



The ENCHANT Pilots – Some Key Results

Andrea Kollmann, Benjamin Kirchler,
Julia Haider, Melanie Knöbl, Giulia Garzon

Energieinstitut an der JKU Linz (Linz, Austria)



Targeted behavior in the ENCHANT field trials

Saving Energy (Electricity)

- Italy (Energia Positiva)
- **Türkiye (Gediz Electricity)**
- Romania (Electrica Furnizare)
- Austria (Energiekompass)
- Germany several surveys and Intervention platform
- Norway (Intervention platform)

Increase usage of public transport

- **Türkiye Public Transport Intervention**
- **Romania “Green Friday”**

Investment in EE and RES

- **Italy Ninfa Garden**
- Norway Investment in energy efficiency



Cluj-Napoca (Romania) - Green Friday

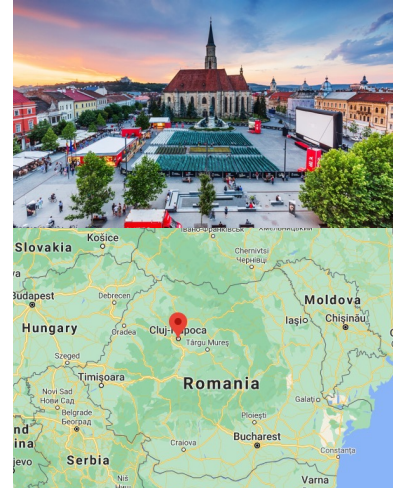
Objective: Investigate the impacts of free public transport on Fridays (“Green Friday”) on reducing car traffic.

Timeline: 4-months study period: September 2022 to December 2022.

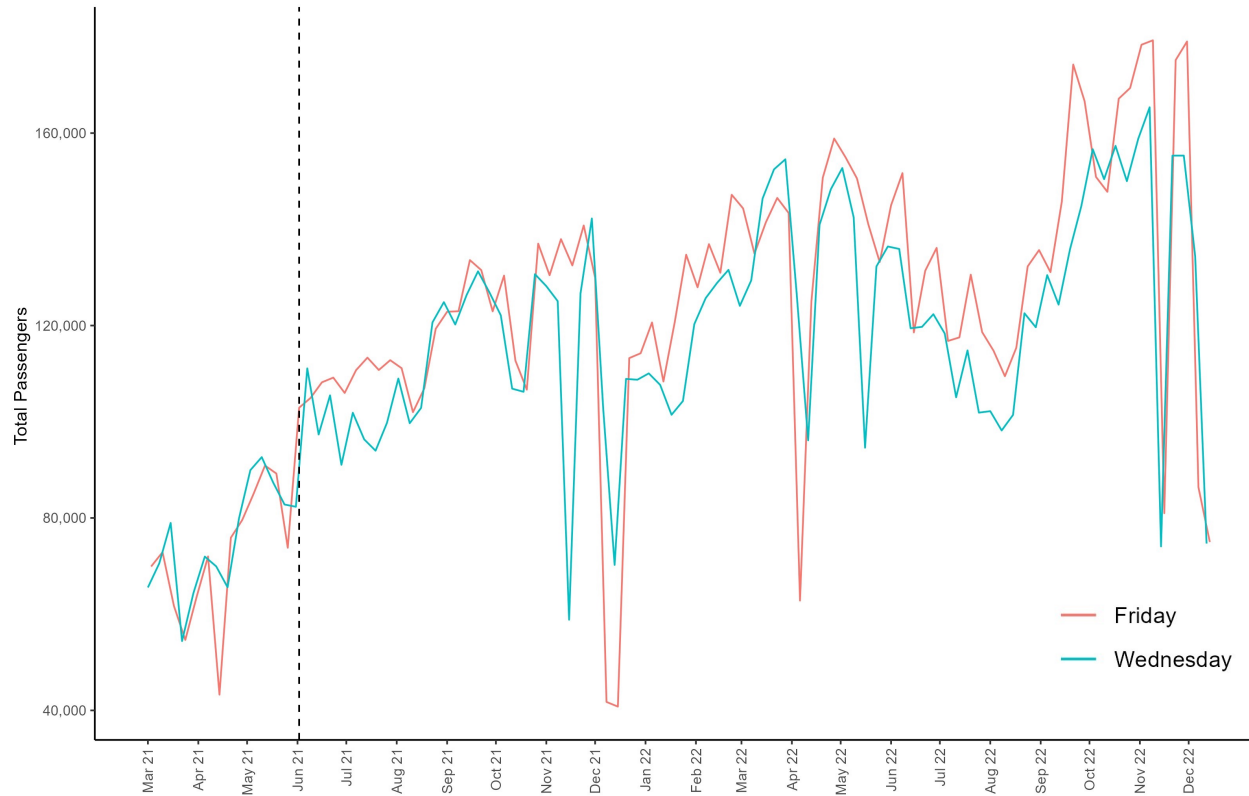
Data Collection: Data on traffic counts (cars and public transportation busses) collected by traffic sensors.

