

GHG Emission Reduction by Behavioral Changes in Lithuanian Households

Andzej Volochovic¹, Zaneta Simanaviciene², Dalia Streimikiene³

^{1,2} *Kaunas University of Technology*

K. Donelaicio st. 73, LT-44029, Kaunas, Lithuania

e-mail: a.volochovicius@gmail.com, zaneta.simanaviciene@ktu.lt

³ *Mykolas Romeris university*

Ateities 11, LT-10101 Vilnius, Lithuania

e-mail: dalia@mail.lei.lt

crossref <http://dx.doi.org/10.5755/j01.ee.23.3.1936>

The aim of the paper is to evaluate GHG emission reduction potential because of energy saving in households sector by applying behavioral changes. The main tasks of the paper are: to analyse GHG emissions and energy consumption trends Lithuanian household sector; to assess GHG emission reduction potential in household sector by changing population behavior; to define the main drivers of changes of human behavior towards sustainable consumption and sustainable lifestyles; to develop recommendation for new climate change mitigation policies targeting energy demand in Lithuania. The main research methodology is based on households' surveys and autonomous registration of energy consumption by households. The main results of the paper addresses the comparison of climate change mitigation tools in terms of GHG emission abatement potential and costs. The evaluated GHG emission reduction potential because of energy saving in households sector of Lithuania makes about 5 Mt of CO₂ per year at no costs.

Keywords: *climate change mitigation policy, behavioral changes, households, GHG emission reduction, potential.*

Introduction

Energy efficiency improvements and enhanced use of renewable energy sources are the main ways to reduce greenhouse gas (GHG) emissions and as well the main targets of EU climate change mitigation and energy policies. Though household consumer one third of all energy consumed in EU and are responsible for about 30 percent of energy related CO₂ emissions without taking into account GHG emission from private transport the climate change mitigation policies in EU and Lithuania first of all are targeting energy supply sector and industrial energy consumers. After the decommissioning of the last unit at Ignalina Nuclear power plant (Ignalina NPP) in 2009 the GHG emissions are expected to increase by 5 Mt/year because of Lithuanian thermal power plant replacing Ignalina's closed capacities. The plans for construction of new nuclear power plant are also often related to the problem of increase GHG emission in Lithuania because of closure of Ignalina NPP and reduced ability of Lithuania to comply with post-Kyoto international climate change mitigation requirements. Most studies conducted in Lithuania proved that without new nuclear power plant just with implementation of policies and measures Lithuania will not be able to comply with post-Kyoto GHG emission reduction targets. However the potential of GHG emission reduction because of energy saving and sustainable consumption in household has not be fully taken into account (Dietz et al, 2009). In current economic research area the behavioral economics plays very important role (Brekke, Johansson-Stenman, 2008; Maibach et al, 2008; Akerlof, Shiller, 2009).

Energy use efficiency improvement in household can be achieved by behavioral changes (process innovations) or by implementing new technologies and providing new products (product's innovations) (Steg, 2008; Steg, Gifford, 2005; Steg et al, 2005; 2006; Schiler et al, 2009). The behavioral changes are driven by implementation of sustainable consumption (Portiga et al, 2004; Godwy, 2007). Product innovations are assumed as renovation of buildings by applying new isolation materials, renovation of heating system; installation of photo elements for water heating; the replacement of old and non-efficient electricity appliances by new one; use of new like electric or hybrid vehicles etc. (Zarnikau, 2003). The product innovations impose some costs but the behavioral changes in households can be achieved at no or even negative costs (Brandon, Lewis, 1999; Reusswig, 2010).

The investigations of population behavior in efficient energy use and promotion of sustainable consumption and sustainable life styles were not conducted previously in Lithuania though the prices of energy carriers were constantly rising with the rise of country dependence on imported fuels. Therefore the urgent need of such type of studies is obvious.

Currently Lithuanian climate change mitigation policy is oriented to policies and measures in energy supply and production sector and is based on neoclassical economic paradigm postulating the critical influence of price signals in making rational decisions in the markets. However recently more and more attention in scientific literature is being paid to behavioral economics dealing with the impact of psychological factors in decision making and substantiating the idea that most decisions in the market are not rational and not driven only by price signals.

The aim of the paper is to evaluate energy saving potential in Lithuanian households by applying behavioral changes and to translate it in GHG emission reductions.

The main tasks of the paper are:

- to analyse GHG emissions and energy consumption trends Lithuanian household sector and to compare with the trends in selected old EU member states ;
- to evaluate energy saving potential in household sector by changing population behavior;
- to evaluate GHG emission reductions from energy saving in households;
- to define the main drivers of changes of human behavior towards sustainable consumption and sustainable lifestyles;
- to compare results of GHG emissions reduction potential in Lithuanian households with results of other studies conducted in EU;
- to develop recommendation for new climate change mitigation policies targeting energy demand in Lithuania.

Energy consumption and GHG emissions in Lithuania

As a result of economic recession which started after restoration of independence of Lithuania in 1991, energy consumption decreased considerably in all branches of economy. In 1991–1994, both primary and final energy consumption decreased approximately by 2.1 times. From 1995 GDP has been increasing until 1999 (during 1999–2000, GDP decreased due to the economic crisis in Russia) and GDP continued increasing from 2001 to 2008. In 2005–2008 GDP increased by 21,7 %, but in 2009 decreased by 14,8 % comparing with 2008. Energy consumption changed accordingly. During 2005–2007 period final energy consumption increased by 11,7 %, but in 2009 decreased by 12,1 % comparing with 2007. Though primary and final energy consumption intensity has decreased approximately 50 % during the period 1996–2009, energy intensity per unit of GDP in Lithuania is 2.5 times higher than the EU average. This reveals vast untapped potential for energy efficiency, especially in heating and transport sectors. Energy consumption trends in Lithuania and few EU members states are presented in Table 1.

