

# Nordic Energy Efficiency Conference Oslo 2025

Sweden's Energy and Climate  
Advisory Services -  
Strengthening our priorities

Annika Nilsson  
Swedish Energy Agency



## Summary and key takeaways

### Sweden's Energy and Climate Advisory Services - Strengthening our priorities Annika Nilsson, Swedish Energy Agency.

Nilsson opened with an overview of Sweden's Energy and Climate Advisory Program, noting that they have 150 advisors operating in 288 out of 290 municipalities across Sweden conducting over 20,000 activities per year. The annual budget is 90 million SEK, and the target groups are households, small and medium-sized businesses, and associations.

She commented that the support they provide includes group counselling, individual counselling, and media outreach and that they work nationally, regionally, and locally. Nilsson also stated that they have recently seen the need to strengthen priorities for energy efficiency due to increased demand for advisory services and a shifting focus from policymakers.

She highlighted the European Performance in Buildings Directive (EPBD), which mandates a 16% increase in energy performance of the national residential building stock by 2030. She also mentioned local examples of good practice from Swedish municipalities that used digital tools to identify buildings with below-average energy performance and proactively engage the owners. This has led to a spike in consultations from property owners.

According to Nilsson, this proactive approach has proven effective; this is also the case in the Skåne region, where the advisors have launched a targeted campaign against businesses, resulting in a 50 percent increase in business consultations.

Looking toward the future, Nilsson pointed out that an energy crisis could emerge once again as a result of strained electricity grids and geopolitical events. This calls for a more strategic approach and investments in preparing. As a result, they have national guides and material on energy crisis management and campaigns at the municipal level.

#### Key takeaways:

- Energy Advisory Services are a crucial tool in Sweden's energy transition.
- Energy advisors contribute to demand-side flexibility.
- Need for a proactive approach. It is no longer enough just to answer questions; they need to actively set priorities and collaborate across national, regional, and local levels.

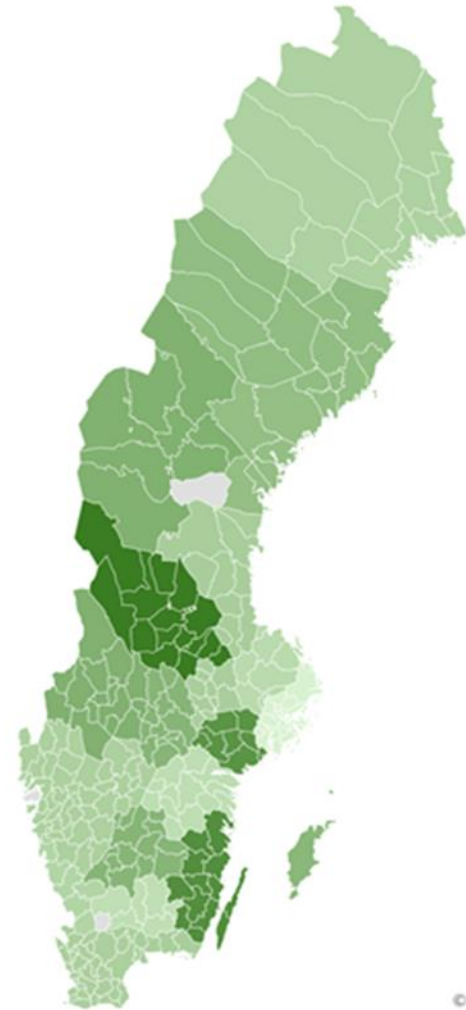


*We must go beyond simply answering questions. Energy advisors can proactively guide households and SMEs toward lasting efficiency.*

Annika Nilsson, the  
Swedish Energy Agency.

