

Im Auftrag des:



Bundesministerium
für Umwelt, Naturschutz,
Bau und Reaktorsicherheit



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prognos



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INSTITUT FÜR ENERGIE-
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HEIDELBERG

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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International Energy
Policy & Programme
Evaluation Conference

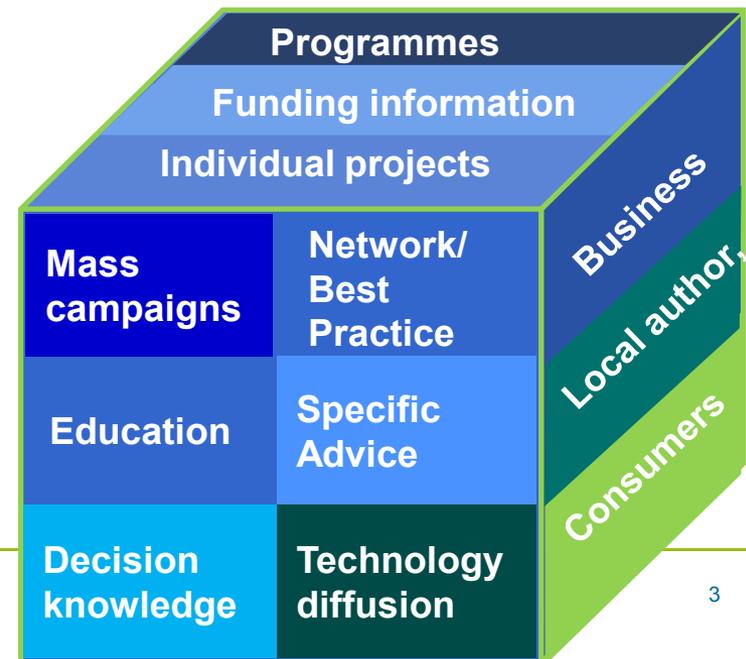
10 Years NCI – 2008 to 2018

- Evaluation from the beginning
- Focus here on 2008-2014
- continuously adapted and further developed

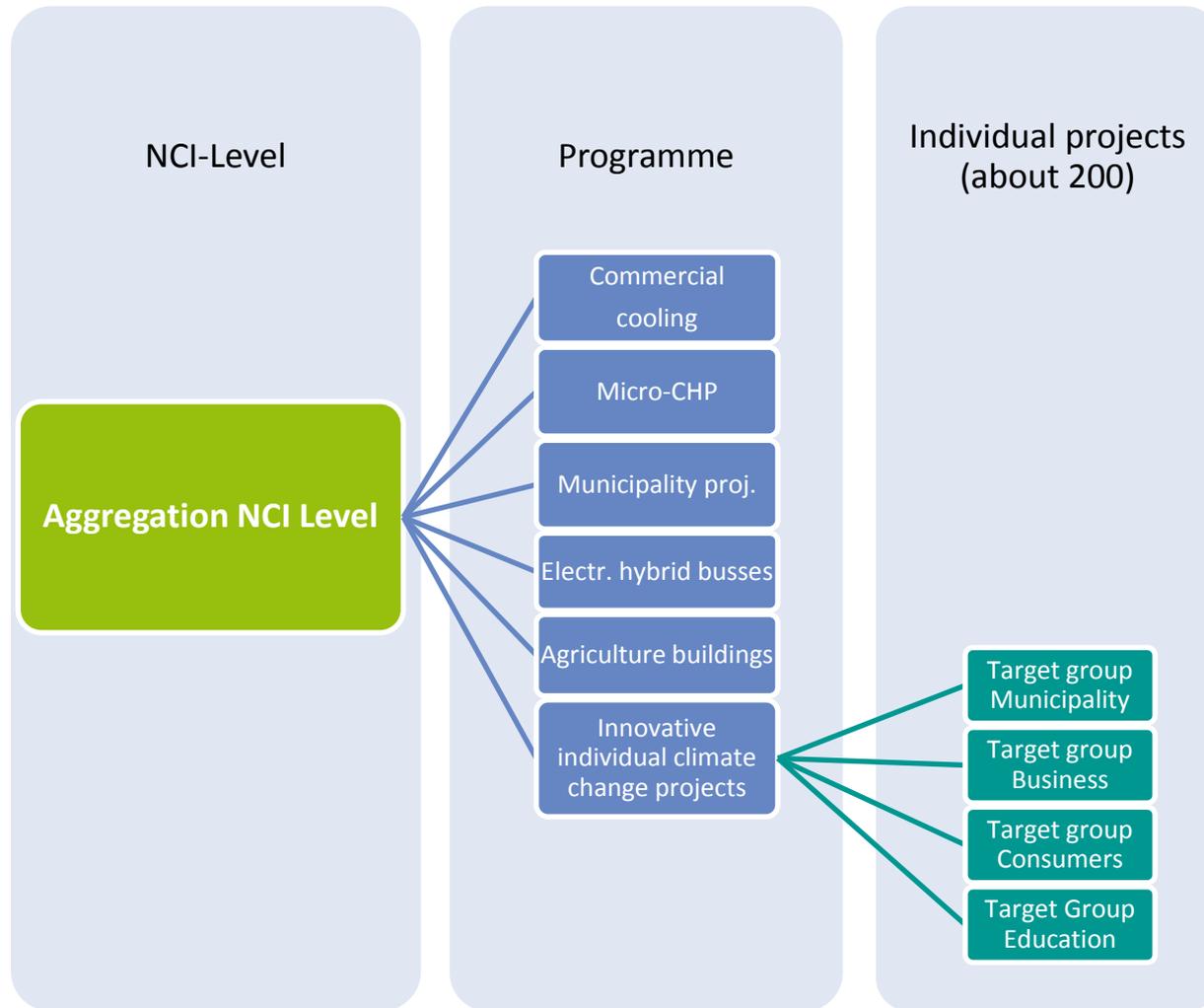
About the National Climate Initiative (NCI)

