



# Motiva Oy - State-owned company focusing on sustainable development

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Sustainable  
development  
company



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## Key figures 2021

Motiva is a

**100%**

state-owned  
company

**67**  
person-  
years

Turnover  
**€7.6 mill.**

[www.motiva.fi/en](http://www.motiva.fi/en)





# We speed up the shift towards a sustainable society and lifestyle

We cannot do this alone. Our partners and networks multiply our effectiveness.

Impartiality and openness are the basis of our work.

Open digital platforms and AI will be our superpowers in the future.

We want you to join us in building a better tomorrow!



We are a state-owned company with a specific mission to promote sustainable development in society. We create, develop, implement and scale effective solutions in partnership with governments, municipalities and businesses. We combine cross-disciplinary expertise and the potential of digitalization to enable sustainable change.

## WHY?

- Sustainable development and Agenda2030
- Carbon neutrality
- Energy transition and energy efficiency
- Circular economy and material efficiency
- Supporting sustainable choices
- Speeding up systemic change

## WHO?

- Government
- Municipalities & Regions
- Businesses
- Organisations
- Citizens

## SERVICES

- Visioning, roadmaps, support for implementation of legislation and the strategy process
- Studies, analyses and impact assessment and support for implementation of legislation
- Development of change catalytic policies and services
- Co-development and network management
- Communication and advice
- Experimentation and support for scaling up

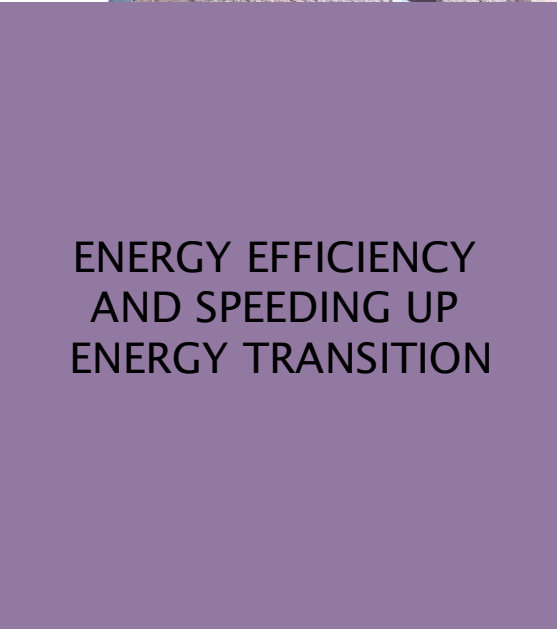




SUPPORTING  
SUSTAINABLE  
CONSUMER CHOICES



SPEEDING UP  
SYSTEMIC  
CHANGES



ENERGY EFFICIENCY  
AND SPEEDING UP  
ENERGY TRANSITION



MATERIAL  
EFFICIENCY &  
CIRCULAR ECONOMY





# Energy efficiency and speeding up the energy transition

**We support the energy-efficiency measures of businesses and municipalities:**

- energy efficiency agreements
- energy audits
- joint ventures with various actors and central government.

**We offer energy-efficient and low-carbon solutions for communities and buildings:**

- energy-efficiency in renovation, new construction, and housing
- smart digital solutions and technical systems
- demand side response in energy production and use
- renewable energy
- means of sustainable mobility.