# Energy and Climate Advisory Programme in Sweden

- 150 advisors in 288 of 290 municipalities all over Sweden
- Over 20 000 activities per year
- Budget 90 million SEK per year
- Target groups: households, SME:s, associations

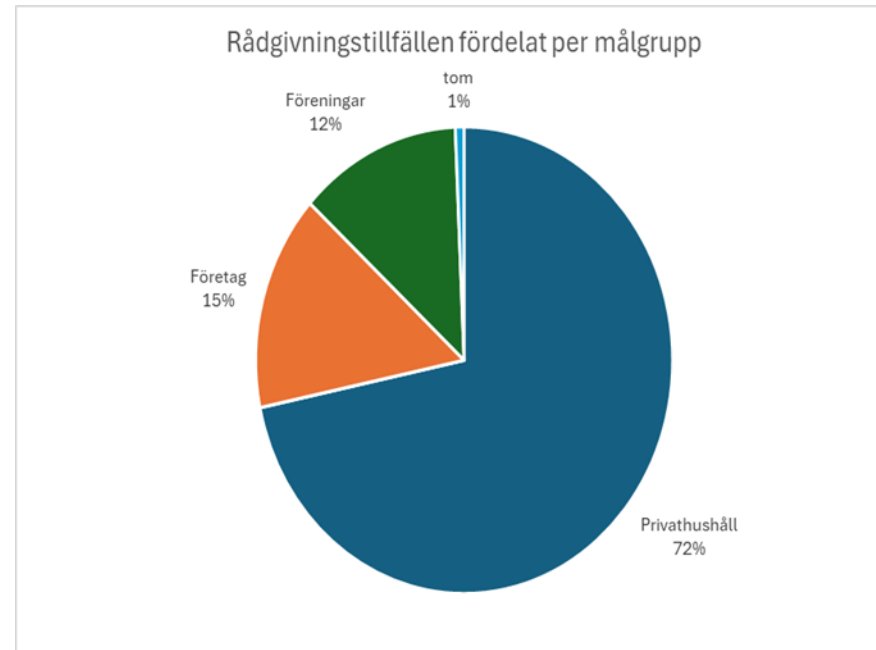


# Focus Areas and Activities

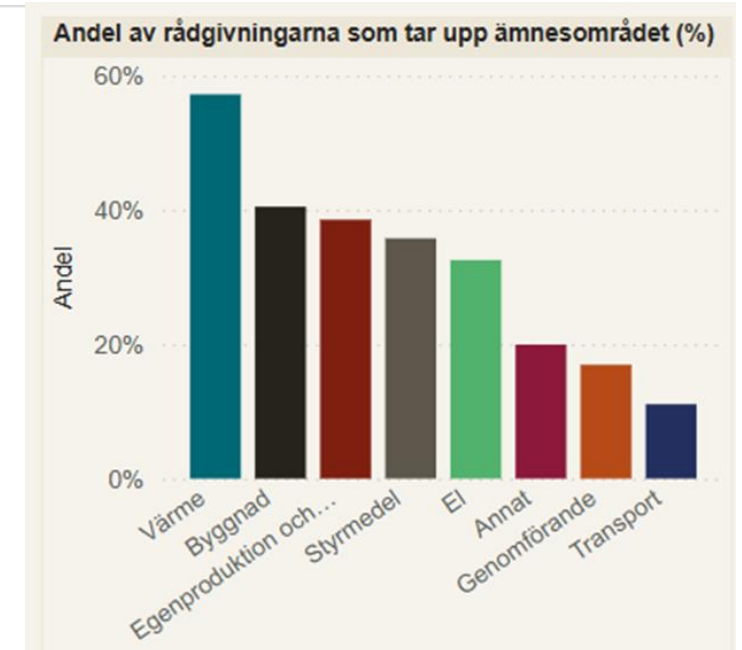
## Activity types

- Group counselling
- Individual counselling
- Media

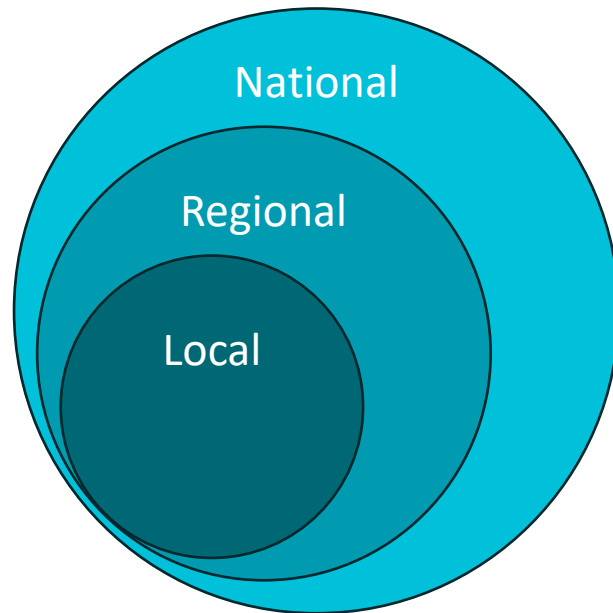
## Target groups



## Topics

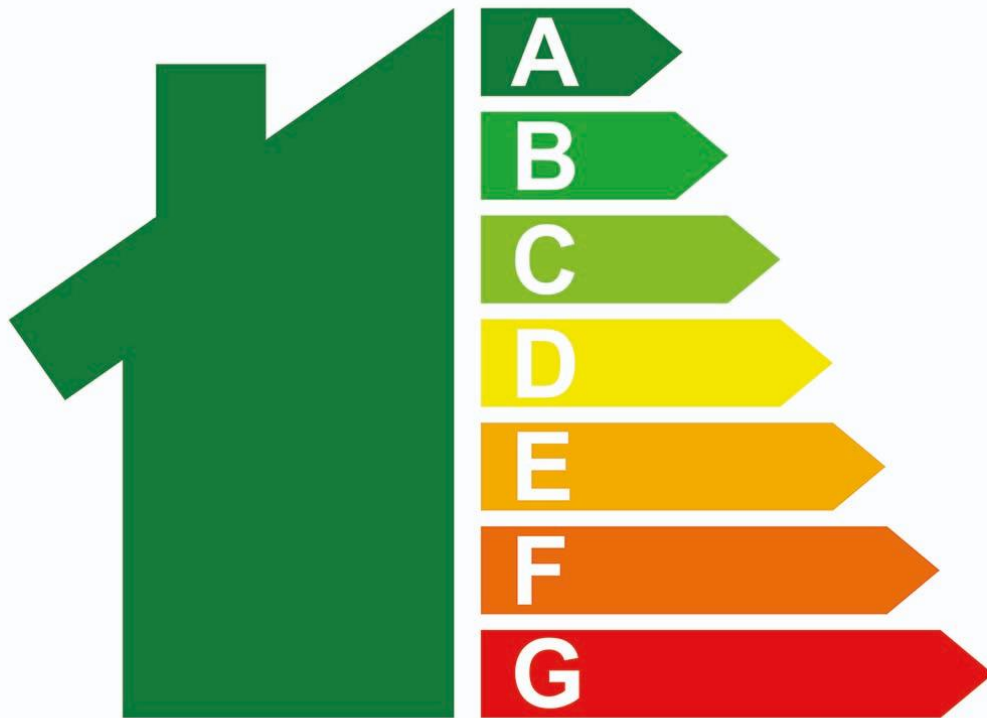


# Actively strengthening priorities



- The big shift in what we want to achieve is to actively strengthen priorities related to energy efficiency, both at the local and the national level
- Higher demand on setting priorities

# At municipal level The EPBD emphasises low energy use



The European Performance in Buildings Directive sets binding target to increase the average energy performance of the national residential building stock by 16% by 2030.

