



## EEW4 EVENT REPORT

<i>Project Partner:</i>	Guidehouse
<i>Title of the event:</i>	<b>National Business Stakeholder Workshop, Greece: Business perspectives on energy efficiency policy</b>
<i>Date &amp; location:</i>	Online event: - First session: 22 March 2021, 11:00 - 13:00 (Athens time) - Second session: 23 March 2021, 11:00 - 13:00 (Athens time)
<i>Organiser(s):</i>	Guidehouse with support of the Centre for Renewable Energy and Savings (CRES)
<i>Number of Participants:</i>	Session 1: 24 Session 2: 22
<i>Summary of the event</i>	<p>The virtual Business Stakeholder Workshop in Greece set out to discuss the enabling factors for successful energy efficiency measures and policies on national and EU level.</p> <p>A broad range of Greek stakeholders attended the workshop and participated in the virtual discussions. Narratives elaborated in previous Energy Efficiency Watch National Business Stakeholder Workshops were tested and discussed with the participants. The interactive workshop was moderated by Daniel Becker from Guidehouse, supported by Evi Tzanakaki from the Centre for Renewable Energy and Savings (CRES).</p>
<i>Objective &amp; main programme point</i>	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 Poland and the EU. Insights and pointed narratives from previous business stakeholder workshops also fed into the discussion.
<i>Input Collection</i>	<p><u>Narrative elements identified, challenges and recommendations for promoting energy efficiency</u></p> <p>Key factors and challenges for successful energy efficiency implementation:</p>



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- Cost is key for consumers: low-quality Energy Performance Certificates are available at very cheap prices, undermining the uptake of serious offers.
- Markets and authorities need to ensure availability of robust and comprehensive solutions for consumers.
- Educate consumers to become prosumers and on new technologies to better tap into potential for solar energy and develop energy as a service business models.
- Adapt regulatory framework for smart metering, e.g. third-party owners.
- Tailored policies and measures are needed to address different target groups.
- Authorities are often lagging behind market developments regarding updating funding programs and regulation.
- Need to align programmes and support to infrastructure development and technologies with overarching climate and energy targets to avoid lock-ins (e.g. regarding support to gas network development)
- Communication between stakeholders and policy makers needs to be improved, e.g. through structured participation and consultation formats.
- Existing building stock should be more in focus rather than new constructions as there is a large share of vacant buildings in Greece.
- Generally strong own home ownership in Greece and real estate market heavily fragmented. Low levels of trust in co-owners, high cost sensitivity and low energy prices impede household investment. Strong economic volatility and uncertainties for long-term investments. Owners of commercial and tourism buildings have greater incentives to invest in energy efficiency.
- Need to decentralise the energy sector and to manage grid congestions for energy and solar as a service.

There have been extended discussions about the energy renovation of residential buildings, specifically the *Exoikonomo-autonomo* scheme for improving energy efficiency in residential buildings.

Success factors identified:

- The program experienced very wide communication throughout the supply chain, e.g. through public communication, industry advertisement, word of mouth advertisement by households. The scheme is established as a key reference in the market.
- Broad scope, easy access and long duration of the scheme allowed for wide communication and have improved acceptance
- Good match between needs and programme
- “Green DNA” of the scheme
- Found to be good example and very popular scheme throughout the buildings value chain



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- increased transparency for the costs and benefits of energy
- The programme also benefited and received support from the construction industry, particularly in the beginning.

Potential for improvement identified:

- Develop better award criteria to enhance credibility
- Expand scope, potentially to commercial buildings
- Shorter intervals of calls for projects – or introduce continuous process
- Improve design of selection process, e.g. through better alignment with the main target of the policy and stronger focus on quality in eligibility and selection criteria; better criteria will improve the acceptance of the scheme
- Improve communication and transparency on the use of funds, e.g. “first come, first served” is not the approach anymore which is still not known broadly; also technical details are not yet well known by the public
- Establishing a feedback platform would be helpful to further expand the application and to improve acceptance
- Exclude support for fossil energy sources as single measures (e.g. for gas meter only in combination with a renewable solution)
- Financial products require further development

In summary, the overarching key themes identified and discussed by participants include:

- Reinforcing the requirements and triggers for energy audits and energy performance certificates
- Enhancing communication between policies/ programmes, stakeholders and consumers
- Differentiating approaches / programmes per target group consider role of real estate for households & economic situation
- Adapting regulatory framework to enable new business models

