



Deutsche Umwelthilfe

## **Spreading Myths around Building Renovation Information Failure Prevails in Germany**

**IEPPEC - International Energy Policy and Programme Evaluation Conference  
Berlin, 9. September 2014**

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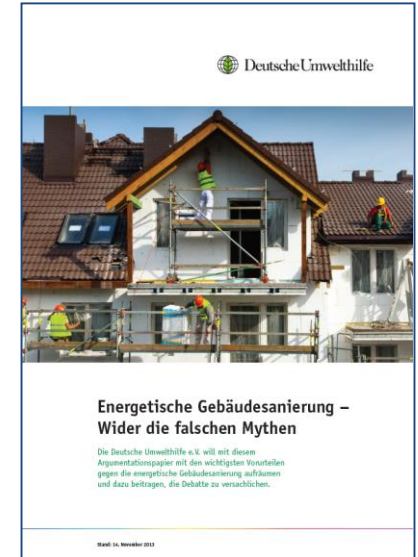
*Environmental Policy Research Centre (FFU), Berlin*



## German Environment Aid

### Project "Increasing Energy Efficiency and Renewable Energies in Buildings" April 2013 - September 2014\*

- **Raising awareness**  
Fact sheets, letters to the editors,  
journalist workshops,  
press conferences, press releases
- **Observing the mass media reporting**  
online and written newspapers, television, radio  
(at federal level)
- **Stakeholder dialogue**  
analysing the landscape and position of stakeholders





**RENOVATION BRINGS POVERTY**

**TOXIC MOLDS AFTER THERMAL  
RETROFIT**

**COSTLY LIVING  
DUE TO  
THERMAL RETROFIT**

## **THE BIG LIE OF THERMAL INSULATION**

**Total State Control: The Energy Performance Certificate**

**FIRE-HAZARDOUS FACADE INSULATION:  
THE WRONG GAME OF LOBBYISTS**

**RENOVATION MAKES  
TENANTS POOR**

**Energy Performance Certificate  
is a flop**

## Media Coverage of Energy Efficient Building Renovation

- Rather negative reporting since 2012
- Increasing frequency of negative keywords
- Reporting in general and undifferentiated manner, in very emotional way
- Focus on disadvantages and risks
  - **ambivalent/negative image for building renovation**

### Some Statements “Myths“ from Media Reporting

- “energy efficient building renovation makes tenants poor“
- “thermal insulation of polystyrene is fire hazardous“
- “energy efficient building renovation is not profitable at all“
- “it promotes mold growth“
- “energy performance certificate is an unnecessary bureaucratic instrument“

## Media Myth “Energy Efficient Renovation Makes Tenants Poor”



**Deutschlandfunk**

PROGRAMM HÖREN KONTAKT SERVICE ÜBER UNS

NACHRICHTEN ► POLITIK ► WIRTSCHAFT ► WISSEN ► KULTUR ► EUROPA ► GES

DLF-MAGAZIN / ARCHIV / Beitrag vom 24.01.2013

**Fluch und Segen der energetischen Sanierung**  
*Häuserdämmung vertreibt die Mieter*  
Von Axel Schröder



### Background

- 58.5 % of households rent their homes
- “Landlord-Tenant Dilemma”
- German Civil Code (BGB) § 559
- dramatical rent increases, gentrification e.g. in Berlin  
→ heated social and political debate



**Berliner Zeitung** 25.08.2013

**„Gebäudesanierung macht Menschen arm“**

Twittern 1 Empfehlen 0 g+1 2 per Mail Drucken



**Bis 2050 soll der Energiebedarf für Gebäude um 80 Prozent sinken. Die erforderliche Sanierung des Gebäudebestands wird Mieter und Kommunen finanziell hart fordern und neue Armut nach sich ziehen, sagt ein Experte.**

