

„Down a degree“

In October 2022, the Finnish government announced a nationwide energy saving campaign ,One degree down'. The aim of the campaign is to save energy in order to recover quickly and effectively from the energy crisis caused by Russia's attack on Ukraine. The attack caused a difficult energy situation across Europe and Finland, as one of the first, decided to encourage citizens to save energy.

According to the Citizen's Pulse survey, which was published in September 2022, almost 90% of Finns expressed their intention to save energy. The latest figures from the main grid operator, Fingrid, show a drop of 7% in electricity consumption compared to the same month a year ago.

Main objective:

- The aim is to encourage people, companies and other organisations to take daily action to save energy.
- The updated campaign goal is to convince at least 95% of Finnish households to save energy and reduce the demand for electricity during peak hours.

Long-term objective:

- The long-term goal is to achieve a sustainable reduction in energy consumption.

Successful campaign activities include:

- reducing the temperature in the rooms,
- reducing electricity consumption during peak hours (on weekdays between 8am and 10am and between 4pm and 8pm),
- saving hot water,
- driving in a more fuel-efficient manner.

Saving energy is not only a task for individual households, but also requires the involvement of companies and other organisations. As many as 541 entities have committed to specific energy-saving measures.

The ,One Degree Lower' campaign is co-organised by Motiva, the government's sustainability agency, the Energy Authority, the Ministry of Economic Affairs and Employment, the Ministry of the Environment, the Prime Minister's Office and the Finnish Innovation Fund Sitra.

The nationwide ,One Degree Down' campaign is a response to the prevailing energy crisis across Europe. By involving not only households but also companies in the campaign, it is possible to achieve the set long-term goal of sustainable reduction in energy consumption. However, this requires the mobilisation of society as a whole.

Sources:

- <https://valtioneuvosto.fi/en/-/1410877/down-a-degree-energy-saving-measures-are-starting-to-bite-but-more-effort-is-needed>



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