Table 1

Final energy consumption in Lithuania, Germany, Netherlands and German households in 1990 – 2009

| | Germany | | | Lithuania | | | Netherlands | | | United Kingdom | | |
|------|--------------------------------------|--|------|--------------------------------------|--|------|--------------------------------------|--|------|--------------------------------------|--|------|
| | Total final energy consumption, ktoe | Final energy consumption in households | | Total final energy consumption, ktoe | Final energy consumption in households | | Total final energy consumption, ktoe | Final energy consumption in households | | Total final energy consumption, ktoe | Final energy consumption in households | |
| | | ktoe | % | | ktoe | % | | ktoe | % | | ktoe | % |
| 1990 | 229957 | 62717 | 27.3 | 9681 | 1845 | 19.1 | 41690 | 9951 | 23.9 | 136239 | 37368 | 27.4 |
| 1991 | 228141 | 64816 | 28.4 | 10163 | 2009 | 19.8 | 45151 | 11061 | 24.5 | 141514 | 40852 | 28.9 |
| 1992 | 221161 | 62040 | 28.1 | 6376 | 1631 | 25.6 | 44517 | 10223 | 23.0 | 139446 | 40244 | 28.9 |
| 1993 | 222311 | 66117 | 29.7 | 4910 | 1716 | 34.9 | 46168 | 10650 | 23.1 | 142009 | 41710 | 29.4 |
| 1994 | 218221 | 63603 | 29.1 | 4735 | 1752 | 37.0 | 46136 | 10531 | 22.8 | 142090 | 40330 | 28.4 |
| 1995 | 221075 | 66216 | 30.0 | 4597 | 1642 | 35.7 | 47980 | 10862 | 22.6 | 142034 | 39337 | 27.7 |
| 1996 | 230542 | 72281 | 31.4 | 4482 | 1552 | 34.6 | 51636 | 12345 | 23.9 | 150020 | 44132 | 29.4 |
| 1997 | 226530 | 71204 | 31.4 | 4523 | 1501 | 33.2 | 49106 | 10730 | 21.9 | 147104 | 41119 | 28.0 |
| 1998 | 225192 | 70204 | 31.2 | 4474 | 1453 | 32.5 | 49730 | 10372 | 20.9 | 148053 | 42329 | 28.6 |
| 1999 | 220833 | 65953 | 29.9 | 4054 | 1404 | 34.6 | 49171 | 10263 | 20.9 | 151046 | 42326 | 28.0 |
| 2000 | 219083 | 65188 | 29.8 | 3746 | 1343 | 35.9 | 50483 | 10299 | 20.4 | 152368 | 43033 | 28.2 |
| 2001 | 222687 | 69671 | 31.3 | 3875 | 1373 | 35.4 | 51334 | 10658 | 20.8 | 153303 | 44276 | 28.9 |
| 2002 | 219230 | 67137 | 30.6 | 4029 | 1378 | 34.2 | 51303 | 10262 | 20.0 | 148802 | 43230 | 29.1 |
| 2003 | 230770 | 63676 | 27.6 | 4138 | 1385 | 33.5 | 51998 | 10522 | 20.2 | 150549 | 43859 | 29.1 |
| 2004 | 230871 | 63246 | 27.4 | 4307 | 1379 | 32.0 | 52761 | 10479 | 19.9 | 152320 | 44753 | 29.4 |
| 2005 | 229594 | 63656 | 27.7 | 4491 | 1388 | 30.9 | 52293 | 10143 | 19.4 | 153258 | 44151 | 28.8 |
| 2006 | 233283 | 64805 | 27.8 | 4770 | 1434 | 30.1 | 50940 | 10062 | 19.8 | 151229 | 43015 | 28.4 |
| 2007 | 215706 | 61383 | 28.5 | 5010 | 1356 | 27.1 | 49815 | 9300 | 18.7 | 148652 | 41502 | 27.9 |
| 2008 | 224176 | 68160 | 30.4 | 4904 | 1381 | 28.2 | 51088 | 9862 | 19.3 | 148218 | 42497 | 28.7 |
| 2009 | 213282 | 65786 | 30.8 | 4409 | 1379 | 31.3 | 50406 | 10190 | 20.2 | 137498 | 40275 | 29.3 |

Lithuania's dependence on fossil fuels has caused CO₂ emissions to increase, especially after the closure of the Ignalina NPP. This creates additional difficulties for sustainable development of the energy sector. The National Energy Strategy was adopted by the Lithuanian Parliament in 2007. The main objective of the strategy is to diversify energy sources including nuclear power and to expand input of renewable energy sources. The Strategy foresees construction of the new regional nuclear power plant in cooperation with other Baltic States and Poland which

should start operating in 2015 however the recent events related with the preparations for the construction show that construction may be more problematic as thought initially. In 2010 The National Energy Independence Strategy was adopted by the Lithuanian Government. In the Strategy it is planned that new regional nuclear power plant will be built in 2020. The National Energy Independence Strategy will enter into force after its approval by the Parliament later in 2010. GHG emissions in Lithuania and few EU members' states are presented in Table 2.

Table 2

GHG emissions in Lithuania, Germany, Netherlands and German households in 1990 – 2009