# Energy Efficiency Agreements

## Finland's primary measure to reach energy efficiency targets

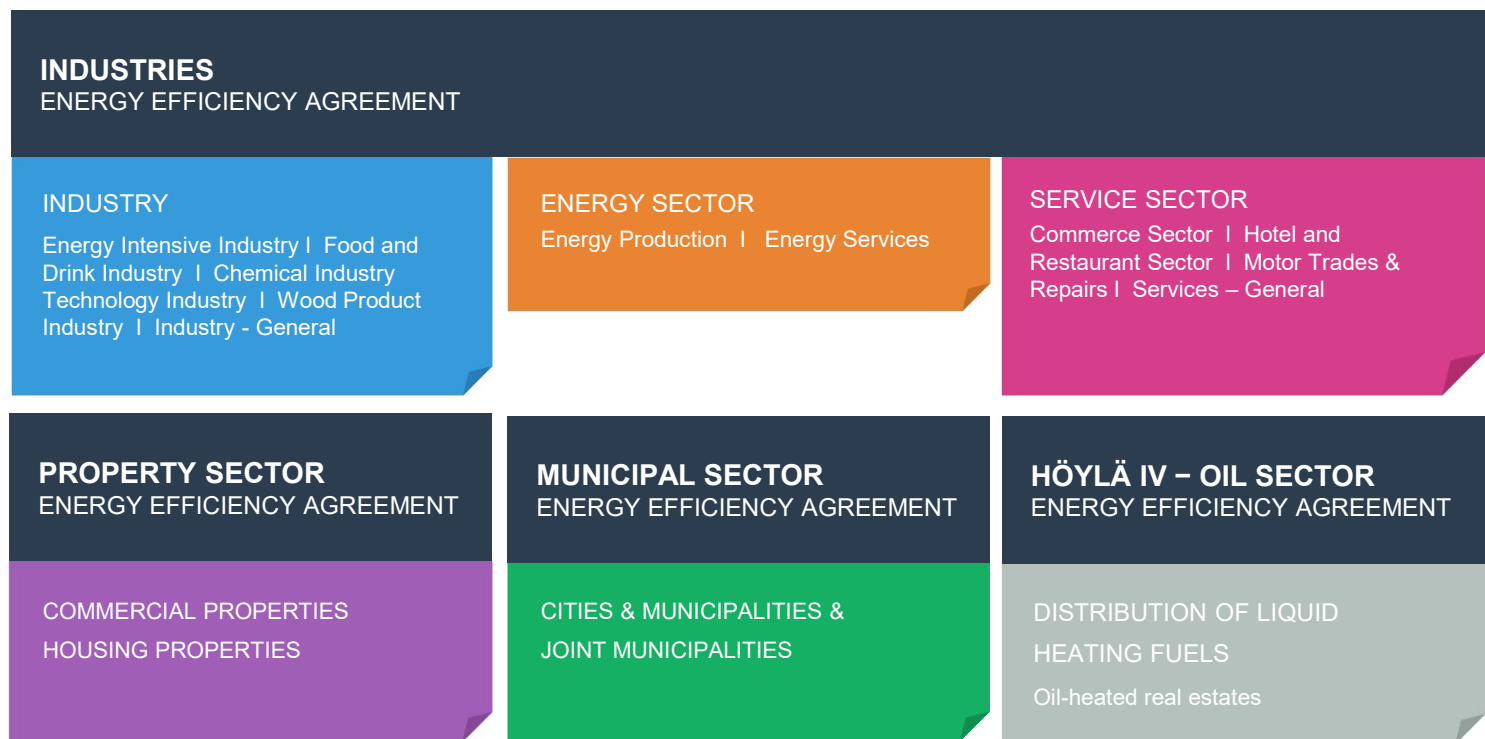
675 companies

124 municipal sector actors

15 000 individual measures

765 million € investments

8.9 TWh annual energy efficiency improvement



<https://energiatehokkuussopimukset2017-2025.fi/en/results/>

31.3.2022

Motiva - Sustainable development company







# Impact assessment proves effectiveness

## National strategies and programmes:

- We are an active player in the preparation and implementation of national strategies and programmes that support a low carbon economy.

## We monitor the achievement of the objectives:

- We maintain and develop a monitoring system for key policy measures in energy efficiency.
- We assess the implemented and future impacts of the policy measures for the central government.

## Cooperation at the EU level:

- We are involved in projects that speed up the implementation of energy-related directives and develop monitoring and impact assessment and the reporting of results.

Long-term renovation strategy 2020-2050

Medium-term Climate Change Policy Plan

Energy Efficiency Agreements

Energy Audits

**Concerted Action:**

- EED
- EPBD



## Supporting sustainable consumer choices

### Information and support for consumers in making sustainable choices:

- energy advice for sustainable choices in housing and everyday life
- energy-efficient construction
- reducing food waste
- smart lighting
- sustainable transport and mobility.

### Together we operate effectively:

- support and training in regional energy advisory services
- we are piloting AI in advising about sustainable housing
- we bring together actors in the promotion of flexible use of electricity by households.

**Increasing information and awareness with campaigns and active communications.**



# Speeding up systemic changes

## **Innovations, experimenting and cooperation as a toolbox for change:**

- innovations, experimenting and cooperation as a toolbox for change
- we orchestrate joint experimental and innovation processes between the public, private and third sector
- effective experimenting complies with a process according to the playbook “Kokeiluista skaalaan” (From experimenting to scale up). [www.kokeilunpaikka.fi](http://www.kokeilunpaikka.fi)

## **Sustainable and innovative procurement:**

- In the KEINO competence centre we develop sustainable and innovative public procurement. [www.hankintakeino.fi](http://www.hankintakeino.fi)

## **Ecosystem thinking in aid of reform:**

- As an impartial actor, we develop various ecosystems and platforms to accelerate the reform of society (e.g., information hub for sustainable housing and a marketplace supporting the material cycle).



# Material efficiency & circular economy

## Operating models for material efficiency:

- commitments on material efficiency
- material audits.

## Promotion of material cycles:

- “**Materiaalitori**”, a marketplace for materials ([www.materiaalitori.fi](http://www.materiaalitori.fi))
- industrial symbioses / FISS (Finnish Industrial Symbiosis System) activities.

## Public sector as an enabler and a creator of demand:

- management of resource wisdom
- sustainable and innovative public procurement.





## Advisory services

# Motiva's advisory services

## Consumers to public actors and companies

<b>Consumer Energy Advice</b>	<b>Energy Performance Certification</b>	<b>Public Sector Wood Construction</b>	<b>Energy Efficiency in businesses</b>
Consumers, Households	Consumers, realtors, EPC experts	Limited to public sector actors	Limited to certain sectors
Motiva.fi/ energianeuvonta	Motiva.fi/ energiatodistus	Motiva.fi/ puurakentaminen	Only for registered companies
Services via email, Facebook, telephone	Services via email, telephone	Services via email, telephone	
Service times (phone) Monday, Friday 9-12	Service time (phone) Tuesday 9-12	Service time (phone) Thursdays 9-11	

# Regional Energy Advice

## Advisory services in 18 regions

- Regional advisory services are funded by the Energy Authority of Finland, Motiva acts as the network coordinator.
  - Materials for consumers
  - Training for advisors
  - Promotion of services





# Online training



# Online Training Services

From consumers to professionals

Energy Efficient Home	Procurement	Construction Plastics	Precisions Surveys/Audits
Consumers, Households, Homeowners	Public and private actors	Construction professionals, builders	Energy Auditors, Building and Process energy experts
Training materials in Finnish			
More information: <a href="https://motiva-verkkokurssit.fi/">motiva-verkkokurssit.fi/</a>			



# Thank You!

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