

EEW4 External Event Report

**Title of the event: National Business Stakeholder Workshop, Ireland:
Business perspectives on energy efficiency policy**

<i>Date & location:</i>	Ireland (online event), May 6
<i>Organiser(s):</i>	Navigant supported by the Tipperary Energy Agency (TEA)
<i>Summary of the event</i>	<p>The third National Business Stakeholder Workshop took place in Ireland on 6 May, organised by Navigant in collaboration with the Tipperary Energy Agency (TEA). In the discussions with the participants from diverse areas of the Irish energy efficiency business community, profitability and cost aspects have been identified as predominant narrative elements to win over the private sector in Ireland for energy efficiency. Stakeholders pointed out that robust monitoring and verification of measures play a key role for showing the broader relevance of energy efficiency for profitability. Mandatory corporate carbon reporting has been suggested as a lever to further increase awareness and incentivise energy efficiency measures in companies. Daniel Becker, Director at Navigant, a Guidehouse company, moderated the workshop and spoke on the role of narratives in policy implementation and the Energy Efficiency Watch methodology and workplan. Paul Kenny, CEO at TEA, gave an overview on energy efficiency policy in Ireland and the related work of his organisation. The workshop was organised as an online event in the light of COVID-19 health restrictions.</p>
<i>Objective & main programme point</i>	<p>The key aim of the workshop was to receive input from the business community for analysing prevailing storylines around energy efficiency and collect ideas with a view to developing resonating narratives to promote the effective implementation of energy efficiency policies and measures in Ireland and in the EU.</p>



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Conclusions

The Irish Business Stakeholder Workshop confirmed the finding from previous workshops that economic arguments are key to convince businesses and industries to implement energy efficiency measures. Connecting energy efficiency with profitability and image rather than savings are regarded as the most promising arguments for energy efficiency in Ireland. Anchoring energy considerations deeper into organisation's procedures, e.g. on board-level and in finance departments, can help to increase the broader relevance of energy efficiency for profitability. Mandatory corporate carbon reporting was suggested as a potential lever to increase awareness for energy efficiency in companies.

Climate change was named as another potential element for successful narratives in Ireland that can be used to underline the necessity to deal with carbon and energy, better early than too late to increase the profit from energy cost savings.

Irish stakeholders additionally pointed out that successful narratives need to address the head and the heart, and that relevant examples and stories tailored to audience should be included.

Attachments:

- Programme
- Pictures



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Programme

6 May 2020, 10 am (Irish Time)

10:00 – 10:30	Welcome & Background Energy Efficiency Watch
10:30 – 11:00	Discussion: Business perspectives on energy efficiency implementation
11:00 – 11:15	Background: Narrative development
11:15 – 12:30	Discussion: Narratives for enabling implementation and acceptance of energy efficiency
12:30 – 13:00	Wrap-up & takeaways



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Pictures

Input session: Energy Efficiency Watch 4 project

Energy Efficiency Watch 4 Starting point

Good-practice policies and even well-designed instruments remain behind their potential in some Member States due to **poor implementation**

Main reason for poor implementation is typically **lack of political will** in combination with **societal dispute** about the importance of energy efficiency

Embedding efficiency in shared narratives that resonate with the individual situation of a country or region is key for **broad acceptance**

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ENERGY EFFICIENCY WATCH

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Energy Efficiency Watch 4 Objectives

Understand debates and motivations for efficiency & **good practice policies**

Develop argumentative drivers for promoting societal benefits of energy efficiency

Support **effective implementation** of efficiency policies

eufopes, COENERGIESPARIJTBAND, NAVIGANT A Guidehouse Company, PEDARENE, energycities, ECE

ENERGY EFFICIENCY WATCH



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Energy Efficiency Watch 4 Questions & Answers



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