

## EEW4 External Event Report

**Title of the event:** The missing “why” for energy efficiency: Stronger Narratives to drive progress in EU Member States

<b>Date &amp; location:</b>	26.10.2021
<b>Organiser(s):</b>	EUFORES
<b>Summary of the event</b>	<p><u>Jan Geiss:</u></p> <ul style="list-style-type: none"> <li>• Welcome to our workshop on EE,</li> <li>• We are happy to have distinguished guests on the panel today and reach all over Europe with this important discussion on narratives.</li> <li>• It is an honour to discuss the finding of the EEW4 project, to convince people about EE.</li> <li>• I am happy to open the floor with two energy experts.</li> </ul> <p><u>Diedier Bossebeuf, International Energy Efficiency Expert, ADAME:</u></p> <ul style="list-style-type: none"> <li>• I will present the recent energy efficiency trends in Europe by the Odyssee-mure project</li> <li>• This project is made by implementors by 27 EE agencies</li> <li>• It relies on a database of 200 EE agencies.</li> <li>• IT is collaborative research; our goal is to have harmonised data collection to compare among countries.</li> <li>• When you have 30 countries with so much data you need to provide facilities for a more user-friendly use of our database.</li> <li>• The facilities around the new database are perceived by topic and policies.</li> <li>• There is a decoupling of the prime energy demand and the GDP, which is growing since 2014.</li> <li>• There is a relative stability of EU total energy supply since 2014, although GDP increased by 2.2% per year with the return to economic growth.</li> <li>• However, the final energy consumption grows again since 2014 with the economic rebound.</li> <li>• If we read the energy efficiency index, we can see that the efficiency increased 1.8 percent which is very slow.</li> </ul>



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- We can see the progress in household is twice lower since 2014.
- There is a strong slow down in industry since 2007.
- We are experiencing a slowdown of energy efficiency on transport because of no progress for cars (2007-2014).
- When we look at household, energy efficiency has improved by 20% at EU level between 200 and 2019, however there has been a slowdown with progress twice lower. The most rapid EE improvement incurred in lighting.
- The slowest EE improvement is in water heating.
- Since 2000 the EE improvement in transport is very low 10% only. The improvement in technology I offset by the less efficient progress operation of trucks. There is no further progress in cars since 2013. We have to focus on cars in policy implementation clearly.
- We have a regular decrease in the energy savings, which has been decreasing since 2014. The housing sector is the most important provider of energy savings.
- As a conclusion we make a decomposition of energy, energy saving can counter balance the effect of activities.
- We are able to reach the 2020 target, but we are far from reaching 2030 target The current trend which encompasses current policies are not sufficient we need more policies to achieve our target in 2030.

Megan Gignac: Upper Austria Energy Agency.

- Thank you for this introduction, I am stepping in for Christiane Egger.
- If we get it right what I present today will be a booster to implement EE policies and get the results we need to see.
- We are 6 partners in the consortium and what I will present today is part of the EEW , this is the 4<sup>th</sup> phase of the project EEW4. The aim is to test narratives for the energy transition in several MS and regions.
- In this very large survey, 1700 energy expert participated. This is the largest EE survey as all MS contributed to the questionnaire to have meaningful results.
- The three conclusions from what we saw in the project of EE over the years.
- Progress is too slow, what we see is from one MS to the other there is up and down movement on the rate of progress through time. We see this on changing governments.



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- What do we mean with narratives? The images in people's mind. We need to present a value that resonates with people.
- This is a gaining buy in from wider groups.
- We need to overcome the killer arguments; they have become narratives of negative nature.
- Which subjects are important in the general debate? `
- In our survey on the next slide, the three main answers to the most important subjects in the general debate.
- Independent on energy and climate discussion what are the most important topics in the general debate?
- On the poll you can vote on the most popular topics to use in favour of the energy transition?
- Jobs, air quality, affordable healthy housing.
- Air quality is not one of the most voted topics that came up during the survey. But rather jobs and industrial competitiveness.
- We asked then, which subject is EE already linked to in the public debate. What we see here is that investment.
- What are the most influential actor groups? Associations of large industry are on the top, trade unions and chambers of commerce.
- Are we talking about the right things to the right people?
- We need to talk more about the economic impacts of EE.
- We need to get more buy-in from stakeholder groups.

