

Title of the measure:	HOU-NLD15 - MilieuCentraal, COEN (Consumer & Energy) and HIER campaign
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General description

The organisation MilieuCentraal, the COEN (Consumer & Energy) programme and the HIER campaign are implementing a number of instruments and activities that will bring the subject of energy saving to the attention of specific consumer target groups. COEN focuses on the intermediary organisations; MilieuCentraal and the HIER campaign focus directly on consumers.

MilieuCentraal is national and independent organisation that offers consumers practical and reliable information about the environment and ways to avoid environmental damage. A forum of independent experts tests that information. The organisation gets a government subsidy for carrying out part of its activities.

COEN is a programme fully financed by the government. The HIER campaign started in 2006 is partly financed by the government and partly by NGOs and private parties.

The following instruments are employed for bringing energy saving to the attention of consumers:

- **Tailored energy advice (in Dutch 'Energie op maat')**: The '[Energie op Maat](#)' website provides interested consumers with tips and instructions on how to make their energy consumption more sustainable, cheaper and more environment-friendly.
- **Television**: The TV programme [Energy Survival](#) presents games that engages children actively, using the theme of 'energy saving' combined with an interactive internet site. It is also geared indirectly towards their parents.
- **Labelling on household appliances**: Providing information about the energy efficiency of appliances. The '[EnergieLabel.nl](#)' website provides an overview of energy efficient household appliances and the energy labels used in the Netherlands.
- **Smart Light!**: This project is aimed at replacing regular light bulbs with energy-saving light bulbs, including drives via municipalities.
- **Helpdesk for consumers**: MilieuCentraal answers questions by telephone and via emails that are sent to the Helpdesk. In addition, MilieuCentraal initiates communication projects about important environmental issues, such as environment-friendly building, DIY, mobility and food.
- **Smart meters and feedback**: In the coming years all households in the Netherlands will be equipped with smart meters that provide consumers with frequent feedback on energy consumption. The expectation is that in combination with information provision and awareness, this will result in a saving of approximately 2% on household energy consumption by realising a change in behaviour.
- **Hier (in English 'Here')**: ([www.hier.nu](#)) is the name of a large Dutch climate program whose fundamental idea it is to stress the immediate necessity to implement adaptation projects and initiatives to climate change. Hier introduces a new brand uniting and representing all initiatives that reduce the risk of climate change. This campaign involves not only >40 national charity organisations, but also government and businesses.

The programme COEN was finalised and the information is provided since end of the 2000s by Milieu Centraal. The campaign HIER continues, but is more concentrated to climate change. For Smart meters and feedback see HOU-NLD35, Roll-out of smart meters
Milieu Centraal, COEN and campaign HIER were included in the first NEEAP and only Milieu Centraal in the second NEEAP, but no longer as a specific action in NEEAP3.

Measure Impact Level		
<input checked="" type="checkbox"/> low	<input type="checkbox"/> medium	<input type="checkbox"/> high

Impact evaluation (methods and results)

Methods

The impact can only be estimated in combination with many other policy measures. No evaluations have been made so far.

Results

Ex-post evaluation	1995	2000		
CO ₂ (kt)				
Energy (TJ)				
Ex-ante evaluation	1995	2000	2010	2020
CO ₂ (kt)				
Energy (TJ)				

Interaction of measures

Mitigating interactions with:

- NLD11: ECO-Teams (completed)

Reinforcing interactions with:

- NLD13: Energy Premiums
- HOU-NLD14: Energy Labels

Historical data

References

The Netherlands Energy Efficiency Action Plan 2007, Ministry of Economic Affairs (September 2007, 73 p.; in English) http://ec.europa.eu/energy/demand/legislation/end_use_en.htm#efficiency

Second National Energy Efficiency Action Plan, 30 June 2011, Ministry of Economic Affairs

Third National Energy Efficiency Action Plan for the Netherlands, 30 April 2014, Ministry of Economic Affairs

Milieu Centraal <http://www.milieucentraal.nl/themas/energie-besparen>