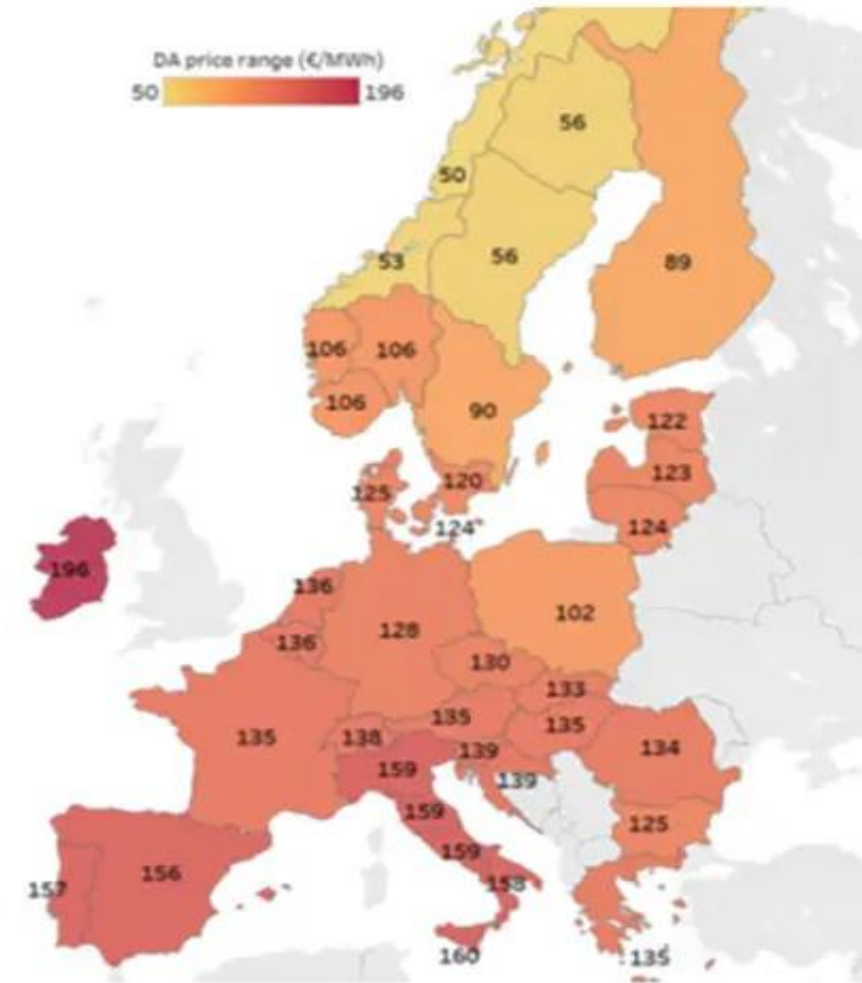
# Municipalities of Järfälla, Solna, Ekerö

- Digital tool to identify buildings with below-average Energy Performance Certificate
- Actively contacting and supporting these property owners.
- Results so far: large increase in the number of consultations



# Power shortage and high energy prices in southern Sweden

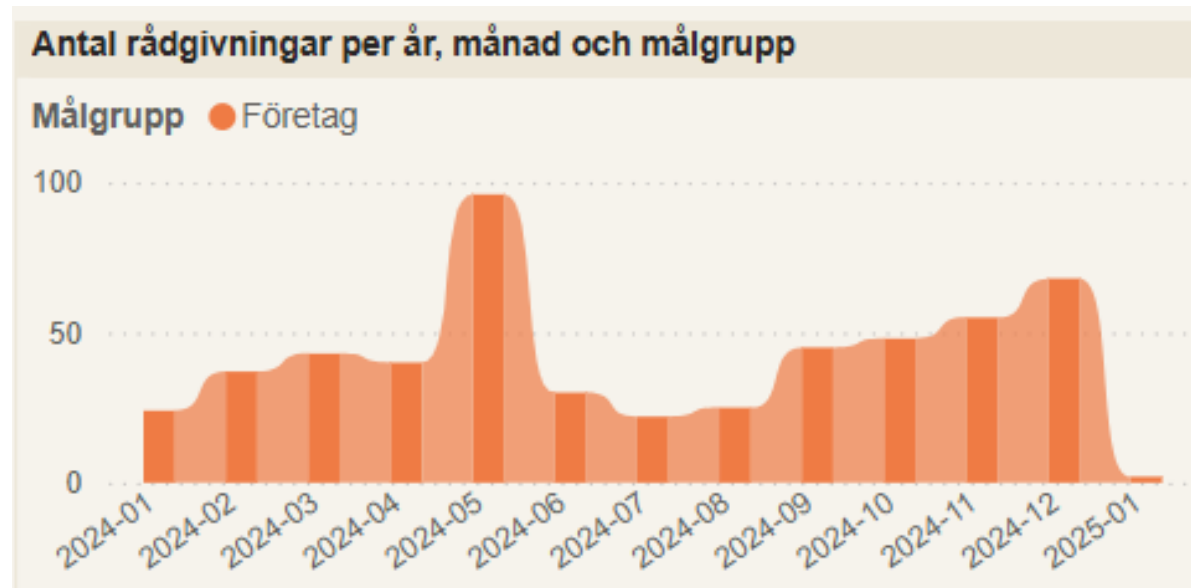
- Large differences in energy prices between Swedens regions
- South Sweden (Skåne) most affected
- Creates bottlenecks for expanding businesses
- High prices challenging for many businesses