The National Climate Initiative (NCI)

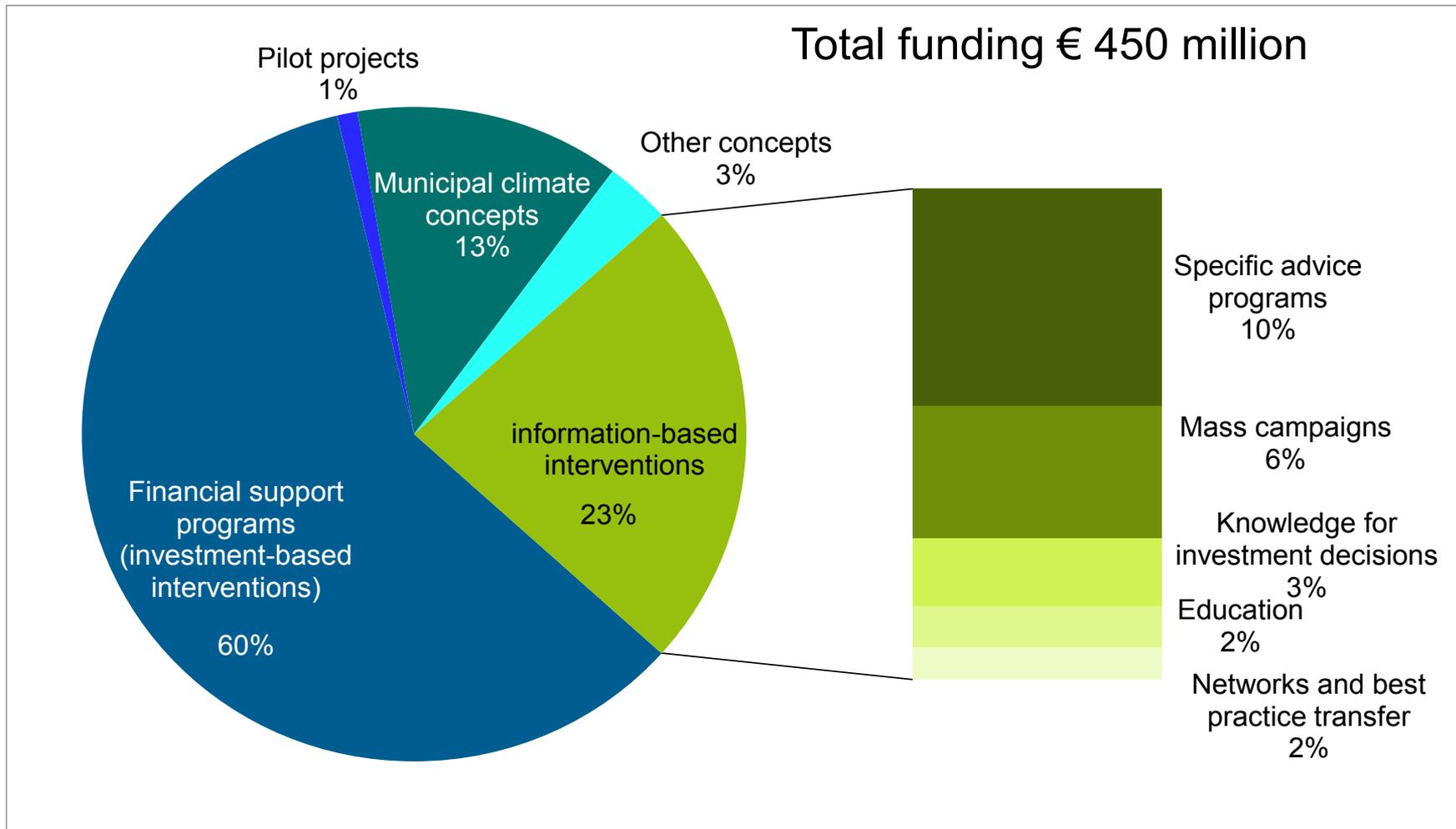
- supports climate action projects and programmes across Germany and implements climate action locally
- funded from the federal budget and from auctioning revenues within the EU ETS
- complements policies and measures to reach national climate targets
- has a broad basis:
 - ✓ **Target groups**
 - ✓ **Funding structure**
 - ✓ **Size and duration**
 - ✓ **Types of intervention**
 - ✓ **Implementing actors**
 - ✓ **Impacts**



