

Nordic Energy Efficiency Conference Oslo 2025

Voluntary energy efficiency
agreement for business
in Finland - results and challenges

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Summary and key takeaways

Voluntary energy efficiency agreement for business in Finland - results and challenges Kati Ruohomäki, Confederation of Finnish Industries.

It was instantly made clear that the Finnish approach differed from that of Denmark, as the Finnish approach was a voluntary partner agreement with key industries. The agreements covered multiple industries, including oil, the public sector, the energy sector, energy-intensive industry, and the service sector.

Ruohomäki highlighted key success factors of the business commitment to energy efficiency agreements pointing to how it offered a flexible alternative to mandatory legislation and some financial support, helped businesses meet requirements for environmental permits, and enhanced businesses' sustainability image.

Some of the results from 2017 to 2023 were:

- 14.8 TWh saved.
- 3.1 million tonnes of CO₂ reduced.
- 27,285 measures and investments implemented.

However, Ruohomäki commented on some challenges in the Finnish scheme. She pointed out competition for investments within companies, shifting focus, financial constraints (especially for small and medium-sized businesses), and lack of awareness as key obstacles. Other experiences from the Finnish program were that non-monetary support was also valued by businesses, that collaboration between companies, technology providers, and the state proved successful, and peer support and knowledge sharing worked.

Key takeaways:

- Voluntary participation can work if businesses can be made aware of the upside.
- Savings on the energy bill can be an important motivator for participation.
- The state can successfully provide non-monetary support and guidance, especially for small and medium-sized businesses.



The drive to save energy to save money on the energy bill is an important motivator.

Kati Ruohomäki,
Confederation of Finnish
Industries.



Confederation of Finnish Industries in a nutshell

- EK is the voice of Finnish business. We relay messages from member companies to political decision-makers and social debate
 - 17 member associations: private services and industries
- We represent two thirds of private-sector jobs, export and innovation
 - 96% of our member companies are SMEs

Energy Efficiency Agreements 2017-2025 in Finland:

FIRST AGREEMENT SCHEME WAS INITIATED IN FINLAND AS EARLY AS IN 1997; A NEW PERIOD OF 2026-2035 IS UNDER NEGOTIATION

INDUSTRIES ENERGY EFFICIENCY AGREEMENT

INDUSTRY

Energy Intensive Industry, Food and Drink Industry, Chemical Industry, Technology Industry, Wood Product Industry, Industry General

ENERGY SECTOR
Energy Production
Energy Services

SERVICE SECTOR
Commerce Sector,
Hotel and Restaurant Sector,
Motor Trades & Repairs,
Services – General

PROPERTY SECTOR ENERGY EFFICIENCY AGREEMENT

COMMERCIAL
PROPERTIES
HOUSING PROPERTIES

MUNICIPAL SECTOR ENERGY EFFICIENCY AGREEMENT

CITIES &
MUNICIPALITIES &
JOINT MUNICIPALITIES

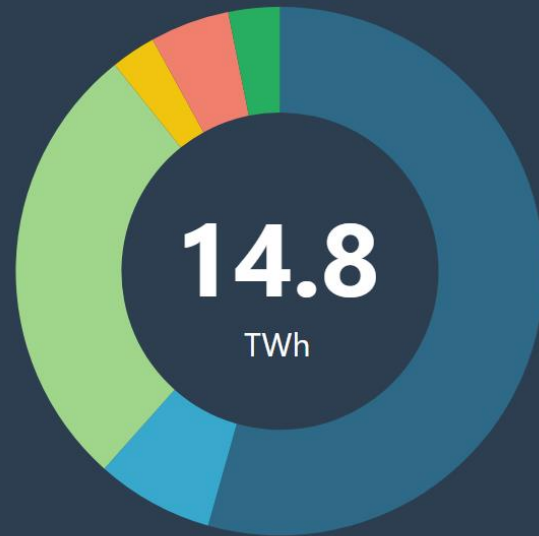
HÖYLÄ IV – OIL SECTOR ENERGY EFFICIENCY AGREEMENT

