Sweden is making great efforts to provide advice on energy and the climate to its citizens. Nowadays there are energy and climate advisors in every municipality. This means that citizens of Sweden can easily obtain information about how to reduce greenhouse gas emissions. The information is free of charge and impartial. About 250 advisors contact people in different ways for example, by telephone, at exhibitions and through seminars. The Energy Agency, the national authority for energy issues in Sweden, coordinates the energy and climate advisors.

# From **people** to companies

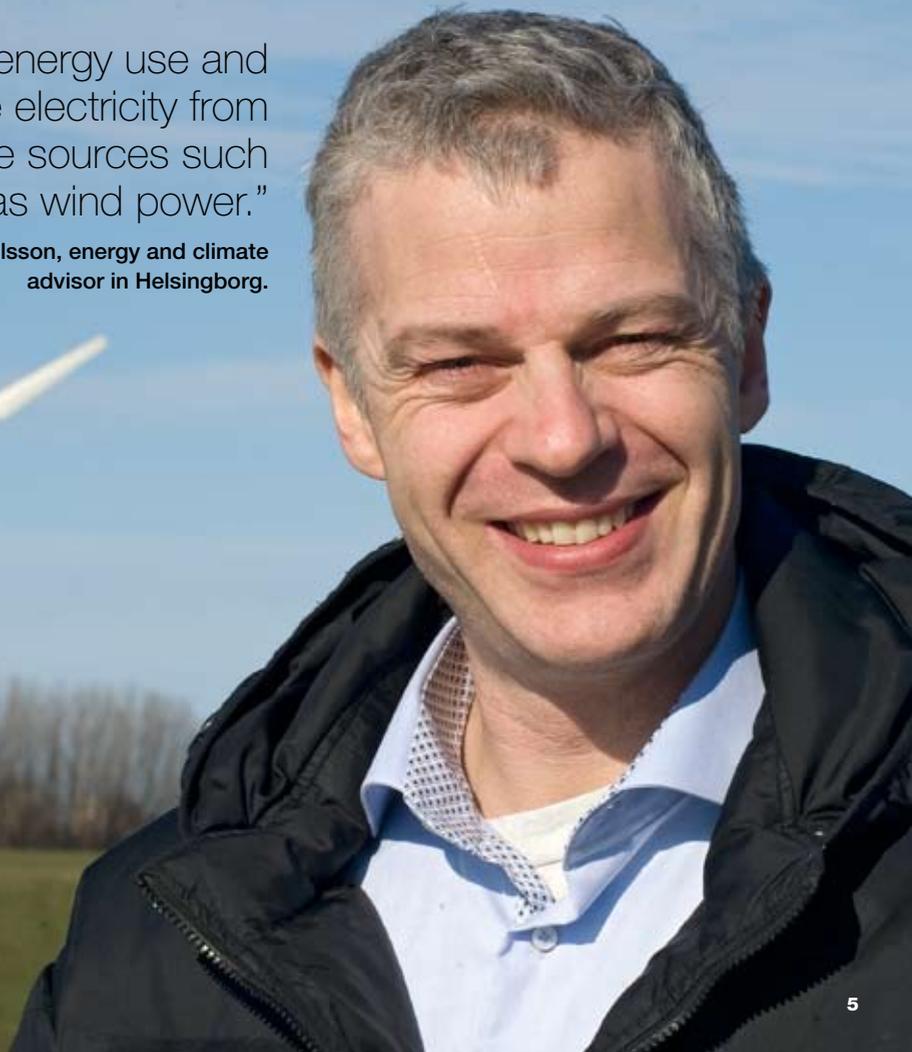
**Good advice is not expensive. It is free of charge. Even for companies.**

Initially these advisors worked mostly with home owners, in the context of saving energy and replacing heating systems in small houses. Now they aim at small companies as well and offer advice on energy, climate and transport issues. Companies can use the energy and climate advisors as a sounding board when they decide to use energy more efficiently. The Swedish government and the Energy Agency have seen the importance of the counselling and for this reason they have broadened the advisors' area of work to include transport issues as well.