| | Lithuania | | | Netherlands | | | United Kingdom | | | Germany | | |
|------|-------------------------------------|-----------------------------|------------|-------------------------------------|-----------------------------|-------------|-------------------------------------|-----------------------------|-------------|-------------------------------------|-----------------------------|-------------|
| | GHG emissions from fuel burning, Gg | GHG emissions in households | | GHG emissions from fuel burning, Gg | GHG emissions in households | | GHG emissions from fuel burning, Gg | GHG emissions in households | | GHG emissions from fuel burning, Gg | GHG emissions in households | |
| | | Gg | % | | Gg | % | | Gg | % | | Gg | % |
| 1990 | 32,988 | 2,380 | 7.2 | 151,072 | 19,495 | 12.9 | 571,431 | 77,944 | 13.6 | 978,979 | 129,474 | 13.2 |
| 1991 | 35,144 | 2,748 | 7.8 | 156,085 | 21,990 | 14.1 | 580,724 | 86,634 | 14.9 | 945,870 | 131,688 | 13.9 |
| 1992 | 19,686 | 1,366 | 6.9 | 154,748 | 19,780 | 12.8 | 565,007 | 84,106 | 14.9 | 899,789 | 123,513 | 13.7 |
| 1993 | 15,727 | 1,246 | 7.9 | 159,390 | 20,978 | 13.2 | 551,266 | 88,058 | 16.0 | 891,256 | 134,109 | 15.0 |
| 1994 | 14,848 | 1,045 | 7.0 | 158,622 | 19,888 | 12.5 | 544,580 | 83,864 | 15.4 | 872,645 | 128,577 | 14.7 |
| 1995 | 13,770 | 803 | 5.8 | 162,600 | 20,962 | 12.9 | 535,521 | 79,663 | 14.9 | 871,392 | 129,183 | 14.8 |
| 1996 | 14,236 | 802 | 5.6 | 170,225 | 24,399 | 14.3 | 557,158 | 90,822 | 16.3 | 894,006 | 142,489 | 15.9 |
| 1997 | 13,757 | 788 | 5.7 | 163,583 | 20,434 | 12.5 | 533,661 | 83,802 | 15.7 | 862,886 | 138,391 | 16.0 |
| 1998 | 14,495 | 623 | 4.3 | 165,554 | 19,439 | 11.7 | 537,262 | 85,766 | 16.0 | 856,089 | 132,038 | 15.4 |
| 1999 | 12,084 | 590 | 4.9 | 160,063 | 19,248 | 12.0 | 528,380 | 85,494 | 16.2 | 830,359 | 119,940 | 14.4 |
| 2000 | 10,486 | 553 | 5.3 | 162,443 | 19,229 | 11.8 | 536,579 | 85,884 | 16.0 | 829,424 | 117,913 | 14.2 |
| 2001 | 11,153 | 563 | 5.0 | 168,745 | 19,984 | 11.8 | 550,253 | 88,172 | 16.0 | 851,301 | 131,253 | 15.4 |
| 2002 | 11,220 | 591 | 5.3 | 169,142 | 18,892 | 11.2 | 534,200 | 84,889 | 15.9 | 837,562 | 121,229 | 14.5 |
| 2003 | 11,189 | 629 | 5.6 | 172,662 | 19,357 | 11.2 | 543,554 | 85,728 | 15.8 | 831,111 | 121,902 | 14.7 |
| 2004 | 11,806 | 617 | 5.2 | 173,974 | 19,087 | 11.0 | 543,425 | 87,201 | 16.0 | 819,564 | 113,071 | 13.8 |
| 2005 | 12,468 | 655 | 5.3 | 168,771 | 18,179 | 10.8 | 540,986 | 83,005 | 15.3 | 804,353 | 111,074 | 13.8 |
| 2006 | 12,611 | 692 | 5.5 | 165,366 | 17,407 | 10.5 | 538,469 | 80,399 | 14.9 | 809,565 | 113,435 | 14.0 |
| 2007 | 12,795 | 662 | 5.2 | 164,994 | 16,020 | 9.7 | 529,273 | 76,821 | 14.5 | 787,186 | 88,267 | 11.2 |
| 2008 | 12,499 | 652 | 5.2 | 168,635 | 17,913 | 10.6 | 517,687 | 78,596 | 15.2 | 789,560 | 106,761 | 13.5 |
| 2009 | 11,336 | 595 | 5.3 | 163,560 | 17,976 | 11.0 | 470,547 | 73,885 | 15.7 | 741,571 | 102,421 | 13.8 |

Though Lithuanian energy and climate change mitigation policies are targeting supply side and construction of new very expensive Nuclear power plant is being considered as important option to reduce GHG emission and fossil fuel consumption the energy savings in household sector can provide a huge reduction of GHG emissions at no cost by implementing behavioral changes.

Energy saving GHG emission reduction potential in households

There are several policies and measures which have huge impact on behavioral changes however these policies are not in place in Lithuania. Though Lithuania was a part of EU Framework 7 project Changing Behavior the GHG emission reduction potential was not assessed in Lithuania and experiments aiming to assess impacts of innovative climate change mitigation measures on behavioral changes and related energy savings and GHG emission reductions in Lithuania were not conducted. Therefore the first attempt to assess GHG emission reduction potential in households by changing behavior was conducted by MSc students who tried to save as much as possible energy by changing life style at no costs. The same approach can be applied for large share of Lithuanian population.

The students of MSc Programme at Kaunas faculty of Humanities in Vilnius University in 2009 conducted the first survey (Streimikiene, Ciegis, 2010). The main algorithm applied in energy saving assessment in households:

1. Energy use and GHG emissions were evaluated for baseline scenario during one winter and one summer month in one household;

2. Energy use and GHG emissions were evaluated for energy saving scenario during one winter and one summer month in one household;

3. Total energy use and GHG emissions were evaluated during one year for baseline scenario in one household;

4. Total energy use and GHG emissions were evaluated during one year for energy saving scenario in one household;

5. Total energy use and GHG emissions were evaluated for all Lithuanian households during one year for baseline energy scenario;

6. Total energy use and GHG emissions were evaluated for all Lithuanian households during one year according energy saving scenario;

7. Energy saving and GHG emission reduction potential was evaluated by subtracting from total energy use and GHG emissions according baseline scenario energy use and GHG emission data according energy saving scenario.

During energy saving scenario households (10 students families participated in experiment) were trying to change life style and to save as much as possible energy.