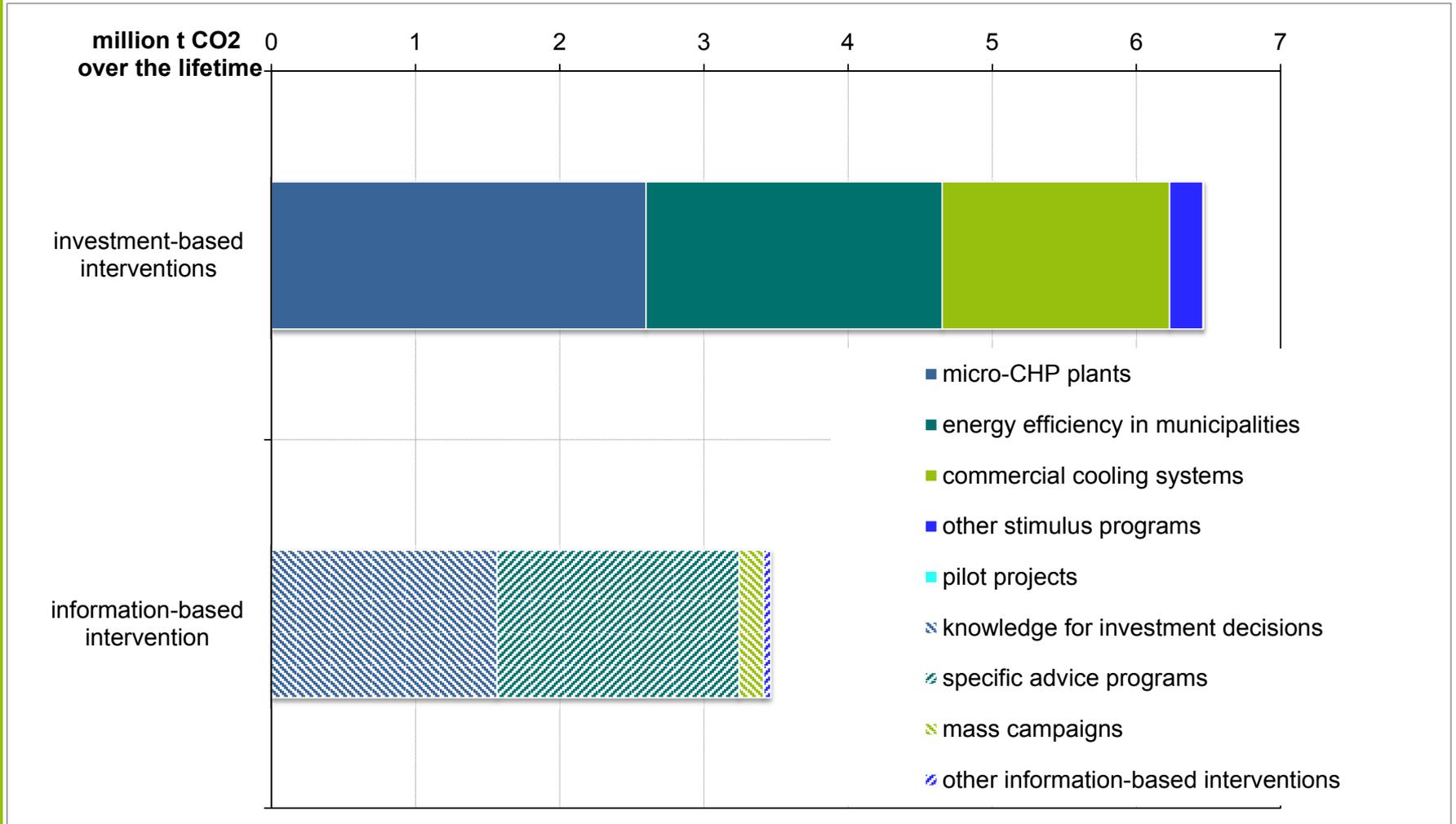
Content of the NCI Evaluation (2012 – ongoing)