# Media Myth “Thermal Insulation of Polystyrene is Fire-hazardous”



## Background:

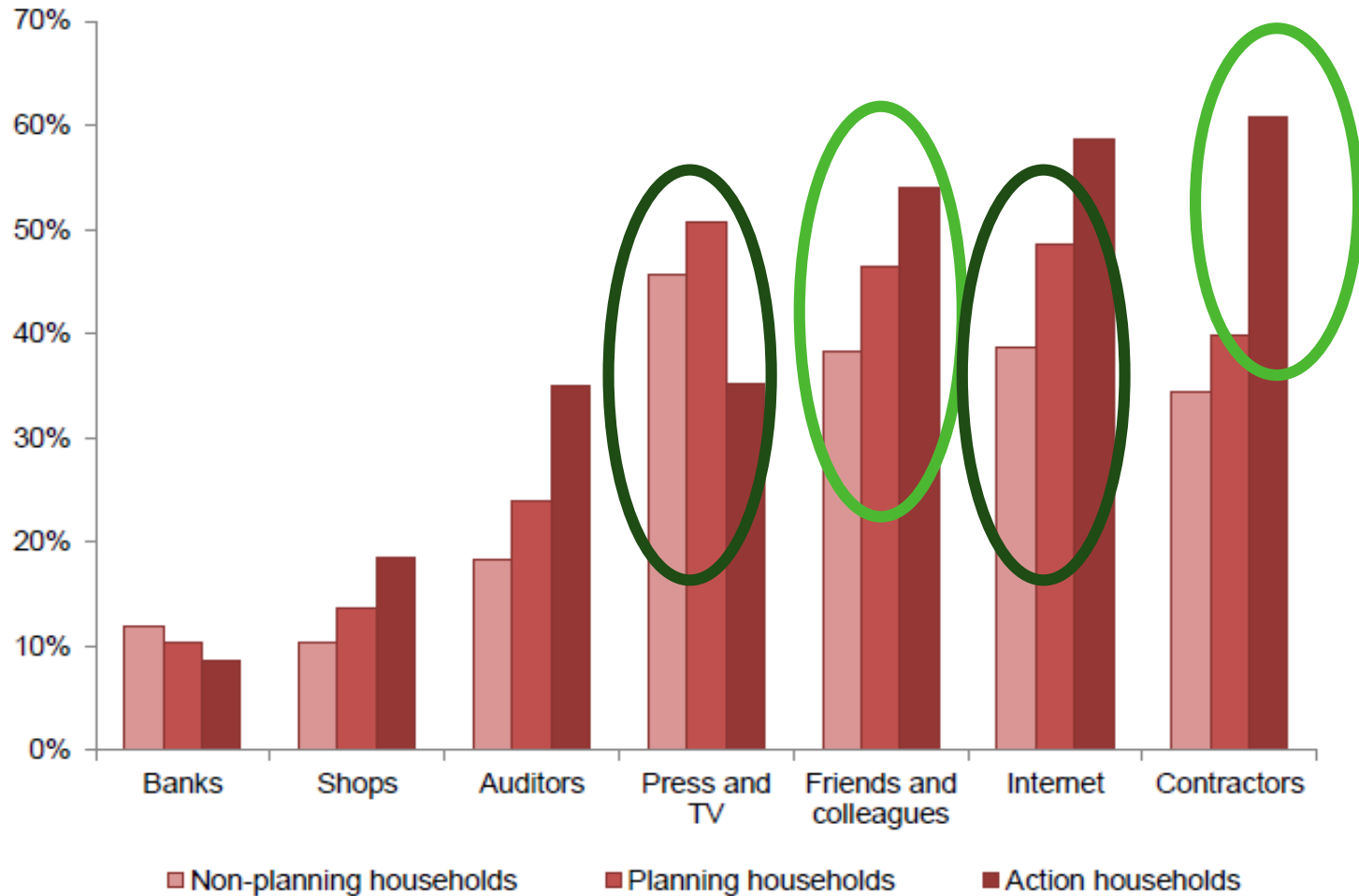
### Fire cases

- Hamburg (2013)
- Frankfurt (2012)
- Delmenhorst (2011)