**Attached:**

- Programme
- Pictures
- PowerPoint presentation (as separate file)



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## Agenda

### First session: 22 March 2021, 11:00 – 13:00

11:00 – 11:05	Check-in & Welcome (Guidehouse)
11:05 – 11:20	Welcome note (CRES)
11:20 – 11:30	Background on Energy Efficiency Watch (Guidehouse)
11:30 – 11:45	<u>Icebreaker discussion: Successful energy efficiency policies</u> Which energy efficiency policies, instruments or measures have been successful in Greece?
11:45 – 12:30	<u>Discussion in breakout groups:</u> Divers for successful energy efficiency implementation: key factors, focus points in public debate, evaluation over time
12:30 – 12:45	Summary presentations form breakout groups
12:45 – 13:00	Reflection and outlook

### Second session: 23 March 2021, 11:00 – 13:00

11:00 – 11:05	Check-in & Welcome
11:05 – 11:20	Background: Role of narratives for promoting energy efficiency
11:20 – 11:50	Joint reflection on argumentative drivers for acceptance of energy efficiency policies and measures
11:50 – 12:50	Consolidation of joint conclusion: Key messages to decision-makers
12:50 – 13:00	Wrap-up



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Photos

The screenshot shows a Zoom meeting interface. The main window displays a presentation slide with the following content:

- Title:** Burning issue: Energy Efficiency Services- Energy Performance Contracting: Do they need refinancing?
- Text:** The figure below describes key steps of the refinancing process.
- Diagram:** A flowchart showing the relationship between EES-client, EES-provider, Refinancing institution, and Bank. It includes sub-diagrams for 'Building Energy Efficiency Facility ("BEFF")' and 'EES provider'.
- Source:** SOURCE: NEF AD distribution of refinancing schemes as an enabler for the implementation of energy efficiency service projects, H2020/2020/2020 project.

The Zoom interface includes a 'Next slide' button, a 'Thank you for your attention!' message with the website [www.cres.gr](http://www.cres.gr), and a list of participants: Ev. Tsirakos, Daniel Becker, EVANGELOS KOURIS, Lena Lampropoulou, and Konstantinos Mavroudis.

The screenshot shows a presentation slide with the following content:

- Title:** Urgently needed: a catalyst for deep energy renovation
- Image:** An aerial photograph of a dense urban residential area with many multi-story apartment buildings.
- Section: The impact of a single measure**
  - Text:** The "antiparochi" system is a uniquely Greek arrangement, whereby the owner of a building plot is compensated with apartments in lieu of payment, for the land relinquished to the contractor who built an apartment block on it. The apartments were pre-sold in order to raise the actual funds for developing the block.
  - Text:** Antiparochi contributed as no other factor to the intensive urbanisation of Greece. In Athens, from the '60s to the '80s, 35,000 apartment blocks were built – the city only had around 1,000 such buildings earlier.
  - Source:** Hellenic Ministry of the Environment, Kathimerini newspaper. Photo: Kathimerini newspaper.
- Logo:** sympraxis

The presentation interface includes a toolbar at the bottom with icons for Home, Stop Video, Security, Participants, Polls, Chat, Share Screen, Record, Breakout Rooms, and ScreenShare.



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The screenshot shows a Microsoft PowerPoint presentation titled "Exoikonomo-autonomo" with the subtitle "Key factors and challenges for successful implementation". The slide content includes:

- Related to cost of energy / electricity – which is transparent now
- Long duration of programme – and easy to use
- Broad scope improve acceptance
- In the beginning it also helped to support the buildings industry in general
- Green "DNA"
- Insulation related to comfort of living
- Broad effects on various market participants / segments
- Continuous development of the programme over time
- Good match between need and programme
- High rate of direct ownership – good way to modernize the home
- Wide communication (everyone has helped to communicating the programme widely)
- Also industry uses programme in their advertisement
- Incl. mouth-to-mouth communication

The video conference overlay on the right shows several participants, including Daniel Becker, Arnold Bruha, Alexander De..., Maria Boloh..., Elpidia Fogh..., Matej Geshart..., Lena Lampro..., Ev Tsanaki..., EvAngelos..., Katerina Koume..., Andreas Androu..., George Roua..., Lampros Davis, Antonis Stroum..., and Michail Zoulofos.



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