The behavioral changes related to energy saving includes:

- using public transport or bicycle, walking instead of driving private car;
- reducing waste by sorting and selecting appropriate packing and buying intelligently based on the origin of the product;
- switching the light when leaving the room;

- switching computer or TV set from stand-by regime;
- turning off tap while brushing the teeth;
- use of shower instead of bath and reduce time spent under the shower;
- unplugging the mobile charger when the phone is charged;
- boiling less water when cooking;
- cover pots while cooking;
- using refrigerators according instruction;
- These simple changes of life style are presented on <http://ec.europa.eu/environment/climat/campaign/index.htm>”.

The results of energy savings survey conducted in 10 households are presented in Table 3. The energy saving potential was translated in GHG emission reduction potential by applying national emission factors (Table 4). The emission factor for electricity was assessed based on data in Table 4 and the electricity generation structure in Lithuania in 2010 and was equal to 0.5 tCO₂ eq/kWh.

Total energy saving potential in Lithuanian household's makes 7,2 GJ/year per household. In warm season energy saving potential is 3,9 GJ/year and in cold season 3.2 GJ/year per household.

Table 3

Energy saving potential in 10 households, GJ

| No. | The number of inhabitants in household | Fuel savings, GJ/month | | Natural gas savings, GJ/month | | Electricity savings, GJ/month | | Energy saving potential, GJ/year | | |
|-----|--|------------------------|--------------|-------------------------------|-------------|-------------------------------|-------------|----------------------------------|--------------------|------------|
| | | winter | summer | winter | summer | winter | summer | During cold season | During warm season | Total |
| 1 | 1 | 14.5 | 23.3 | 0.07 | 0.07 | 0.11 | 0.07 | 88 | 140 | 228 |
| 2 | 1 | 8.9 | 8.8 | 0.03 | 0.03 | 0.07 | 0.02 | 54 | 54 | 108 |
| 3 | 1 | 1.3 | 2.64 | 0.03 | 0.03 | 0.18 | 0.11 | 10 | 16 | 26 |
| 4 | 2 | 5.27 | 4.84 | - | - | 0.14 | 0.11 | 32 | 28 | 66 |
| 5 | 2 | 2.64 | 3.5 | 0.03 | 0.03 | 0.072 | 0.11 | 16 | 22 | 38 |
| 6 | 2 | 1.32 | 1.32 | 0.03 | 0.03 | 0.09 | 0.04 | 8 | 8 | 16 |
| 7 | 3 | 7.47 | 8.8 | - | - | 0.11 | 0.07 | 46 | 54 | 100 |
| 8 | 3 | 2.99 | 2.2 | 0.03 | 0.03 | 0.11 | 0.11 | 18 | 14 | 32 |
| 9 | 4 | 2.2 | 0.88 | 0.03 | 0.03 | 0.04 | 0.07 | 14 | 6 | 20 |
| 10 | 5 | 5.71 | 8.7 | 0.07 | 0.03 | 0.11 | 0.07 | 36 | 52 | 88 |
| | Total | 51.86 | 64.61 | 0.32 | 0.28 | 1.032 | 0.78 | 322 | 394 | 716 |

Table 4

National emission factors

| Energy carrier | tne | GJ/t |
|----------------------------------|-------|-------|
| Natural gas, 1000 m ³ | 0.8 | 33.49 |
| Heavy fuel oil, t | 0.955 | 39.98 |
| Heating oil, t | 1.008 | 42.19 |
| Liquid oil gas, t | 1.11 | 46.46 |
| Gasoline t | 1.05 | 43.95 |
| Dyzeline, t | 1.02 | 43.20 |
| Aviation benzine, t | 1.043 | 43.66 |
| Coal, t | 0,6 | 25.12 |
| Peat, t | 0,28 | 11.72 |
| Wood, m ³ | 0,196 | 8.2 |

In Table 5 GHG emission reduction potential in tCO₂ eq per year in 10 households was assessed by applying national emission factors presented in Table 4. The avoided GHG emissions were evaluated for saved energy during warm and cold season and total avoided GHG emissions per year were assessed for 10 households having different structure and consumptions patters. The households were selected according the average demographic profile of Lithuania therefore have good representation of all Lithuanian households.

As one can see from information provided in Table 5 the average total GHG emission reduction potential in one household in Lithuania makes 0,86 MtCO₂ eq/year. There were 1.425 mill. Households in Lithuania in 2010 therefore

GHG emission reduction potential in warm period makes about 1.2 Mt of CO₂ eq/year.

The highest GHG emission reduction potential is in fuel savings and makes about 0.8 tCO₂ eq/year. Electricity savings allows to reduce GHG emissions by 0.03 tCO₂ eq/year. GHG emission reduction potential because of natural gas savings makes about 3 kg/year per household.

In National energy efficiency programme adopted in 2007 (Ministry of Economy of Republic of Lithuania, 2007), total annual GHG emission reduction potential evaluated in household sector, including product innovations, makes 1.312 Mt CO₂ eq.

Table 5

GHG emission reduction potential in 10 households

| No. | The number of inhabitants in household | Avoled GHG emisisions because of fuel savings, kg | | Avoled GHG emisisions because of natural gas savings, kg | | Avoled GHG emisision because of electricity savings, kg | | GHG emisision reduction potential, t/year | | |
|-----|--|---|--------------------|--|--------------------|---|--------------------|---|--------------------|--------------|
| | | During cold season | During warm season | During cold season | During warm season | During cold season | During warm season | During cold season | During warm season | Total |
| 1 | 1 | 1022 | 1643 | 3,8 | 3,8 | 15 | 10 | 1,041 | 1,657 | 2,698 |
| 2 | 1 | 627 | 620 | 1,7 | 1,7 | 10 | 2,5 | 0,639 | 0,623 | 1,263 |
| 3 | 1 | 92 | 186 | 1,7 | 1,7 | 25 | 15 | 0,119 | 0,203 | 0,322 |
| 4 | 2 | 372 | 341 | - | - | 20 | 15 | 0,392 | 0,356 | 0,748 |
| 5 | 2 | 186 | 247 | 1,7 | 1,7 | 10 | 15 | 0,198 | 0,264 | 0,462 |
| 6 | 2 | 93 | 93 | 1,7 | 1,7 | 12,5 | 5 | 0,107 | 0,100 | 0,207 |
| 7 | 3 | 527 | 620 | - | - | 15 | 10 | 0,542 | 0,630 | 1,172 |
| 8 | 3 | 211 | 155 | 1,7 | 1,7 | 15 | 15 | 0,227 | 0,172 | 0,399 |
| 9 | 4 | 155 | 62 | 1,7 | 1,7 | 5 | 10 | 0,162 | 0,74 | 0,236 |
| 10 | 5 | 403 | 613 | 3,8 | 1,7 | 15 | 10 | 0,423 | 0,625 | 1,047 |
| | Total | 3688 | 4580 | 18 | 16 | 143 | 108 | 3,849 | 4,705 | 8,554 |