DISTRIBUTION OF LIQUID
HEATING FUELS
Oil-heated real estates



Finnish companies and municipalities & responsible use of energy 2017-2023

768 Companies
7,590 Sites
157 Municipalities/
Joint municipalities



ENERGY SAVING MEASURES AND INVESTMENTS IN 2017-2023

✓ **27,285**
measures

€ **1,481**
€ million

ANNUAL RESULTS OF IMPLEMENTED MEASURES

⚡ Energy savings **14.8**
TWh

€ Cost savings **801**
€ million

☁ Reduction of CO₂-emissions **3.1**
million tonnes

ENERGY INTENSIVE INDUSTRY	54 %	MEDIUM-SIZED INDUSTRY	7 %
ENERGY SECTOR	28 %	PRIVATE SERVICE SECTOR	3 %
PROPERTY AND BUILDING SECTOR	5 %	MUNICIPAL SECTOR	3 %

Annual cost savings 2017-2023

Energy saving measures implemented in 2017-2023 reduced participant's annual energy costs in total by 801 million euros.



480
M€/a



**Energy intensive
industry**



71
M€/a



**Medium-sized
industry**



130
M€/a



**Energy
sector**



34
M€/a



**Private service
sector**



51
M€/a



**Property and
building sector**



35
M€/a

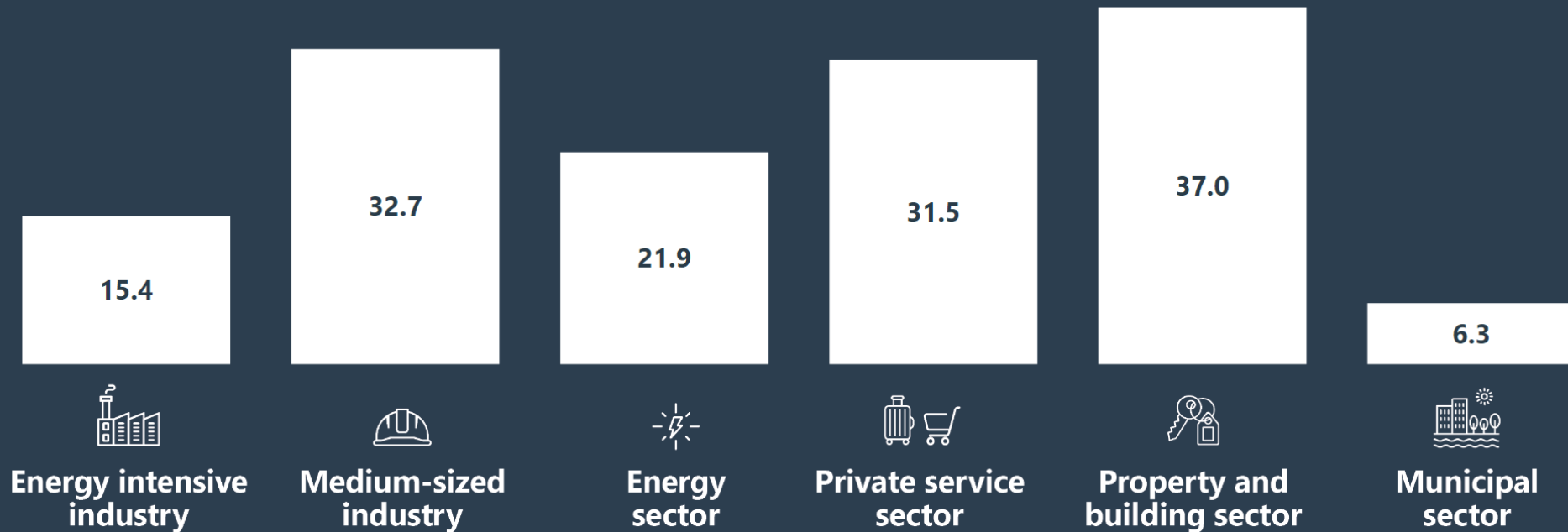


**Municipal
sector**

Government support for energy efficiency investments 2017-2023

The Ministry of Economic Affairs and Employment provides energy efficiency investment subsidies to participants based on individual assessment. In 2017-2023 investment subsidies totalin **144.8 million euros** were granted to **1,434** projects.