Control group: Day without free public transportation (Wednesday).

Assumption: The difference between number of cars and number of busses is constant in the absence of free public transportation days. A decreasing difference would imply more people did not use the car and possibly switch to the bus.



Total number of daily passenger counts for the experimental group (Friday) and the control group (Wednesday). The dashed line indicates the start of the campaign.



Results:

- We estimate an **increase** in the number of passengers of approximately **4.9%** (not statistically significant).
- Impact of local COVID-19 lockdowns might have had an effect, but effect size seems reasonable and gives a good indication for further analysis.

Izmir (Türkiye) - Public Transport

Objective: Investigate the impacts of billboards and posters promoting the usage of public transport on public transport usage

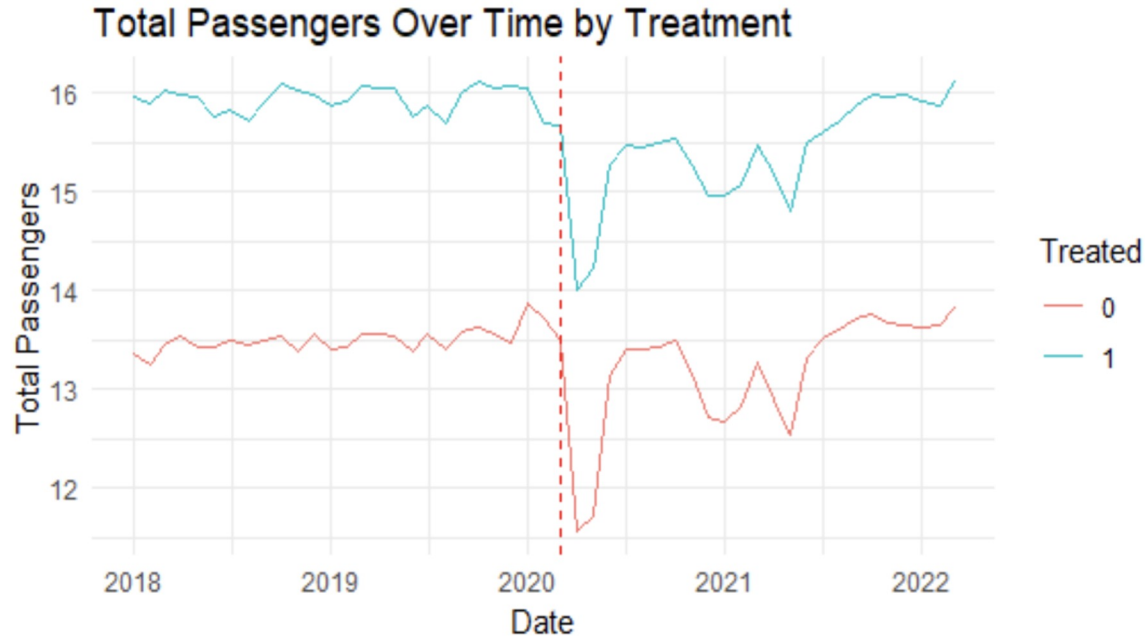
Timeline: December 2021 to March 2022

Data Collection: Hourly number of public transport usages - aggregated to daily number of passengers

Participant Groups:

- Experimental Group (~428 Mio. passengers): Received billboards and posters
- Control Group (~38 Mio. passengers) : No poster
- During Treatment periods in Experimental Group (~34.7Mio)
- During Treatment periods in Control Group (~3.5 Mio.)