Measures having impact on behavioral changes

The main measures having impact on behavioral changes are: provision of tailored information; the provision of feedback; setting target for energy savings; communication campaigns through mass media, eco-labeling programmes; marketing interventions and social advertisement, more informative energy bills.

The provision of tailored information -based on energy audits in home-can provide for significant energy savings in households, for example personal information in an energy conservation context is the home energy audit. Such energy audit is implemented by a home visit by an energy expert. Energy expert conducts energy audit and provides an personal advice for reducing energy in specific ways, often focused on energy for lightening, space heating etc. Feedback is the other form of personalized information. When the feedback is frequent it is possible to reduce significantly households energy consumption. The advantage of feedback is the opportunity for households to see the relationship between his or her behavior and the related energy consumption changes. Encouraging people to set an energy reduction goal-especially if they are given feedback about their progress toward the goal can also have impact on energy savings in household.

The information dissemination through the communication campaigns promoting household energy savings have huge impacts on energy savings in households. The more successful campaigns has such best design practices: simple and clear information which is being repeated often by a variety of trusted sources (researchers, community leaders, journalists).

The application of mass media (TV) to model ways to reduce household electricity use can achieve about 10% reduction in household electricity use

Eco-labeling programs Have also impact on energy savings through behavioral changes. People having pro-environmental attitudes are mostly influenced. The effectiveness of eco-labeling programs is increasing during long periods as consumers are developing trust in the labeling system.

Marketing interventions have also impact on population behavior changes. Especially efficient are social advertisement measures in mass media.

Such measures as more informative and more frequent energy bill can reduce energy consumption in households by almost 10 % (Abrahamse, 2003; Abrahamse et al, 2005, 2007; Benders et al, 2006; Mccalley, Midden 2002; Midden et al, 1983; Mcmakin et al, 2002; McKenzie-Mohr, 2000a, 2000b; Poortiga et al, 2004).

EU 7th Framework project Changing Behaviour provided recommendations for policy makers in energy and climate change mitigation sphere:

- Ensure continuity in policy and energy demand management programmes to make change durable and to support long-term changes;
- Support the work of energy intermediaries to change energy use patterns;
- Develop a better understanding of different national policy and institutional contexts and how they constrain and enable intermediaries to contribute to policy.
- European level policymakers in particular should actively encourage comparative understanding of national policy and institutional contexts.
- Create new or adapt existing institutions and policy instruments to meet current challenges: certification schemes, metering and consumption feedback devices, new service providers and non-physical institutions like norms and values.
- Make use of research findings and practical experiences to learn about the most suitable institution or instrument for the targeted behavior change.
- Energy efficiency priorities should be framed and funded through long-term programmes, on national, local and sector level and should link different policy domains, e.g. health, education and social welfare.
- Complement energy efficiency investment projects with behavioral change activities.

Policymakers benefit from research that demonstrates alternative ways to organize action on energy efficiency. Research funding should be devoted to projects that address

real-life and topical problems, but also reflect on lessons learned and thus contribute to more theoretical insights.

Comparison of results with other studies in Lithuania

The conducted survey indicated that by implementing behavioral changes it is possible to reduce GHG emissions in Lithuanian households by 1.2 Mt of CO₂eq/year.

In Table 6 climate change mitigation policies and measures are presented (Ministry of Environment of Republic of Lithuania, 2009).

Table 6

Energy saving and GHG emission reduction potential and costs in Lithuania in 2010

| GHG emission reduction policies and measures | Energy saving | | GHG emission reduction | |
|---|------------------------------|-----------------------------|--|---|
| | Energy saving potential, TWh | Energy saving costs, Lt/kWh | GHG emission reduction potential, Mt CO ₂ eq/year | GHG emission reduction costs Lt/t CO ₂ eq/year |
| Energy saving in households by applying product innovations | 10.9 | 0.277 | 2,8 | 2590 |
| Energy saving in households by applying behavioural innovations | 7.9 | - | 1.2 | - |
| Energy saving in supply sector; | 9.2 | 0.120 | 1.9 | 2-170 |
| GHG emission reduction in agriculture | - | - | 0.1 | 1125 |
| GHG emission reduction in waste sector | - | - | 0.1 | 1370 |
| GHG emission reduction in industrial processes | - | - | 2.4 | 315-560 |
| Total | - | - | 8.5 | |

Therefore GHG emission reduction potential by behavioral changes in Lithuanian households makes 1.2 Mt or 14 % of total GHG emission reduction potential in Lithuania and is significantly higher than in other sectors, for example agriculture, waste sector. In addition GHG emission reduction potential in households by implementing behavioral changes can be achieved at no costs.

Comparing GHG emission reduction potential in Lithuania and other countries one can notice that climate change mitigation policies used for Lithuanian households are not sufficient for exploiting all GHG mitigation potential. Comparing results obtained in Lithuania with results of similar surveys conducted in Netherlands, UK it is obvious that GHG emission reduction potential in Lithuania (14%) is similar to Netherlands (27 %) (Nonhebel, Moll, 2001) and United Kingdom (17 %) (Fisher, Irvine, 2010).

