



## Energy Efficiency Watch

### National Business Stakeholder Workshop Bulgaria: Business perspectives on energy efficiency policy

#### EEW4 Event Report

<i>Project partner</i>	Guidehouse
<i>Title of the event:</i>	National Business Stakeholder Workshop, Bulgaria: Business perspectives on energy efficiency policy
<i>Date &amp; location:</i>	7 April 2021, 10:30 - 12:30 EEST & 8 April 2021, 10:30 - 12:30 EEST, Bulgaria (virtual meeting)
<i>Organiser(s):</i>	Guidehouse and Energy Agency of Plovdiv
<i>Number of Participants:</i>	19
<i>Summary of the event</i>	The Business Stakeholder Workshop set out to discuss the enabling factors for successful energy efficiency measures and policies in Bulgaria. Gathering Bulgarian business stakeholders from a broad range of sectors including energy services, consumer organisation, and the buildings sector, the interactive workshop was held in an online format divided into two consecutive sessions due to the health-related restrictions of the COVID-19 pandemic. Starting with an introduction to the Energy Efficiency Watch project and aims of the workshop, Daniel Becker from Guidehouse led through the Workshop, supported by Ina Karova from the Energy Agency of Plovdiv (EAP) in Bulgaria. The EAP gave a “local” welcome to the participants and presented the broader EU framework for the Recovery Plan and the Green Deal and how the funds will be allocated to better support innovation activities for the businesses. During the discussions, EAP bridged the activities during the past and the new programming period (as represented in the Bulgarian Recovery Plan) to highlight the expected changes in the policy course and funding opportunities and the participants’ potential to bring in positive changes by sharing their stories and experiences, opinions and suggestions for the future implementation of the Operational Programme. The





participants jointly reflected on effective arguments to make the case for energy efficiency with regards to different factors for a successful implementation.

Arguments and entry points highlighted in the breakout session by the participants with regards to the successful implementation of energy efficiency policies, instruments, and measures included:

- (1) Developing research and innovation potential, better involving businesses in funding programmes and incentive structures
- (2) Addressing energy poverty in promotion policies and programmes for energy efficiency to achieve a just transition
- (3) reducing regulatory barriers for home-installed photovoltaics and energy renovation; enhancing communication towards consumers
- (4) Building on the just transition process and market/business support for improved coal phase-out for the local communities

*Objective &  
main  
programme  
point*

The aim of the workshop was to collect input on existing narratives around energy efficiency from business stakeholders with a view to support the effective implementation of energy efficiency policies and measures in Bulgaria and in the EU. Insights from previous business stakeholder workshops also fed into the discussion.

**Attached:**

- Agenda
- Screenshots





## Agenda

### First session: 7 April 2021, 10:30 – 12:30 EEST

10:00 – 10:35	<b>Check-in &amp; Welcome (Guidehouse)</b>
10:35 – 10:50	Welcome note (EAP)
10:50 – 11:00	Background on Energy Efficiency Watch (Guidehouse)
11:00 – 11:15	<u>Icebreaker discussion: Successful energy efficiency policies</u>  What can be expected of the Green Deal and Recovery Plan?  Which energy efficiency policies, instruments or measures have been successful in Bulgaria?
11:15 – 12:00	<u>Discussion in breakout groups:</u>  Drivers for successful energy efficiency implementation: key factors, focus points in public debate, evaluation over time
12:00 – 12:15	Summary presentations form breakout groups
12:15 – 12:30	Reflection and outlook (Guidehouse)

### Second session: 8 April 2021, 10:30 – 12:30 EEST

10:30 – 10:35	Check-in and Welcome (Guidehouse)
10:35 – 10:50	Background: Role of narratives for promoting energy efficiency
10:35 – 11:20	Joint reflection on argumentative drivers for acceptance of energy efficiency policies and measures
11:20 – 12:20	Consolidation of joint conclusion: Key messages to decision-makers
12:20 – 12:30	Wrap-up



## Screenshots



**Ключови фактори и предизвикателства за успешна реализация**

- EE темите в образованието все още липсват
- Без кредитна линия за EE, няма такава финансираща институция
- Все още няма механизъм за енергийна бедност
- Новите услуги на „Едно лице“ не са налични в Българския план. Общините имат известен опит. Бизнесът участва само през Обществена Поръчка
- Слаба комуникация на Плановите
- Създаване на високотехнологични паркове – за промотия и инсталации за нови продукти и услуги
- Надценяване на ролята на традиционните научни зена в иновационната дейност ОП. Наука и иновации „слага барьера към всички иновационни организации – само университетите и БМН могат да участват
- БМН могат да участват
- Трябва да има включване на повече заинтересовани страни в Иновациите
- Наука и разво и комерсиализация трябва да се правят със заинтересовани страни
- Повече енергийна независимост на местно ниво като национален приоритет

Daniel Becker	Arnold Bruhin (Guidehouse)	Iva Karova	Nadezhda Angelova
Angelina Tomova	Liyana Adjarova	Milena Agopyan	Katja Dinges
Stoyan Dimitrov	Daniela Kostova	Lucky Penny	Zdravko Georgiev
Plamen Kirov	Ivan Shotlekov	Nikolay NAYDE...	Petar Kisiov
	НАДЯ НИКОЛО...	Krasimira Kostova	Ask to Unmute



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