# Campaign on business consulting in the South

- Campaign in May targeted at companies in Skåne
- Actively contacting and supporting businesses
- Number of consultations increased by 50 per cent (jan-apr vs sept-dec)



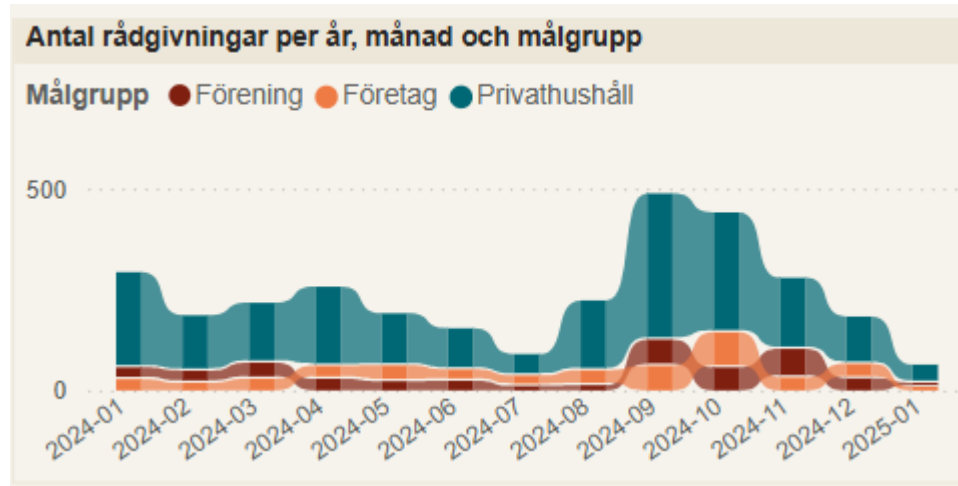
# Managing an energy crisis

- Energy crises can arise for many reasons
- Increased focus as a result of the strained electricity grid, the war in Ukraine, and NATO membership
- A national priority



# Investing in preparedness – guide and a dedicated campaign week

- At national level production of guides and other material
- At municipal level great involvement in the preparedness week-campaign



# Research on public energy advising

- Mignon, I., & Winberg, L. (2023). The role of public energy advising in sustainability transitions—empirical evidence from Sweden. *Energy Policy*, 177, 113525.
- Bastås, L., & Mignon, I. (2025). Agency of institutional intermediaries in transitions: A study of influences on intermediary practices. *Second round of review in Technological Forecasting and Social Change*
- Bastås, L., & Mignon, I. (2025). Comparing public and private intermediaries co-existing in ecologies of intermediation. Second round of review in *Environmental Innovation and Societal Transitions*
- Bastås, L., Cardol, H., & Lantz, B. (2025). Adopters' perceived value on intermediation support: Assessing the demand-side of intermediation. To be submitted to *Environmental Innovation and Societal Transitions*

# Summary

- Energy Advisory Services – an important tool in the energy transition
- Yes, energy advisors can contribute to demand side flexibility!
- Need to go beyond just answering questions. We must be proactive, prioritize the resources, and we need to work together in this network where both local, regional and national levels are included



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