Policies targeting behavioral changes in household needs to be implemented in Lithuania seeking to achieve international GHG emission reductions at no costs. Such measures as information campaigns on energy savings using mass media and social advertisement can allow to implement behavioral changes in Lithuanian households.

It is important to establish appropriate institutions in Lithuania able to provide information on energy savings in households and conducting home energy audits on request of household. Such institutions would be responsible also for the provision of tailored information and feedback setting of energy saving targets; provision of more frequent and more informative energy bills for households etc.

Conclusions

1. Total energy saving potential in Lithuanian households makes 7,2 GJ/year per household. In warm season energy saving potential is 3,9 GJ/year and in cold season 3.2 GJ/year per household. The total energy saving potential in Lithuania makes about 7.9 TWh/year;

2. The avoided GHG emissions were evaluated for saved energy during warm and cold season and total avoided GHG emissions per year were assessed for 10

households having different structure and consumptions patterns. The households were selected according to the average demographic profile of Lithuania therefore have good representation of all Lithuanian households;

3. The average total GHG emission reduction potential in one household in Lithuania makes 0,86 MtCO₂ eq/year. There were 1.425 mill. households in Lithuania in 2010 therefore GHG emission reduction potential in warm period makes about 1.2 Mt of CO₂ eq/year.

4. The highest GHG emission reduction potential is in fuel savings and makes about 0.8 tCO₂ eq/year. Electricity savings allows to reduce GHG emissions by 0.03 tCO₂ eq/year. GHG emission reduction potential because of natural gas savings makes about 3 kg/year per household.

5. Therefore GHG emission reduction potential by behavioral changes in Lithuanian households makes 1.2 Mt or 14 % of total GHG emission reduction potential in Lithuania and is significantly higher than in agriculture and waste sector. In addition GHG emission reduction potential in households by implementing behavioral changes can be achieved at no costs.

6. Comparing results of GHG emission reduction in households in Lithuania with results of similar surveys conducted in Netherlands, UK it is obvious that GHG emission reduction potential in Lithuania (14 %) is similar to Netherlands (27 %) (Nonhebel, Moll, 2001) and United Kingdom (17 %) (Fisher, Irvine, 2010).

7. Policies aiming at behavioral changes in household needs to be implemented in Lithuania seeking to achieve significant GHG emission reductions at no costs. Appropriate institutions needs to be established in Lithuania able to provide information on energy savings in households and conducting home energy audits on request of household. Such institutions would be responsible also for the provision of tailored information and feedback setting of energy saving targets; provision of more frequent and more informative energy bills for households etc.

References

- Abrahamse, V. (2003). The Effect of Tailored Information Goal Setting and Feedback on Households Energy Use. In L. Hendrickx, W., Jager and L. Steg (Eds.) *Human Decision Making and Environmental Perception, Understanding and Assisting Human Decision Making In Real-Life Settings*, Groningen. *Department of Psychology, University of Groningen*, 183-201.
- Abrahamse, V., Steg, L., Vlek, Ch., & Rotehenger, T. (2007). The Effect of Tailored Information, Goal Setting, and Tailored Feedback on Household Energy Use, Energy-Related Behaviors, and Behavioral Antecedents. *Journal of Environmental Psychology*, 27, 265-276. <http://dx.doi.org/10.1016/j.jenvp.2007.08.002>
- Abrahamse, V., Steg, L., Vlek, Ch., & Rothenger, T. (2005). *Journal of Environmental Psychology*, 25, 273-291. <http://dx.doi.org/10.1016/j.jenvp.2005.08.002>
- Akerlof, G. A., & Shiller, R. J. (2009). *Animal Spirit*. Princeton, New Jersey: Princeton University Press.
- Benders, R. M. J., Rixt, K., Moll, H. C., Wiersma, G., & Noorman, K. J. (2006) New Approaches for Household Energy Conservation – in Search of Personal Household Energy Budgets and Energy Reduction Options. *Energy Policy*, 34, 3612-3622. <http://dx.doi.org/10.1016/j.enpol.2005.08.005>
- Brandon, G., & Lewis, A. (1999). Reducing Household Energy Consumption: a Qualitative and Quantitative Field Study. *Journal of Environmental Psychology*, 19 (1), 75-85. <http://dx.doi.org/10.1006/jev.1998.0105>
- Brekke, K. A., Johansson-Stenman (2008). The Behavioral Economics of Climate Change. *Oxford Review of Economics* 23(2), 280-297. <http://dx.doi.org/10.1093/oxrep/grn012>
- Fisher, J., Irvine, K. (2010). Reducing Household Energy Use and Carbon Emissions: the Potential for Promoting Significant and Durable Changes Through Group Participation.
- Godwy, J. M. (2007). Behavioral Economics and Climate Change Policy. *Rensselaer Working Papers in Economics*. No 0701, 1-38.
- Maibach, E. W., Roser-Renouf, Leiserowitz, A. (2008). Communication and Marketing as Climate Change-Intervention Assets. *Am J Prev Med*, 35, 488-500. <http://dx.doi.org/10.1016/j.amepre.2008.08.016>
- Mccalley, L., & Midden, C. (2002) Energy Conservation through Product-Integrated Feedback: The Roles Of Goal-Setting And Social Orientation. *Journal of Economic Psychology*, Nr. 5, P. 589 – 603. [http://dx.doi.org/10.1016/S0167-4870\(02\)00119-8](http://dx.doi.org/10.1016/S0167-4870(02)00119-8)
- Mcmakin, A., Malone, E., & Lundgren, R. (2002). Motivating Residents to Conserve Energy Without Financial Incentives. *Environment and Behavior* 34, 848-863 <http://dx.doi.org/10.1177/001391602237252>
- Mckenzie, M. D. (2000a). Fostering Sustainable Behavior through Community-Based Social Marketing. *American Psychologist*, 55, 531-537. <http://dx.doi.org/10.1037/0003-066X.55.5.531>
- Mckenzie, M. D. (2000b). Promoting Sustainable Behavior: an Introduction to Community-Based Social Marketing. *Journal of Social Issues*, 56, 543-554. <http://dx.doi.org/10.1111/0022-4537.00183>
- Midden, C. J., Meter, J. E., Weenig, M. H., & Zievernig, H. J. (1983). Using Feedback, Reinforcement and Information to Reduce Energy Consumption In Households: a Field-Experiment. *Journal of Economic Psychology*, 3, 65-86. [http://dx.doi.org/10.1016/0167-4870\(83\)90058-2](http://dx.doi.org/10.1016/0167-4870(83)90058-2)
- Ministry of Environment of Republic of Lithuania. (2009). *Policies & Measures and Projections of Greenhouse Gas Emissions In Lithuania*, Vilnius.
- Nonhebel, S., & Moll, H. C. (2001). *Evaluation of Options For Reduction of Greenhouse Gas Emissions by Changes in Household Consumption Patterns*. Final Report to the NRP of the Greenhouse Project.
- Reusswig, F. (2010). Sustainability Transitions through the Lens of Lifestyle Dynamics, Sustainable Production Consumption Systems Knowledge. *Engagement and Practice*. Amsterdam: Springer Netherlands, 35-59.
- Schiller, S. R., Prindle, B., Cowart, R., & Rosenfeld, A. H. (2008). Energy Efficiency and Climate Change Mitigation Policy. 2008 ACEEE Summer Study on Energy Efficiency in Buildings, American Council for an Energy Efficient Economy, Washington, DC., P. 1-15.
- Steg, L., Dreijerink, W., & Abrahamse, V. (2006). Acceptability of Energy Policies, Environment and behaviour. 38, 92-111. <http://dx.doi.org/10.1177/0013916505278519>
- Steg, L., Dreijerink, L., & Abrahamse, W. (2005) Factors Influencing the Acceptability of Energy Policies: a Test of Vbn Theory. *Journal of Environmental Psychology*, 4, 415-425. <http://dx.doi.org/10.1016/j.jenvp.2005.08.003>
- Steg, L., & Gifford, R. (2005). Sustainable Transport and Quality of Life. *Journal of Transport Geography*, 13, 59-69. <http://dx.doi.org/10.1016/j.jtrangeo.2004.11.003>

