

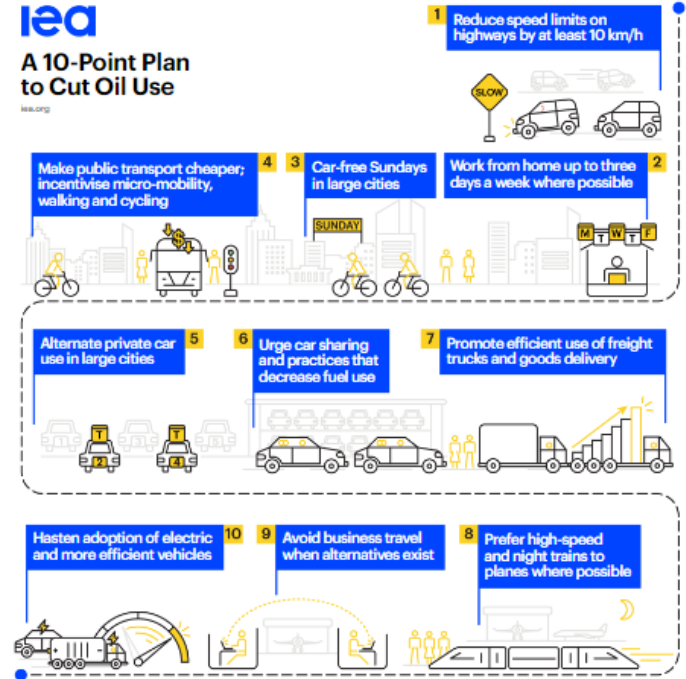


A 10-Point Plan to Cut Oil Use

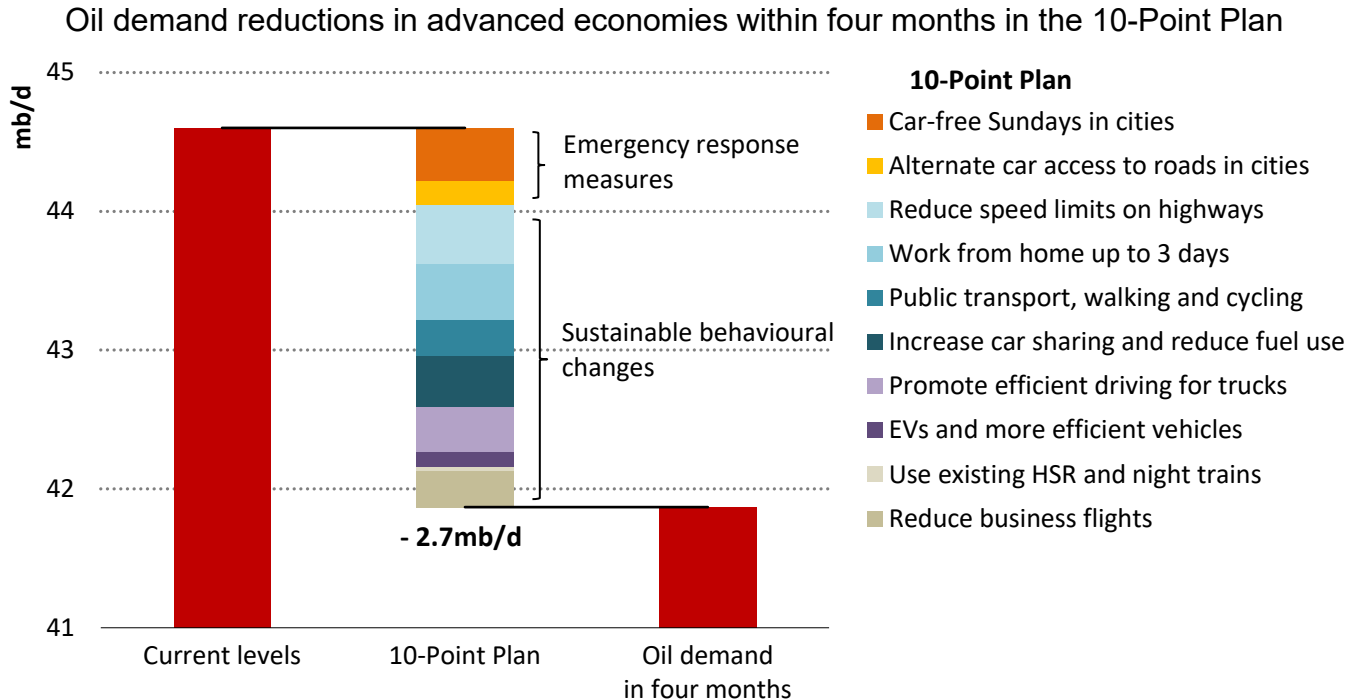
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- Russia's invasion of Ukraine and the resulting global energy crisis has sparked heightened interest in the role of behavioural changes in protecting energy security.
- Besides being a fast and most effective strategy to protect energy security, behavioural changes align with long-term emissions reductions goals.
- In response to the crisis, the IEA published the 10-Point Plan to Cut Oil Use and the Playing My Part initiative in collaboration with the European Commission.
- Governments around the world are calling on citizens to take action to reduce their energy consumption.