The Energy Agency coordinates the advisors and develops their competence through courses and conferences. The Agency also publishes a newsletter and other information materials which the advisors use in their work. An annual review shows that support from the Energy Agency is important and valuable, and its materials are a prerequisite for providing sound advice.

“Reduce energy use and purchase electricity from renewable sources such as wind power.”

**Håkan Nilsson, energy and climate advisor in Helsingborg.**





“A climate-smart advice is to spend adventurous holidays at home.”

Anna-Lena Carlsson, energy and climate advisor in Torsby.

# Networks for energy savings

**The colleagues might be situated far away. So your network, internet and newsletters are important links.**

At the regional level there are 13 energy offices that work with the sustainable use of energy. They coordinate the municipal energy and climate advisors and arrange network meetings and seminars. Work as a municipal energy and climate advisor is independent, and the energy offices provide advisors with an important sense of belonging towards their colleagues.

Energy and climate advisors and the regional energy offices have a website, which is run by the Energy Agency. Energy and climate advisors can submit their annual reports to this website, which the Energy Agency uses to follow-up on their work. The website is an important link between the local, regional and national levels of work towards a sustainable use of energy.

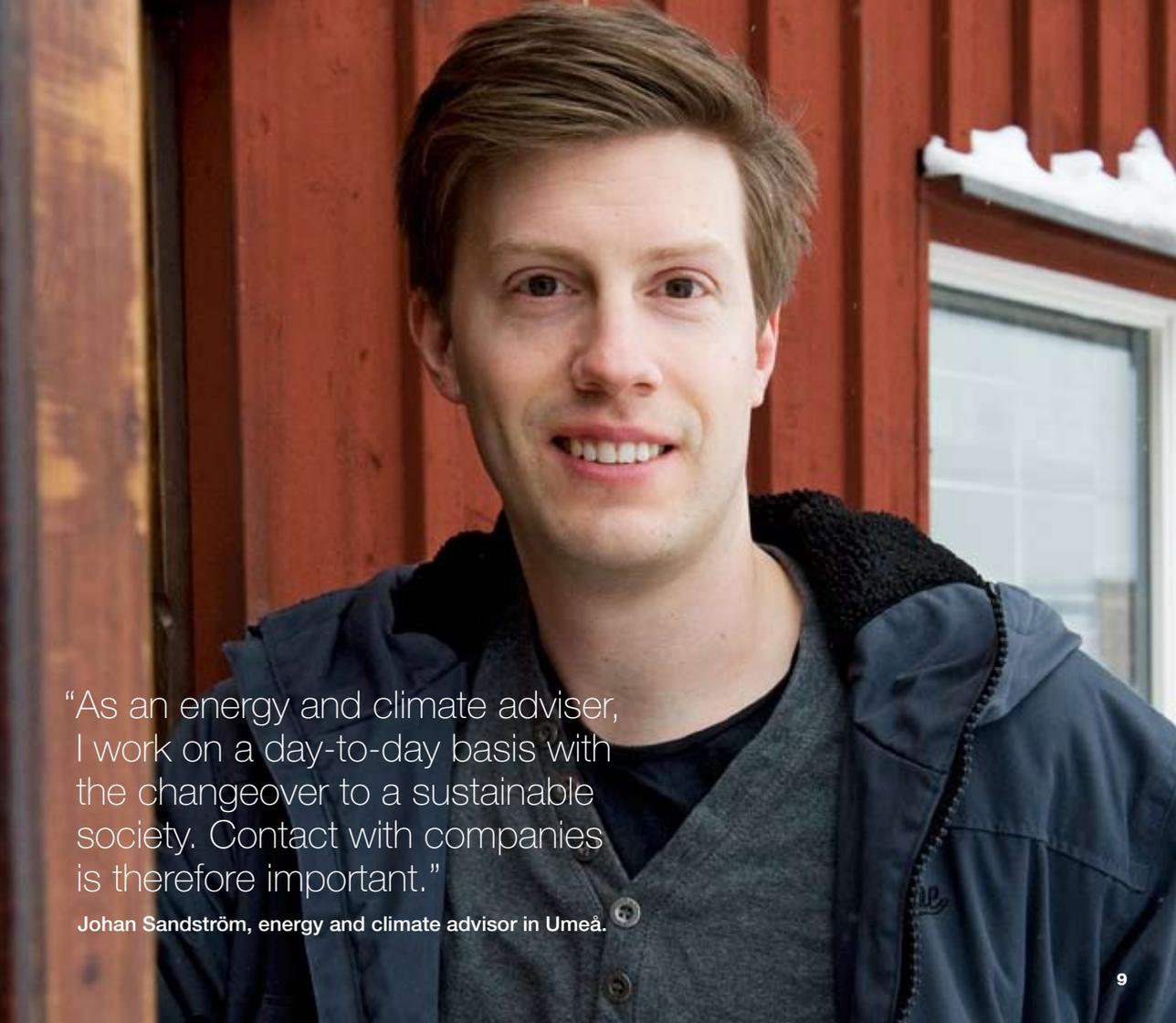
Every month, energy and climate advisors receive a newsletter in which the Energy Agency informs them about new printed materials, decisions and future activities.