Results: NCI Funding – 2008-2014



Results: GHG Reduction over Lifetime



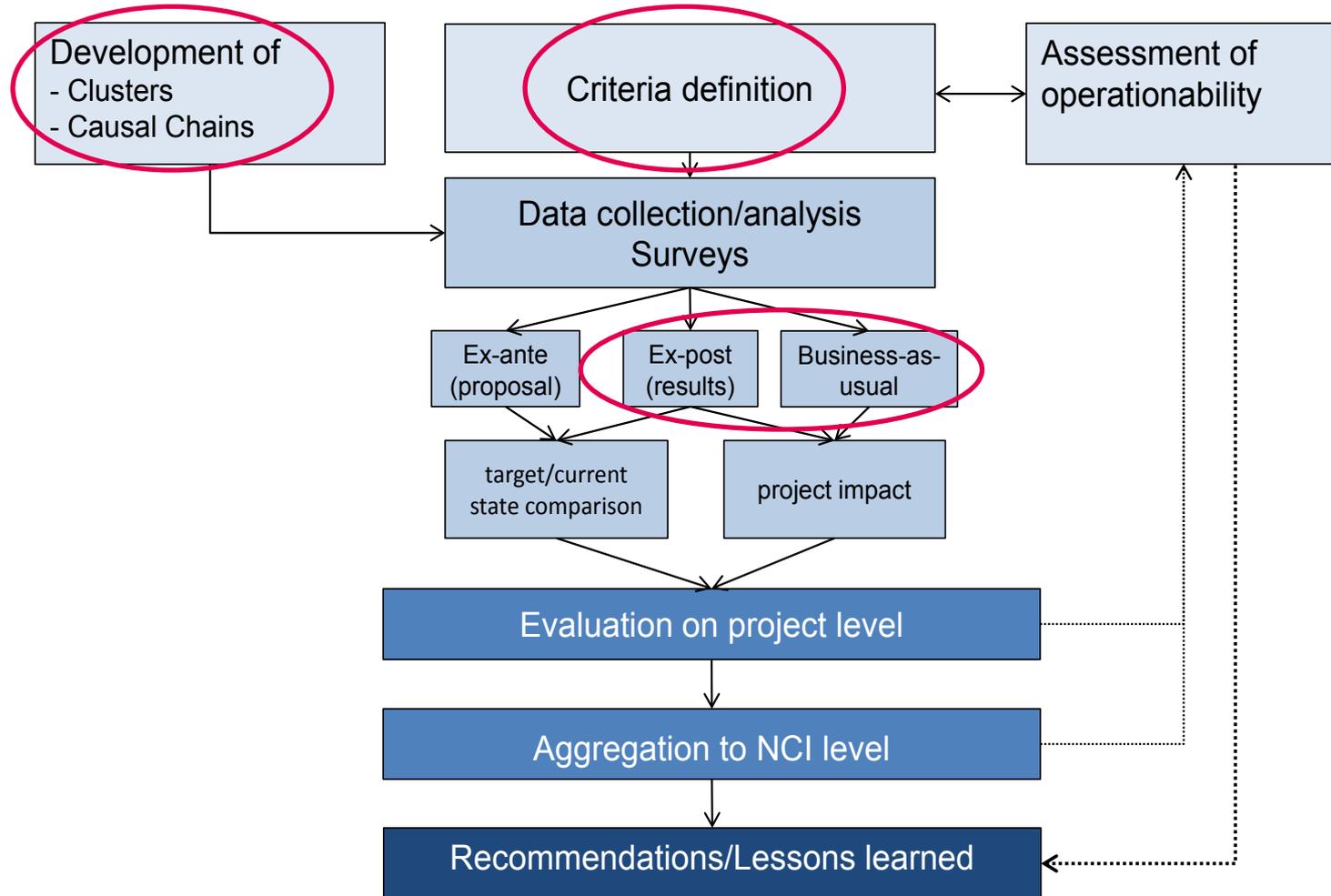
Success Factors

NCI projects

- are heterogenous 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



Evaluation Criteria

Criteria	Sub-criteria
GHG emission reduction	GHG-reduction, energy savings, funding efficiency
Model character	feasibility, transferability, visibility
Broad impact	Target group coverage, regional coverage
Continuity	Capacity building, continuation of personell and activities
Economic Effects	mitigation costs, employment effect, leverage effect

Clusters

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

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>

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Thank you for your attention!

Do you have any questions?



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