Evaluation of the German National Climate Initiative (NCI)

Impacts and success factors and insights into the continued evaluation of the funding program

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10 Years NCI – 2008 to 2018

• Evaluation from the beginning
• Focus here on 2008-2014
• continuously adapted and further developed
About the National Climate Initiative (NCI)

The National Climate Initiative (NCI)

• supports climate action projects and programmes across Germany and implements climate action locally

• funded from the federal budget and from auctioning revenues within the EU ETS

• complements policies and measures to reach national climate targets

• has a broad basis:
  ✓ Target groups
  ✓ Funding structure
  ✓ Size and duration
  ✓ Types of intervention
  ✓ Implementing actors
  ✓ Impacts
Content of the NCI Evaluation (2012 – ongoing)

**NCI-Level**

Aggregation NCI Level

**Programme**

- Commercial cooling
- Micro-CHP
- Municipality proj.
- Electr. hybrid busses
- Agriculture buildings
- Innovative individual climate change projects

**Individual projects (about 200)**

- Target group Municipality
- Target group Business
- Target group Consumers
- Target Group Education
Results: NCI Funding – 2008-2014

- Total funding €450 million
- Financial support programs (investment-based interventions) 60%
- Municipal climate concepts 13%
- Information-based interventions 23%
- Pilot projects 1%
- Other concepts 3%
- Specific advice programs 10%
- Mass campaigns 6%
- Knowledge for investment decisions 3%
- Education 2%
- Networks and best practice transfer 2%
Results: GHG Reduction over Lifetime

million t CO2 over the lifetime

investment-based interventions

- micro-CHP plants
- energy efficiency in municipalities
- commercial cooling systems
- other stimulus programs
- pilot projects
- knowledge for investment decisions
- specific advice programs
- mass campaigns
- other information-based interventions

information-based intervention
Success Factors

NCI projects

- are heterogeneous and multifaceted
- raise awareness and sensitize on climate action
- set examples for imitation
- help to reduce barriers
- have a high visibility
- are flexible and well-tailored to address individual target groups

Networks between businesses and municipalities increase the effectiveness (share best-practice, generate new ideas)
Methodological Framework

Development of
- Clusters
- Causal Chains

Criteria definition

Data collection/analysis
Surveys

Assessment of operationability

Ex-ante (proposal)
Ex-post (results)
Business-as-usual

target/current state comparison
project impact

Evaluation on project level

Aggregation to NCI level

Recommendations/Lessons learned
# Evaluation Criteria

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Sub-criteria</th>
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<tbody>
<tr>
<td>GHG emission reduction</td>
<td>GHG-reduction, energy savings, funding efficiency</td>
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<tr>
<td>Model character</td>
<td>feasibility, transferability, visibility</td>
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<tr>
<td>Broad impact</td>
<td>Target group coverage, regional coverage</td>
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<tr>
<td>Continuity</td>
<td>Capacity building, continuation of personell and activities</td>
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<tr>
<td>Economic Effects</td>
<td>mitigation costs, employment effect, leverage effect</td>
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### Clusters

<table>
<thead>
<tr>
<th>Type of intervention/Cluster</th>
<th>characteristics/addressed GHG-mitigating behaviour at end-user</th>
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</thead>
<tbody>
<tr>
<td><strong>Economic Incentives</strong></td>
<td>Address investment decisions only</td>
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<tr>
<td>Cluster: Financial support programmes</td>
<td>Address investment decisions only</td>
</tr>
<tr>
<td><strong>Informative Interventions</strong></td>
<td>Address investment decisions and user routines</td>
</tr>
<tr>
<td>Cluster: Broad campaigns</td>
<td>Adress investment decisions and user routines</td>
</tr>
<tr>
<td>Cluster: Specific advice services</td>
<td>Adress investment decisions and user routines</td>
</tr>
<tr>
<td>Cluster: Network/Best-Practice-Transfer</td>
<td>Address ONLY investment decisions; reduce information costs</td>
</tr>
<tr>
<td>Cluster: Knowledge transfer to change investment decisions</td>
<td>Address ONLY investment decisions; reduce information costs</td>
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<tr>
<td>Cluster: Education</td>
<td>Activation and mobilization of multiplicators in education organisations</td>
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Evaluation Challenges

• Data, data, data….
• Confidentiality of information
• Impact chain unclear (e.g. educational programmes)
• No immediate impact (time lag, requires activity beyond the project, probability of impact unknown)
• Impact not realized – just on paper, e.g. concepts
• Business-as-usual or reference development unknown/debated
• Projections for basic data needed (e.g. energy prices, interest rate, emissions factors)
Conclusions

- Distinct difference in impact between information-based and investment-based instruments and within these groups
- Some reach large number of people but have limited impact on changing behaviour, some affect behaviour but have limited impact on total GHG emissions
- Measures targeted very different savings potentials
- GHG savings may be realized instantly, some in medium or long term or only on paper
- NCI needs to provide exit-strategies to discontinue funding but continue projects or mitigation
- Consistent monitoring is essential
Lessons learned

- Use existing communication channels and add climate-related information
- Information and motivation in one-off behavior can deliver more climate benefits than measures in changing daily-routines
- Different target groups are receptive to different interventions
Looking Forward and Further Information

- Comparable programs in your countries?
- Learning from each other, esp. concerning informative interventions!
- Evaluation reports (in German): [https://www.klimaschutz.de/zahlen-und-fakten](https://www.klimaschutz.de/zahlen-und-fakten)
Thank you for your attention!

Do you have any questions?

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