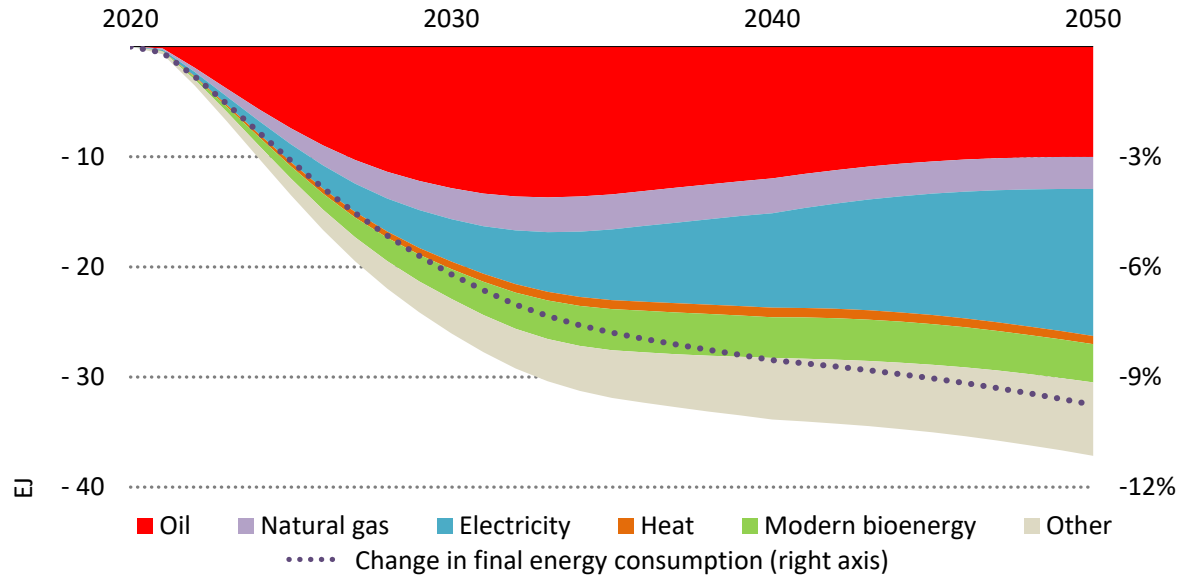


The 10-Point Plan to Cut Oil Use



Immediate actions in advanced economies can cut oil demand by 2.7 million barrels a day in 4 months

Reduction in total final energy consumption due to behavioural changes by fuel in the NZE



The impact of behaviour changes and materials efficiency on final energy consumption increases over time.

- Behavioural changes are ultimately enacted by people and businesses, but facilitated by clear and consistent policy guidance, and investment where needed, by governments.
- Policy-makers may deploy the following tools to encourage or mandate changes:
 - **Information accessibility** – Simply increasing access to information about the energy intensity of different products or services may promote sustainable choices
 - **Status quo nudging** – Setting sustainable product options as the default will increase uptake
 - **Financial measures** – Policies employing price signals to direct consumer behaviour are effective
 - **Mandatory standards** – When financial and educational encouragement are insufficient to bring about changes, governments have the power to mandate adjustments through laws and regulations
 - **Public investments** – Modal shifts will only succeed if reliable alternatives are available, and public investment in transportation infrastructure is therefore vital

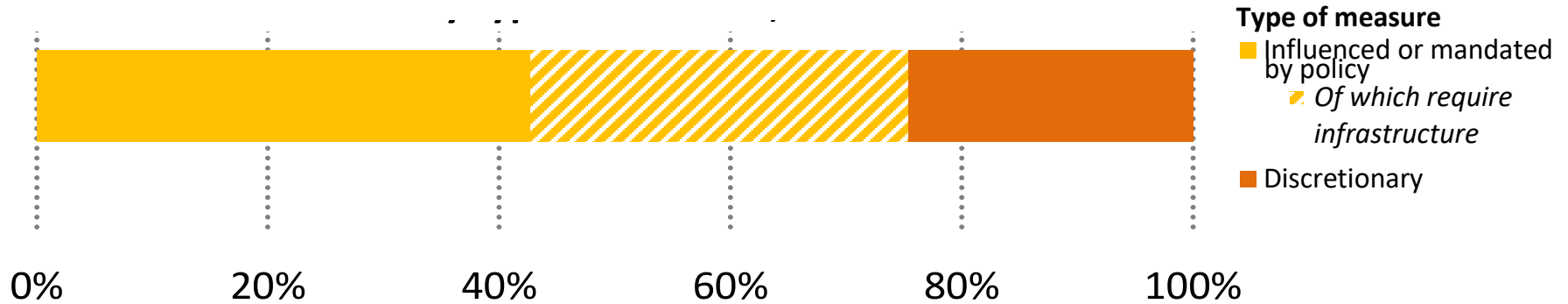
Thank you

Behavioural changes contribute to the NZE in three main ways:

- 1. Existing carbon intensive assets** – Even as clean technologies are adopted across markets, some carbon intensive assets will remain in use. Behavioural measures can reduce the emissions resulting from the use of these assets.
- 2. Hard to abate sectors** – In hard to abate sectors the options to reduce emissions through technology are scarce or too expensive. Behavioural changes are key in mitigating the impacts of continued growth in the NZE.
- 3. Demand reduction** – Behavioural changes that reduce demand overall play a key role in lessening the burden on new sources of clean energy, including renewables and bioenergy.

The role of governments

Emissions reductions by type of measure, 2022-2050



Behavioural changes cut CO2 emissions, but most depend on targeted policies and some require new infrastructure

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