SUBSIDIES GRANTED FOR ENERGY EFFICIENCY INVESTMENTS IN 2017-2023, MILLION EUROS





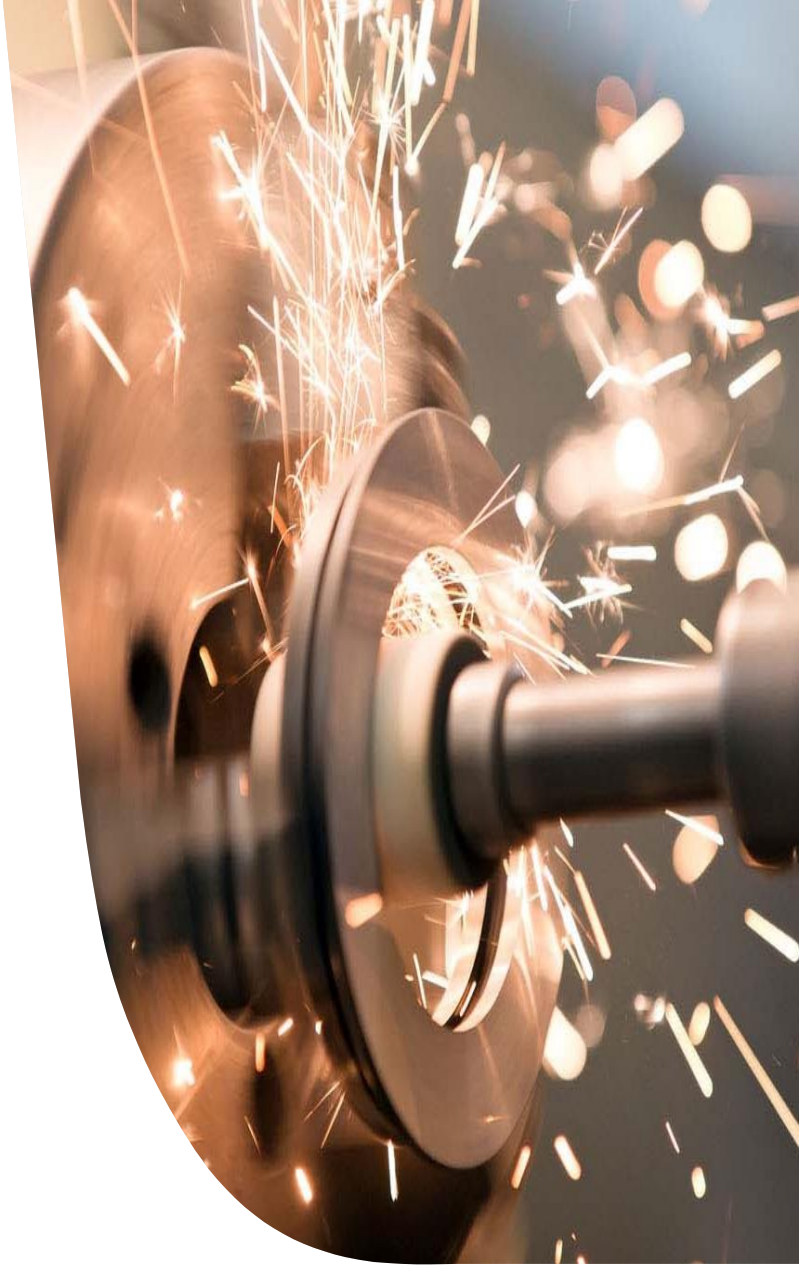
Why is business committed to energy efficiency agreements?

- A flexible tool to use
- Helps to keep energy bills and emissions lower level
- Alternative and complementary measure for regulations and taxes; useful when implementing the EED and national climate and energy strategies
- Support and subsidies for energy audits and investments available
- Prove of energy efficiency for environmental permits
- Promotes positive image, shows commitment to sustainability

=> Competitiveness increases, good saving results

Some challenges

- A hard competition inside companies: which investments will be approved?
 - Less and less pure energy efficiency investment will be realized
 - **but** energy efficiency is an important part of every investment (improves the viability)
- Energy subsidies especially important for SME's - the EU ETS can prevent subsidies for bigger companies
 - lack of information is still evident: for example, criteria for subsidies are not widely known among SME's



Other aspects

- Companies also appreciate non-monetary support:
 - Development projects within the agreement: a group of companies, technology suppliers and Motiva's (state-owned sustainable development company) experts focus on specific topic, for instance industrial ovens (projects are partly self-financed)
 - Counselling of SME's by Motiva: visits, calls, case publications, etc
 - "Peer support" from colleagues in the steering groups of every action plans (meetings 2-4 times a year)



Thank you!



Kati Ruohomäki

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Confederation of Finnish Industries EK

EU Energy and Climate legislation
Energy taxation
Energy Efficiency Agreement
EK Energy and Climate Committee

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