EEW4 External Event Report

Title of the event: “Business perspectives on energy efficiency policy”

Date & location: Online event:
- First session: 27 April 2020, 15:00 – 17:00
- Second session: 28 April 2020, 10:00 – 12:00

Organiser(s): Navigant, supported by the Italian Federation for Energy Efficiency (FIRE - Federazione Italiana per l’uso Razionale dell’Energia)

Summary of the event
The second National Business Stakeholder Workshop gathered over 30 participants from Italy and was held in two interactive sessions on April 27 and April 28 as a virtual meeting due to COVID-19 health restrictions. The participating business representatives and energy auditors shared their insights and discussed on how to make progress on energy efficiency and what is needed to make efficiency policies a success. The event was organized in collaboration with the Italian Federation for Energy Efficiency (FIRE), an independent non-profit organization for promoting sustainability and the efficient use of energy. Daniel Becker from Navigant, a Guidehouse company, presented the results of previous EEW projects, the methodology and workplan of EEW4, and the role of narratives in policy implementation. Dario Di Santo from FIRE underlined the importance of highlighting non-energy benefits in the communication of energy efficiency policies and measures to increase awareness and acceptance also beyond the energy sector business society. The input received through the workshop will feed into a case study report by the EEW-analysis team to be published on the Energy Efficiency Watch website.

Objective & main programme point
The aim of the workshop was to collect input on existing narratives around energy efficiency and to receive input from business stakeholders with a view to developing narratives for enabling implementation of energy efficiency policies and measures in Italy and the EU.

Conclusions
The Italian Business Stakeholder Workshop showed that economic arguments are key to convince businesses and industries to implement energy efficiency measures. Promoting the impact of energy efficiency

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measures in monetary terms instead of energy savings can help to convince decision makers. Beyond cost savings, non-energy benefits should also be highlighted in the communication and promotion of energy efficiency measures and policies, as for example, product quality and image improvements or innovation. Instead of offering generic solutions, energy services need to be tailored to the specific needs of potential clients, especially regarding industries and businesses with energy-intensive processes.

The participating business stakeholders called for a holistic and persistent view on energy efficiency. Policies should trigger a cohesive view on energy efficiency to integrate energy efficiency in core business models and processes.

More and new formats for communication between stakeholders and policy makers would be welcomed by the Italian businesses. A platform has been proposed to improve dialogue between policymakers and stakeholders to stimulate trust and to improve predictability of support schemes.

A level playing field and predictable instruments are necessary to enable the private sector to develop new business models. Energy efficiency should be connected to policies for digitalisation (e.g. Industry 4.0 programme) and innovation.

Attached:

- Programme
- Pictures
Programme

First session: 27 April 2020, 15:00 – 17:00
Energy Efficiency Watch & sharing business experiences

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>15:00 – 15:30</td>
<td>Welcome &amp; Input session: Energy efficiency policy &amp; Energy Efficiency Watch 4 project</td>
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<tr>
<td>15:30 – 16:15</td>
<td>Breakout sessions: Business perspectives on best-practices of implementing energy efficiency</td>
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<tr>
<td>16:15 – 16:45</td>
<td>Breakout session presentations</td>
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<td>16:45 – 17:00</td>
<td>Reflection and discussion of breakout sessions</td>
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Second session: 28 April 2020, 10:00 – 12:00
EU energy efficiency policy & narratives for promoting energy efficiency

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<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>10:00 – 10:30</td>
<td>Input session: Developing narratives for promoting energy efficiency</td>
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<tr>
<td>10:30 – 11:30</td>
<td>Plenary discussions: A policy perspective on implementation and acceptance of energy efficiency</td>
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<tr>
<td>11:30 – 12:00</td>
<td>Wrap-up</td>
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Wrap-up session

Italian National Business Stakeholder Webinar

Key takeaways

- EE is not a priority for SMEs: incentives, audits and communication is necessary.
- Predictability in the costs and benefits is key to enable clients' and policy makers' interest in EE.
- EE should be a priority especially for public services since energy is often a central cost driver; e.g. for rail transport. Audits can help to increase the awareness of energy aspects.
- Monitoring of energy performance and KPIs also allows for process improvements, e.g. in production.
- Establish long-term relations with clients and reduce their cost risks, e.g. due to energy performance contracting including success fees.
- More and new formats for communication between stakeholders and policy makers are necessary.
- Air quality as a policy target can be reached through EE.
- Non-energy narrative elements.
- A level playing field is necessary to create beneficial and predictable instruments for stake holders EE efficiency is not in need of protective policy measures but needs investment support is essential for reaching ambitious EE targets.
- Innovation and developing new business models.
- Economic benefits are key in the first place. Integrate innovative concepts, automation, quality improvements, etc.
- Frame EE as an instrument to reach your clients' targets not as a final target.
- Focus on client perspective and also take into account non-energy benefits.

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