Results:

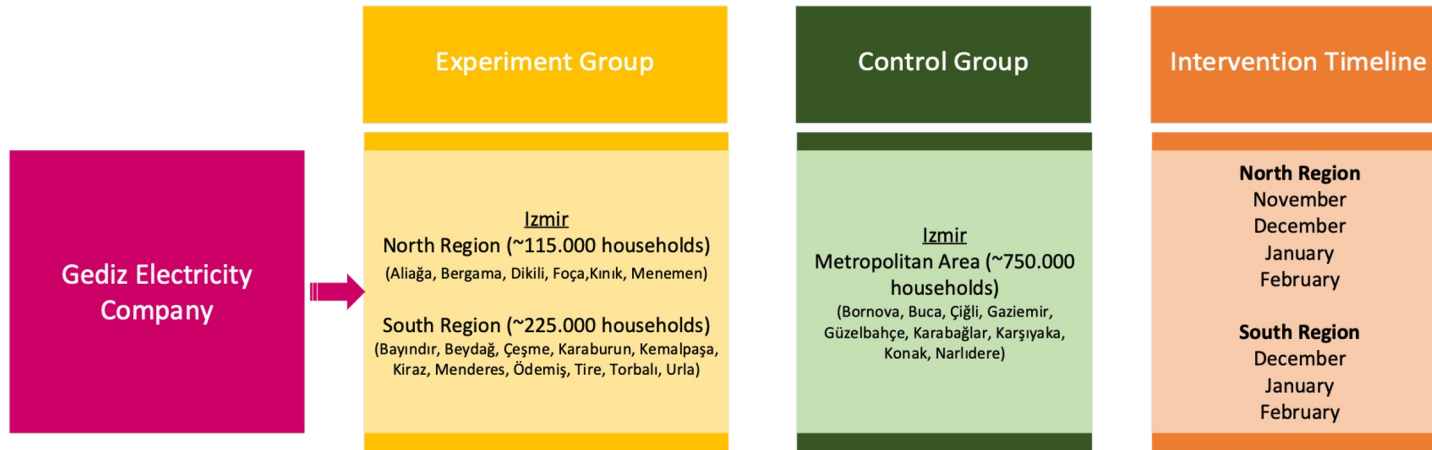
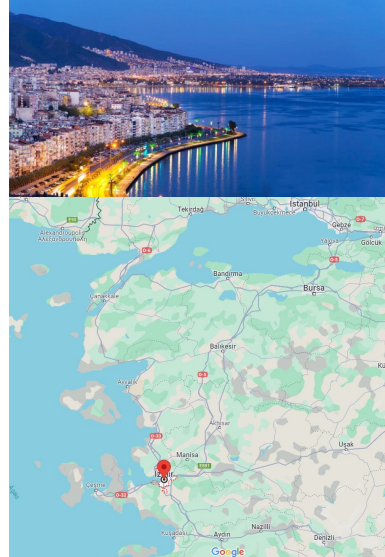
- On average **more citizens use treated lines** (aggregated per month)
- The two lines (treated and not treated) are behaving similarly before the COVID-19
- Average effect showed a **7.8% increase** in daily passengers, (not statistically significant)
- Post Treatment Effect: Statistically significant, indicating a **substantial positive shift post-intervention**, also influenced by post-COVID recovery.

