

EEW4 External Event Report

Title of the event: Energy Efficiency Policy Session during FEDARENE General Assembly:
Counteracting “killer arguments”: Improving our portfolio of arguments for selling the energy transition

<i>Date & location:</i>	15 September 2021, in Maribor, Slovenia and Online
<i>Organiser(s):</i>	FEDARENE and OÖ Energiesparverband
<i>Summary of the event</i>	Building on the EEW4 session held in November 2020 with the regions and energy agencies members of FEDARENE, this workshop happened both in person in Maribor and online, and focused on making practical use of the survey results and operationalising the narratives analysis. Participant identifying the existing “killer arguments” within their regions that form counter-narratives, that block or slow down the energy transition, and worked together on countering them.
<i>Objective & main programme point</i>	Participants through interactive discussion worked on identifying the existing “killer arguments” within their regions that form counter-narratives, that block or slow down the energy transition, and worked together on countering them. We often hear killer arguments and phrases for why the energy transition (or an important aspect of it) is not feasible / not a good idea / harmful instead of useful, etc. They are sometimes excuses, but also often the result of misinformation. Such arguments are everywhere to be found in the media, in politics and from influential stakeholder groups (e.g. Large industry, Trade Unions etc.).
<i>Conclusions</i>	<p>There’s a variety of killer arguments recurring across regions and countries, that are in fact easy to counter with actual facts and figures. Such arguments include:</p> <ul style="list-style-type: none"> ➤ Today we have more RES than ever, and highest electricity prices as well! ➤ Everything becomes too expensive, especially for vulnerable people ➤ Competitiveness of industry in danger! ➤ Compared to other countries, we don’t pollute as much, China and USA should be the first ones to make their energy transition efforts ➤ France only account for 1% of emission, let’s see what China & USA does, we’ll act after ➤ We can wait longer, no need to rush now ➤ we can’t do anything, it’s too late anyway!



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ENERGY EFFICIENCY WATCH

- Technology will save us (hydrogen, zero carbon trains/aircrafts...)
- We can't do this now, we have to do it later because we won't have enough energy we need and industry needs
- Heaters & cars consume less and less oil, soon they won't consumer anything at all!
- Taxing or banning people from doing something is counterproductive, people have to volunteer

Regional energy agencies have developed within their rhetoric arsenal counter-arguments to engage reluctant stakeholders.

Programme

09:00-09:15 Plenary session, presentation by Christiane Egger, Deputy Manager at OÖ Energiesparverband, of the EEW4 project, background results and objectives of the workshop

Break-out in 3 parallel working groups (2 on-site in Maribor, 1 online)

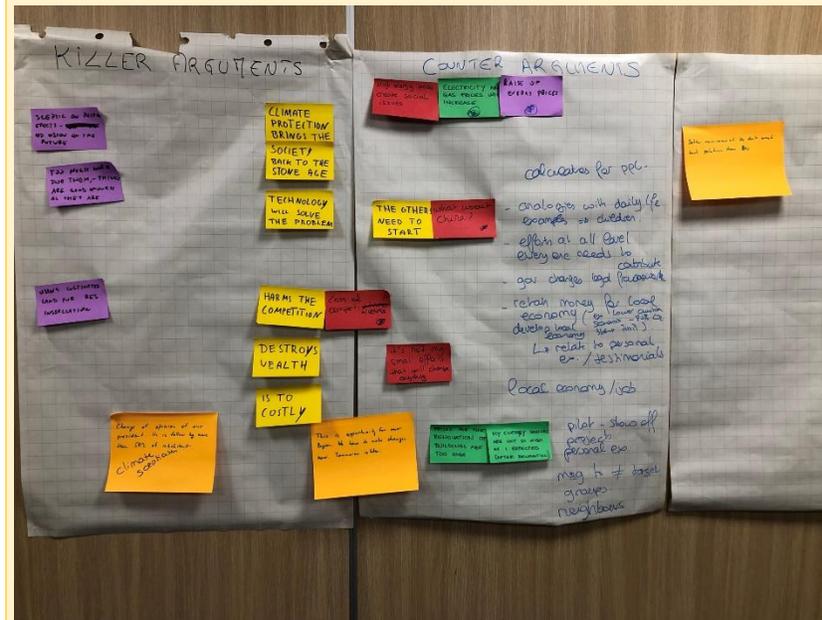
09:15-12 Workshop on identifying “killer arguments” and developing counter arguments in the public debates, followed by a discussion on killer arguments brought by specific target groups (mayors, homeowners, SMEs, CEOs of industrial companies...)



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Pictures



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