# The Annual gathering

**Two days provides  
enough power for the  
rest of the year so  
we can create a more  
energy-efficient Sweden.**

Every year, the municipal energy and climate advisors are invited to a national conference. Representatives from the Energy Agency and the regional energy offices meet energy and climate advisors for two intensive days and discuss topical issues. One item in the programme that was very much appreciated at a conference was when the Minister of Enterprise, Energy and Communications, Maud Olofsson, came to discuss future energy challenges with the advisors. The conference is an important meeting place at which participants can develop new ideas together, exchange experience and build an even stronger network.

As well as giving support to energy and climate advisors, the Energy Agency also provides funding for research and development so that we can develop buildings and appliances that are more energy efficient.



“As an energy and climate adviser, I work on a day-to-day basis with the changeover to a sustainable society. Contact with companies is therefore important.”

**Johan Sandström, energy and climate advisor in Umeå.**

# Education is fundamental

In times of rapid technological change, knowledge has a short life span. Through recurrent training sessions, competence among the advisors is maintained at a high level. Last year there were 405 energy and climate advisors who took part in various training sessions, 105 underwent the basic course for energy and climate advisors, 250 were trained in climate issues and 50 participated in courses related to company advisory service.

# Accessible information

The Energy Agency website is a source of constantly available support for the energy and climate advisors in their daily work. Home owners, property owners and companies can find informations and advice on the website. There are good examples of how to rationalise the use of energy, simple advice on how to save energy and information about travel and transport. The number of visits to the website is increasing as interest in energy issues grows, and the energy and climate advisors give feedback to the Energy Agency about what information is in demand.

**[www.swedishenergyagency.se](http://www.swedishenergyagency.se)**

# Reaches **200,000** Swedes

Every year the municipal energy and climate advisors reach 200,000 Swedes – and their work is appreciated.

A survey of people who had been in contact with the energy and climate advisors shows that 85 per cent said that they had received the help they were looking for and two out of three felt they had good use of the advice obtained.

Advice on energy in Sweden has now been organised for 30 years, and the Swedish government continues to give financial support. Today, the municipal energy and climate advisors and the regional energy offices receive € 14 million each year to develop their activities.

# Better use of **energy**

The Swedish Energy Agency's work is aimed at the establishment of a reliable, low-environmental-impact and efficient energy system. Energy and climate are closely linked, through international cooperation and engagement, we can help to achieve climate targets. The Agency finances research and development of new energy technologies. We also run information campaigns and demonstrations to show Swedish companies and domestic users how they can make better use of energy.



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