Izmir (Türkiye) - Gediz Electricity

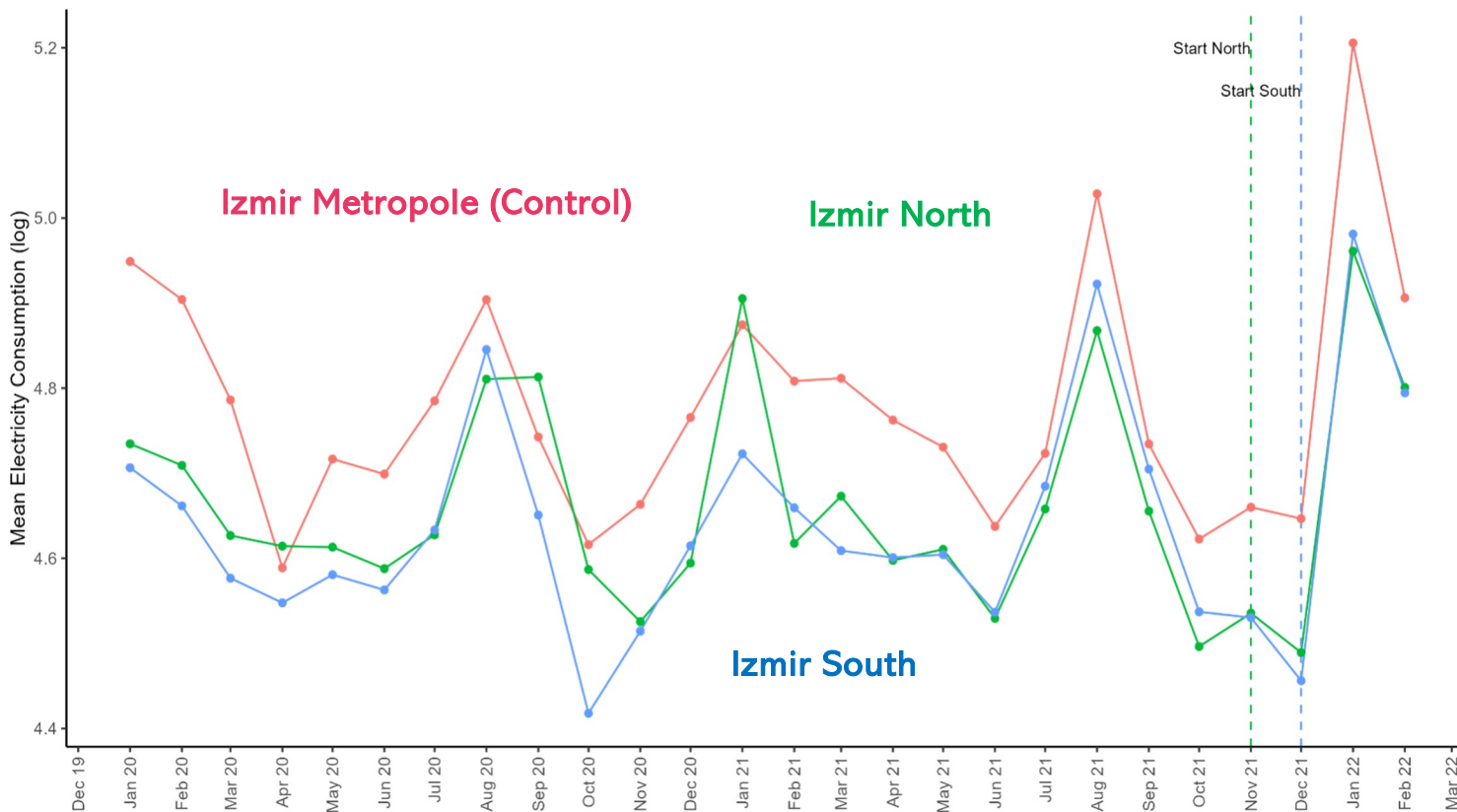
Objective: Investigate the impacts of information messages on energy consumption

Timeline: Information included between November 2021 – February 2022, other years as control periods

Data Collection: Monthly electricity consumption data collected for households.



Monthly Mean Electricity Consumption in Izmir



Results:
Decrease of electricity consumption in:

- Northern region: **~1.9%**
- Southern region: **~1.3%**

Both effects are statistically significant.

