

EEW4 External Event Report

Title of the event: **NAVIGANT NATIONAL BUSINESS STAKEHOLDER WORKSHOP IN GERMANY:**

“Narratives for an efficient energy transition”

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| <i>Date & location:</i> | 28 January 2020, 9:00 – 12:30 hrs, Ørsted Office, Hamburg |
| <i>Organiser(s):</i> | Navigant in collaboration with Deutsche Unternehmensinitiative Energieeffizienz e.V. (DENEFF) |
| <i>Summary of the event</i> | The first EEW4 national business stakeholder workshop took place on January 28 in Hamburg, Germany. The event was organised in collaboration with the DENEFF, a non-profit energy efficiency initiative and network, and moderated by Carsten Petersdorff, Director at Navigant. In three break-out groups and a vivid plenary discussion, participants from the discussed arguments and storylines used to promote energy efficiency and collected ideas and examples on how to further develop enabling narratives for energy efficiency that resonate with different stakeholders. These covered for instances linkages of energy efficiency with digitalisation, innovation and new lifestyles, the nexus between regulation and freedom or local economic benefits of efficiency measures. From the input received the EEW-analysis team identified a set of storylines with potential to be further detailed and developed. |
| <i>Objective & main programme point</i> | The key aim of the workshop was to receive input from the business community for analysing prevailing storylines around energy efficiency and collect ideas with a view to developing resonating narratives to promote the effective implementation of energy efficiency policies and measures. |
| <i>Conclusions</i> | The first business stakeholder workshop revealed that mainly quantitative and economic arguments are being used in the current debate around energy efficiency, e.g. regarding reductions of energy consumption, emissions and energy costs. The energy efficiency business community is eager to translate key benefits of energy |



efficiency into more comprehensive and expressive narratives and welcomes input for distilling the argumentative drivers of energy efficiency. The PowerPoints are available [here](#).

Programme

| <i>Programme</i> | |
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| 9:00 – 9:15 | <p>Begrüßung</p> <ul style="list-style-type: none"> • Präsentation des EU-Projektes “Energy Efficiency Watch“ • Ziele und Ablauf des Workshops • Vorstellung der Teilnehmer |
| 9:15 – 9:30 | <p>Hintergründe zu Narrativen</p> <ul style="list-style-type: none"> • Einführung <ul style="list-style-type: none"> - Was ist ein Narrativ? - Welche Funktion nehmen Narrative in der gesellschaftlichen Verständn - Worin liegt die Kraft von Narrativen für die politische Diskussion? |
| 9:30 – 10:45 | <p>Entwicklung erfolgreicher Narrative in Kleingruppen</p> <ul style="list-style-type: none"> • Entwicklung erfolgreicher Narrative für eine effiziente Energiewende • Vorstellung der erarbeiteten Narrative |
| 10:45 – 11:00 | Kaffeepause |
| 11:00 – 12:00 | <p>Diskussion ausgewählter Narrative für eine effiziente Energiewende</p> <p>Leitfragen:</p> <ul style="list-style-type: none"> • Welche Botschaft möchten Sie der Europäischen Kommission übermitt • Welche Narrative können zu einer ambitionierteren Energieeffizienzpo und die Akzeptanz von Energieeffizienzmaßnahmen stärken? |



