



ODYSSEE-MURE

ODYSSEE-MURE fit for 55 (2022-2025)
First regional meeting, 24-25 April 2023, Zagreb

Emergency Measures in Finland

Lea Gynther, Motiva Oy, Finland

DOWN A DEGREE

Lea Gynther, Motiva Oy, Finland
Odyssee-Mure project meeting, Zagreb, 24 May 2023

Russian electricity and gas imports stopped totally in spring 2022.

These electricity imports accounted for about 10% of the power supply. At the same time, commissioning of the fifth nuclear reactor was delayed (now in full operation) and possibilities for import from other Nordic countries were lower than usual. There was a real risk for power cuts and action had to be taken.

Natural gas does not play a major role in the Finnish energy balance, but Russia has been the most important source of gas. The Baltic Connector opened in spring 2022 and industries cut their gas consumption rapidly. There is also a new large floating gas terminal for LNG and it was connected to the gas transmission network in January.



Will there be enough energy?
Riittääkö energia?

Nyt vaan päät kylmänä.
Now it is time to keep it cool.

Goals of the campaign

Short-term goal

To get over 95% of Finnish households to save energy and cut down on their consumption by 5% during peak hours.

Long-term goal

To permanently lower energy consumption and reduce electricity consumption peaks.

Motiva, the Ministry of Economic Affairs and Employment of Finland, the Ministry of the Environment, the Prime Minister's Office, the Finnish Innovation Fund Sitra

Campaign website

www.astettaalemmas.fi

Material will be produced for the campaign website throughout the autumn.

Saving tips in various categories

[detached house, apartment, housing association, educational institutions, municipalities, companies, transport]

Information on an energy-sustainable home through investments, renovations and maintenance

Partnership and campaign partners' energy actions

Over 880 partners including companies, municipalities, public sector organizations, associations
and housing associations

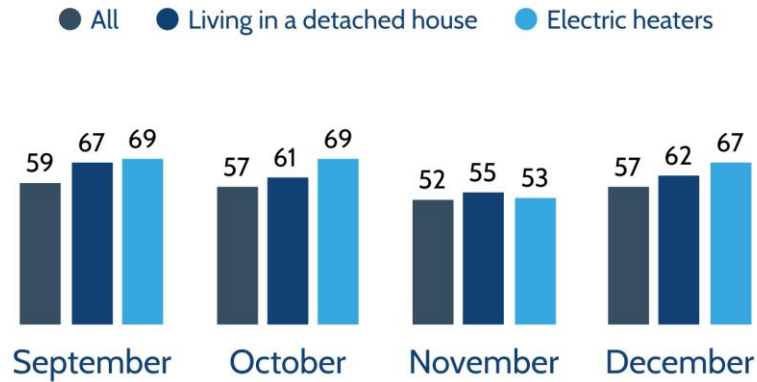
Material | Partnership | Newsletter for partners | Campaign info

Energy saving – attitudes and actions

9/2022 → 12/2022

CHANGES IN ELECTRICITY AND ENERGY PRICES

worrying at least quite a lot, %



Know-how and means

I know how I can save energy in my everyday life

85% →
89%



Involvement

I believe that with my actions I affect the sufficiency of energy

51% →
54%

86% → 89%

OF FINNS HAVE ACTED TO SAVE ENERGY

ACTIONS TAKEN, the three most common



Shortened the shower time (44 → 48 %)



Lowered the room temperature (42 → 50 %)



Reduced the use of electrical appliances (43 → 51 %)

Campaign reach

Astettaalemmas.fi



53 900 users
70 700 session



260 250 page views
= 3,7 pages/session



2 610 hours

Languages // Page views

Finnish	252 500
Swedish	2 850
English	4 920

Social advertisements in
Yle tv channel

Media



840 articles
(printed & digital)



615 million potential
reach

Tags



1. Electricity
2. Down + degree
3. Minister Lintilä

Commercial advertising: print media 73 / digital media 10 / display 5 / 31 commercial
radio channels | Outdoor advertising and public screens: 5

Social media

Reach



1,38
million



1,26
million



100
thousand



75
thousand

Paid visibility



+



5,54
million



Better sealed windows

Even though it can sometimes get cold, we just take things cool. So that there will be enough energy for all of us.

DOWN A 
DEGREE

Turn it down a degree and save energy.
More energy saving tips at astettaalemmas.fi



Shorter showers

Even though it can sometimes get cold, we just take things cool. So that there will be enough energy for all of us.

DOWN A 
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A lighter foot on the accelerator

Even though it can sometimes get cold, we just take things cool. So that there will be enough energy for all of us.

DOWN A 
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Cooler public spaces

Even though it can sometimes get cold, we just take things cool. So that there will be enough energy for all of us.

DOWN A 
DEGREE

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Are you already involved?

More than 880 partners

The Down a Degree campaign is a platform that invites **all Finnish households, businesses, organisations, municipalities, schools and educational institutions** to work together on energy actions.

Regional energy advisory services are helping 18 in regions to plan and implement energy projects.

Senaatti – Manager of the State Real Estates

- **Started an energy saving campaign in October 2022**
- **Objective 50-75 GWh energy saving (annual energy consumption about 1 TWh)**
- **Had already systematically implemented energy saving measures which made it difficult to quickly find new measures to take**
- **Measures taken: moderate temperature reductions (min 20.5 C), check-ups of building technology settings and proper functioning, demand-response to shift consumption away from peak hours, information dissemination to real estate managers and users, starting new long-term projects e.g. in further digitalization, use of solar energy (10 new PV systems per year) etc.**

Campaign coordination

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