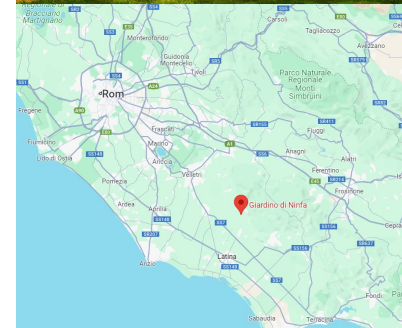
Italy - Ninfa Garden

Objective: Investigate the impacts information and posters promoting energy efficiency (EE) and renewable energy sources (RES) impact willingness to donate money to RES projects

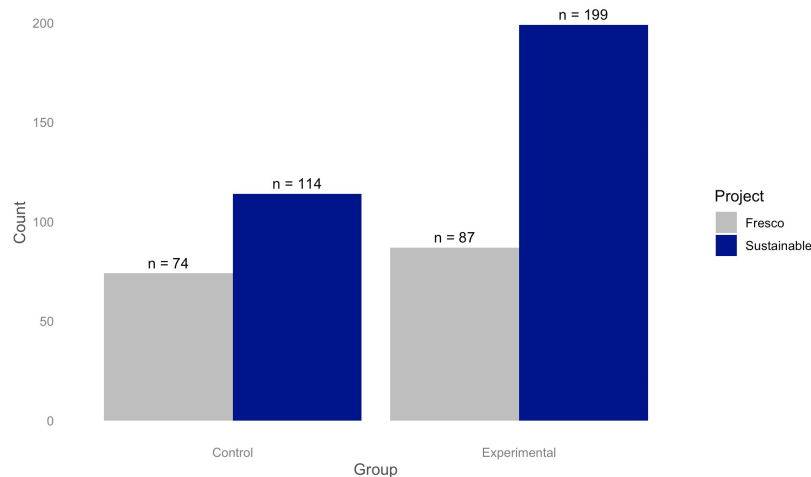
Data Collection: Visitors (n = 717) completed a survey after visiting the garden. The study investigated the impact of additional information about renewable installations (a historic hydroelectric power station near a lake) on willingness to invest in such projects.

Participant Groups:

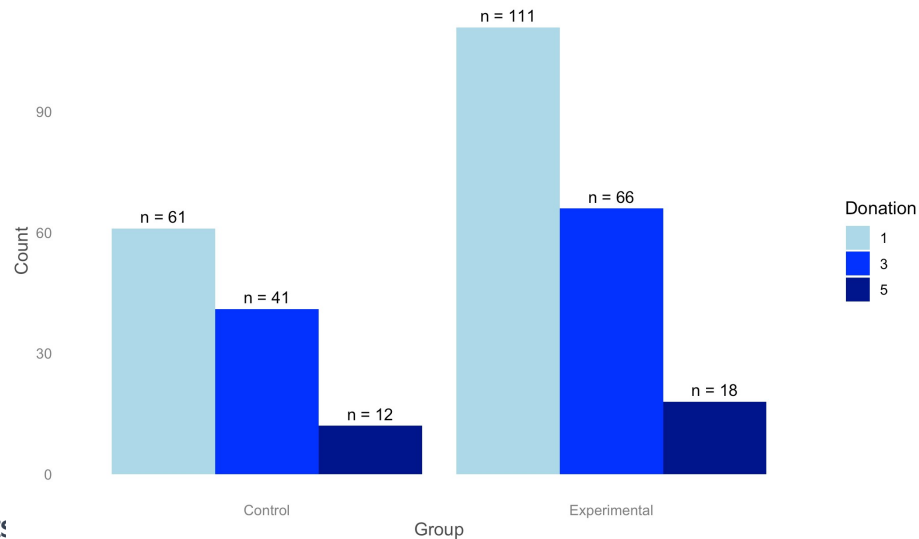
- Participants were divided into two groups.
- The intervention group (n = 360) received supplementary information via billboards,
- the control group (n = 357) completed the survey on days without this additional information.



What project would you support?



Answers to “How much more would you be willing to pay than the current cost of the ticket?”



Participants could choose between two renovation projects:

- Fresco
- Sustainable project (RES, EE)

Next, they were asked “how much money they would donate (pay) extra to fund this”

Results: Higher interest to invest in **Sustainable Project** after seeing the additional posters

Thank you!
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