- Steg, L. (2008). Promoting Households Energy Conservation. *Energy Policy*, 36, 4449-4453. <http://dx.doi.org/10.1016/j.enpol.2008.09.027>
- Stern, P. (2000). Toward a Coherent theory of Environmentally Significant Behavior. *Journal of Social Issues*, 56, 407-424. <http://dx.doi.org/10.1111/0022-4537.00175>
- Stern, P. (2000). What Psychology Knows About Energy Conservation. *American Psychologist*, 47, 1224-1232. <http://dx.doi.org/10.1037/0003-066X.47.10.1224>
- Stren, P. (2006). What is the Economics of Climate Change. *World Economics*, 7(2), 1-10.
- Streimikiene, D., & Ciegis, R. (2010). The Changes of Life Style: Significant Contribution fo GHG Emission Reduction Efforts, W. L. Filho (Ed.). Universities for Climate Change. Berlin: Springer-Verlag.
- Poortinga, W. L., Steg, L., & Vlek, Ch. (2004) Values, Environmental Concern, and Environmental Behavior, a Study into Households Energy Use. *Environment and Behavior*, 36, 70-93. <http://dx.doi.org/10.1177/0013916503251466>
- Streimikiene, D., Ciegis, R., & Pusinaite, R. (2005). Review of Climate Policies in the Baltic States//Natural Resources Forum, 30(4), 288-301.
- Zarnikau, J. (2003). Consumer Demand for Green Power and Energy Efficiency. *Energy Policy*, 31(15), 1661-72. [http://dx.doi.org/10.1016/S0301-4215\(02\)00232-X](http://dx.doi.org/10.1016/S0301-4215(02)00232-X)

Andžej Volochovič, Žaneta Simanavičienė, Dalia Štreimikienė

Šiltnamio efektą sukeliančių dujų emisijų mažinimas dėl elgsenos pokyčių Lietuvos namų ūkiuose

Santrauka

Straipsnis analizuoja energijos taupymo ir šiltnamio dujų emisijų mažinimo namų ūkiuose keičiant gyventojų elgseną potencialą ir palygina su kitų šiltnamio efektą sukeliančių dujų emisijų mažinimo priemonių potencialu bei Lietuvos namų ūkių tyrimuose gautus rezultatus palygina su išsivysčiusių ES narių namų ūkių tyrimais.