#### Q&A

- **How is the energy efficiency index defined?**  
Bosseboef: We have developed an indicator based on physical indicators, we divided the indicators in 14 subcategories and according to the consumption in the different sectors in ISO standards on energy saving calculation.
- **Will energy efficiency be higher with electric vehicles?**  
Hybrid is not the solution for EE, hybrid have two motorisations, they are heavy.  
For cars it is disappointing.
- **Are you confident that we can develop narratives that bring opponents on board?**



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It is not a question of developing one narrative that brings the opponents on board. Political parties will use different narratives depending on the visions in the political parties.

#### Panel Discussion

- **Jan:** How do you sell EE and what is your narratives to the citizens and in the industry?
- **Vlasta Krmelj, Mayor of Salinica ob Dravi and Director Podravje Regional Energy Agency**

I am selling EE with different narratives, health issues and air quality and nice buildings. Bringing as a side effect that the building will be also energy efficient. If we understand the environment of people, we need to have the psychological argument to talk to them. As politicians we should have a clear framework, as we know the exact budget.

- **Adrian Joyce, Secretary General, EuroACE**  
My take on this is on the Renovate Europe campaign. We must be careful about the choice of words. The sociological and psychological aspects are elements we have been considering over the years. Also, the types of images and colour schemes we project.

Narratives are important to build trust, particularly in the building sector. What Didier presented is true, there is a slowdown in EE improvement in a time we should be accelerating.

Continuous storytelling is needed, we have seen that in MS there is good communication at the beginning of a good programme and not during the running of it. Also, not enough good stories reported in the building sector.

There should be emphasis on the local action, I am impressed about what I am learning on energy community. There are challenges in the building stock. Keeping it local, positive, and not creating myths.

- **Wolfgang Eichhammer, Head of Competence Centre Energy Policy & Energy, Fraunhofer Institute for System and Innovation Research.**



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Didier is giving too much of a pessimistic image, when it comes to our targets we have been improving in the last years. We had struggle in developing

EE first principle, may be a high-level slogan in policy. This guideline should help bring this principle more into concrete policies. The multiple benefits of EE. This project brings policy makers a reporting on EE to achieve climate neutrality.

- **Megan Gignac,**  
I have heard elements from all the speakers that come back to the EE project. We are developing a toolbox for narrative development with many elements, with data and numbers we will use to counter killer arguments.
- **Do you see a lot of negatives reaction on EE from the people?**  
**Vlasta,** we have in Slovenia a good subsidy programme, that is a good push from the citizens. We also monitor how people are using the subsidies and we can say citizens have a positive feeling of better indoor conditions.
- **How does the Renovate Europe Campaign help build trust?**  
**Adrian Joyce,** through our Communication Work, we also had an exhibition of our campaign at the EU parliament in 2019. The projects we chose, went across a range of building types such as historical buildings. It is not only possible to achieve saving in energy renovation. By being able to gather practice stories, we build trust.

Where do you see the biggest flow in EU and national policies? Where is the bottleneck for better implementation and impact? How does the MICAT project show the multiple benefits of energy efficiency measures?

- **Wolfgang,** I was missing one actor, the consumer. We have a number of narratives opposite to the EE project. We need to tell that hydrogen is a small contributor to the EE, the consumer side saying process go up, it is not a good idea do just give money to the poorer people without providing EE. We cannot deny the impact of climate change. The idea of the MICAT project is related to energy savings.



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*Objective & main programme point*

**Jan**, thank you for your speaker, your speeches were part of a bigger picture. Thanks, on behalf of EUFORES. We must deliver seen the climate emergency is not leaving us.

Policy makers are progressively recognizing energy efficiency as a key enabler for decarbonization, but progress remains slow across the EU. This session addresses the narratives needed for successful policies needed to drive the energy transition and achieve Europe's climate neutrality goal.

The objective of this session is to establish an overview of energy efficiency progress trends in the EU, to present the findings of the extensive EEW4 survey, case studies of narratives and recommendations for more effective narratives.