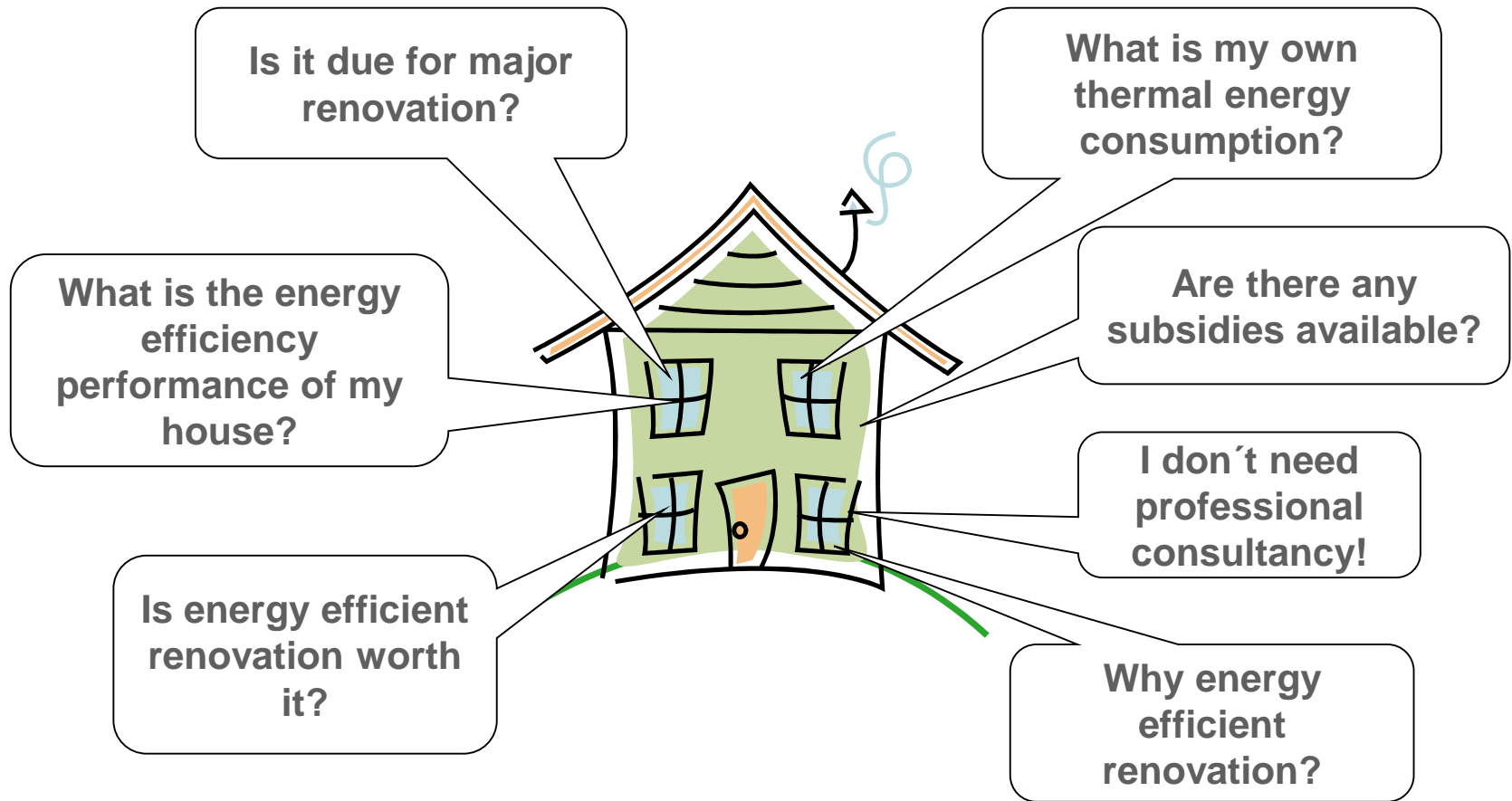
## Information Channels for Consumers

Percentage of households received information on energy efficient renovation by different sources (Source: CPI, 2011)\*





## Information Failures for Households





## Conclusion

- Actor Landscape:
  - large number of stakeholders, heterogeneity
  - several conflict potentials
  - complex structure of political positions and public communications  
→ fuel uncertainty
- Complexity of “energy efficiency“
- Missing connotation to “climate change mitigation potential“

## Recommendations

- More incentive information for households  
e.g. transparent, more frequent heating bill
- An active marketing of energy consultancy and the integration of counseling elements in communication tools and strategies  
Personal communication with qualified energy consultants
- Improvements of media communication
- Exchange between multiple interest groups should be intensified

# Thank you for your attention!

## Contact

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