Klimato kaita yra prioritetinga pasaulio, Europos Sąjungos ir atskirų šalių problema. Klimato kaitos pokyčius jaučia gamta, žmonės, šalių ekonomikos. Norint pasiekti pasaulinį tikslą - stabilizuoti tokio lygio šiltnamio dujų koncentraciją atmosferoje, kuri neturėtų pavojingos antropogeninės sąveikos su klimato sistema - kad globalinio atšilimo sąlygotas temperatūros pokytis neviršytų 2° C lyginant su 1990 m., būtina racionaliau valdyti energijos išteklius, aktyviau naudoti atsinaujinančią energiją, keisti žmonių elgesį ir gyvenimo būdą. Lietuvos klimato kaitos politikos formavimas neatsiejamas nuo tarptautinių, Europos Sąjungos teisinių reikalavimų ir įsipareigojimų. Priklausomybė nuo energijos importo, aukštos kainos ir klimato kaita kelia grėsmę Lietuvos gerovei. Į šiuos visus iššūkius atsakyti galima dviem būdais – mažinant paklausą ir didinant naujų bei atsinaujinančių energijos šaltinių santykinę dalį. Tyrimų duomenimis (Europos parlamentas, 2009), namų ūkiuose slypi didelis energijos taupymo potencialas – galima sutaupyti iki 27% suvartojamos energijos. Efektyvus energijos vartojimas vestų į klimato kaitos įsipareigojimų įgyvendinimą, taipogi galėtų apčiuopiamai mažinti namų ūkių sąskaitas už energiją, tiesiogiai gerinti kasdienį kiekvieno piliečio gyvenimą. Siekiant efektyvaus energijos paklausos valdymo, yra svarbu pakeisti kuo didesnės visuomenės dalies požiūrį bei elgseną. Iš čia ir kyla problema – kaip, siekiant šiltnamio dujų emisijų mažinimo, taikyti priemones, skirtas keisti vartotojų įpročius ir elgseną, susijusią su energijos vartojimu. Energijos galutinio vartojimo efektyvumo didinimui namų ūkiuose, keičiant namų ūkių elgseną, užsienio šalyse skiriama daug dėmesio. Aplinkosauginės elgsenos kūrimo aspektus analizavo T. Jackson (1995), A. Darton ir kt(2005), A. Kollmuss (2002), W. Abrahamse(2007), S. Breukers (2009). Išsamius tyrimus ir vertinimus atliko Jungtinės Karalystės „Aplinkos, maisto ir kaimo reikalų departamentas“ (DEFRA, 2008, 2009), „Sexton marketingo grupė“ (2007). Namų ūkių energijos taupymo galimybių tyrimus, taikant inovatyvias priemones, pateikia G. Brandon(1999), S. Nonhebel (2001). A. H. McMAkin (2002), P. C. Stearn (2009), J. Fisher (2010), T. G. Ken (2008) ir kt. Nepaisant užsienio šalyse išaugusio susidomėjimo namų ūkių taupymo galimybėmis, Lietuvoje nėra atlikta tyrimų, įvertinančių namų ūkių energijos taupymo galimybes, keičiant elgseną. Straipsnio tikslas yra šiltnamio dujų emisijų mažinimo potencialą namų ūkiuose, keičiant gyventojų elgseną Lietuvoje ir gautus rezultatus palyginti su kitų tyrimų rezultatais. Straipsnio uždaviniai: išnagrinėti Lietuvos šiltnamio dujų emisijų ir galutinės energijos suvartojimo namų ūkių sektoriuje tendencijas bei palyginti jas su išsivysčiusių ES narių tendencijomis; ištirti šiltnamio dujų mažinimo galimybes Lietuvos namų ūkiuose, keičiant gyventojų įpročius ir taupant energiją.

Nustatytas namų ūkių taupymo potencialas Lietuvoje keičiant namų ūkių elgseną, bei atlikta energijos suvartojimo, šiltnamio efektą sukeliančių dujų emisijų tendencijų analizė leidžia įvertinti klimato kaitos švelninimo priemonių namų ūkiuose efektyvumą ir palyginti su kitų klimato kaitos švelninimo priemonių efektyvumu bei pateikti pasiūlymus Lietuvoje įgyvendinamos klimato kaitos švelninimo politikos tobulinimui.

Empirinio tyrimo metu nustatytas ŠD emisijų mažinimo potencialas 5,9 Mt/metus, įgyvendinant energijos taupymo priemones, skirtas keisti namų ūkių elgseną, yra ženkliai didesnis už ŠD emisijų taupymo potencialą žemės ūkio, atliekų ir kituose sektoriuose. Jis sudaro daugiau kaip pusę viso Lietuvoje įvertinto šiltnamio efektą sukeliančių dujų emisijų mažinimo potencialo 20,2 mt/metus. Lyginant su taikomomis ŠD emisijų mažinimo priemonėmis energetikos sektoriuje ŠD emisijų mažinimo namų ūkiuose potencialas pranoksta visų numatytų klimato kaitos švelninimo priemonių energijos taupymo ir šiltnamio dujų emisijų mažinimo potencialą, taigi šis sektorius yra pats perspektyviausias, siekiant sumažinti šiltnamio dujų emisijas Lietuvoje bei sėkmingai įgyvendinti Kioto ir po Kioto seksenių tarptautinius klimato akto švelninimo įsipareigojimus Lietuvai.

Reiktų pastebėti, kad ŠD emisijų mažinimo potencialas namų ūkiuose keičiant vartotojų elgseną, nieko nekainuoja, kaip taupymas kituose sektoriuose ir kitų priemonių taikymas. Akivaizdu, kad namų ūkiuose Lietuvoje slypi neišnaudotas energijos taupymo potencialas.

Lyginant su kitose šalyse atliktais šiltnamio efektą sukeliančių dujų emisijų mažinimo namų ūkiuose potencialo vertinimais, matyti, kad Lietuvoje gautas energijos taupymo ir šiltnamio efektą sukeliančių dujų emisijų mažinimo potencialas yra didžiausias. Tai visų pirma yra susijęs su skirtingais Lietuvos ir kitų šalių gyventojų įpročiais, požiūriu į aplinkos taršą bei atsakomybę už aplinką bei prieš ateities kartas.

Taigi, Lietuvos namų ūkiuose egzistuoja didžiulis energijos taupymo ir šiltnamio dujų emisijų mažinimo potencialas, kurį galima realizuoti taikant inovatyvius klimato kaitos švelninimo instrumentus. Lietuvoje taikomos klimato kaitos švelninimo priemonės namų ūkiuose nėra pakankamos, siekiant išnaudoti visą šiltnamio dujų mažinimo potencialą Lietuvos namų ūkiuose, todėl skubiai reikia pasiūlyti naujų priemonių, nukreiptų į namų ūkių paketą, o atnaujintą Energijos vartojimo efektyvumo didinimo programą Lietuvoje būtina orientuoti į gyventojų elgsenos pokyčius tiek namuose, tiek darbovietėje, tiek visuomeniniame gyvenime.

Raktažodžiai: *klimato kaitos švelninimo politika, elgsenos pokyčiai, šiltnamio dujų mažinimo potencialas, namų ūkiai.*

The article has been reviewed.

Received in June, 2011; accepted in June, 2012.