The event addresses decision makers involved with EE policies at local, regional, national, and European level, energy agencies and the energy efficiency community and experts.

*Conclusions*

This event helped to get a bigger picture of the EE values in time and how the policies improved. We found out that the energy efficiency levels did not improve due to lack of technological advances especially in the transport sector. However, from the policy perspective we have seen that there have been some improvements, we need to keep on the work on good narratives. We also enriched our narratives thanks to the perspective from each expert speaker. More speakers, in the context of narratives talked about considering the sociological and psychological aspect of people.



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**TOWARDS 2030: RESHAPING THE EUROPEAN ENERGY SYSTEM**  
#EUSEW2021

**AGENDA**

“The missing ‘WHY’ for energy efficiency - stronger narratives to drive progress in EU Member States”

**Tuesday 26 October 2021**  
16:00 CEST

Welcome by the chair and moderator of the session

**Jan Geiss**, Secretary General, EUFORES and Project Coordinator, Energy-Efficiency-Watch 4

Scene setting

“The EU27 energy efficiency trends and policies by sector”  
**Didier Bosseboeuf**, International energy efficiency expert, ADEME and Project Coordinator, Odyssee-Mure project

Live poll with audience on energy efficiency narratives

“The missing ‘WHY’ for energy efficiency: towards new narratives”  
**Christiane Egger**, Deputy manager, Energiesparverband Upper Austria and Survey & narrative development leader, Energy-Efficiency-Watch 4

Q&A: the audience is invited to submit questions to the speakers



**TOWARDS 2030: RESHAPING THE EUROPEAN ENERGY SYSTEM**  
#EUSEW2021

Expert panel  
Panel discussion on successful and effective implementation of energy efficiency measures

**Moderator: Jan Geiss**, EUFORES, Energy-Efficiency-Watch 4

**Panellists:**

- **Vlasta Krmelj**, Mayor of Selnica ob Dravi (Slovenia) and Director, Podravje Regional Energy Agency
- **Adrian Joyce**, Secretary General, EuroACE
- **Wolfgang Eichhammer**, Head of Competence Center Energy Policy & Energy Markets, Fraunhofer ISI and Technical Coordinator, Odyssee-Mure project
- **Christiane Egger**, Energiesparverband Upper Austria, Energy-Efficiency-Watch 4

Q&A: the audience is invited to submit questions to the panellists

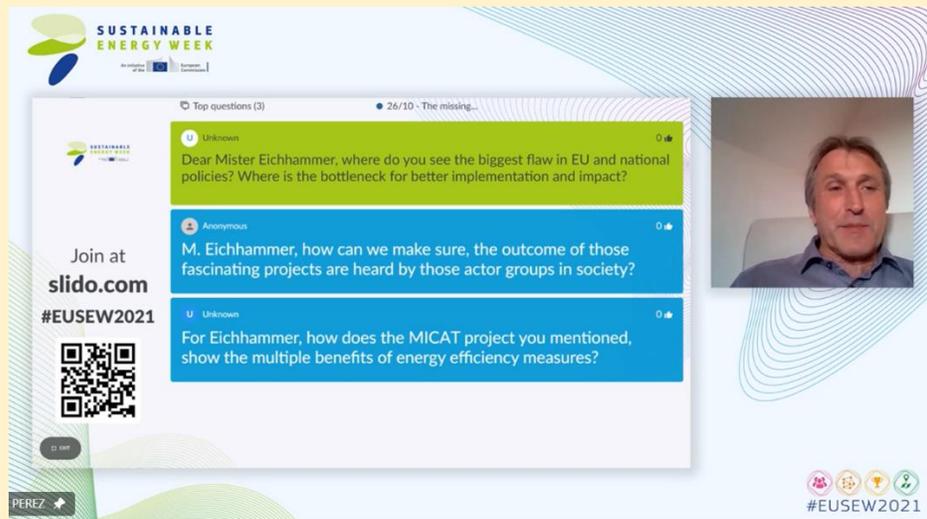
Conclusions by the chair and moderator of the session

**Jan Geiss**, EUFORES, Energy-Efficiency-Watch 4



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Pictures



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