



EEW4 External Event Report

Title of the event: “Business perspectives on energy efficiency policy”

<i>Date & location:</i>	<p>Online event:</p> <ul style="list-style-type: none"> - First session: 27 April 2020, 15:00 – 17:00 - Second session: 28 April 2020, 10:00 – 12:00
<i>Organiser(s):</i>	<p>Navigant, supported by the Italian Federation for Energy Efficiency (FIRE - Federazione Italiana per l’uso Razionale dell’Energia)</p>
<i>Summary of the event</i>	<p>The second National Business Stakeholder Workshop gathered over 30 participants from Italy and was held in two interactive sessions on April 27 and April 28 as a virtual meeting due to COVID-19 health restrictions. The participating business representatives and energy auditors shared their insights and discussed on how to make progress on energy efficiency and what is needed to make efficiency policies a success. The event was organized in collaboration with the Italian Federation for Energy Efficiency (FIRE), an independent non-profit organization for promoting sustainability and the efficient use of energy. Daniel Becker from Navigant, a Guidehouse company, presented the results of previous EEW projects, the methodology and workplan of EEW4, and the role of narratives in policy implementation. Dario Di Santo from FIRE underlined the importance of highlighting non-energy benefits in the communication of energy efficiency policies and measures to increase awareness and acceptance also beyond the energy sector business society. The input received through the workshop will feed into in a case study report by the EEW-analysis team to be published on the Energy Efficiency Watch website.</p>
<i>Objective & main programme point</i>	<p>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 Italy and the EU.</p>
<i>Conclusions</i>	<p>The Italian Business Stakeholder Workshop showed that economic arguments are key to convince businesses and industries to implement energy efficiency measures. Promoting the impact of energy efficiency</p>



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measures in monetary terms instead of energy savings can help to convince decision makers. Beyond cost savings, non-energy benefits should also be highlighted in the communication and promotion of energy efficiency measures and policies, as for example, product quality and image improvements or innovation. Instead of offering generic solutions, energy services need to be tailored to the specific needs of potential clients, especially regarding industries and businesses with energy-intensive processes.

The participating business stakeholders called for a holistic and persistent view on energy efficiency. Policies should trigger a cohesive view on energy efficiency to integrate energy efficiency in core business models and processes.

More and new formats for communication between stakeholders and policy makers would be welcomed by the Italian businesses. A platform has been proposed to improve dialogue between policymakers and stakeholders to stimulate trust and to improve predictability of support schemes

A level playing field and predictable instruments are necessary to enable the private sector to develop new business models. Energy efficiency should be connected to policies for digitalisation (e.g. Industry 4.0 programme) and innovation.

Attached:

- Programme
- Pictures





Programme

First session: 27 April 2020, 15:00 – 17:00

Energy Efficiency Watch & sharing business experiences

15:00 – 15:30	Welcome & Input session: Energy efficiency policy & Energy Efficiency Watch 4 project
15:30 – 16:15	Breakout sessions: Business perspectives on best-practices of implementing energy efficiency
16:15 – 16:45	Breakout session presentations
16:45 – 17:00	Reflection and discussion of breakout sessions

Second session: 28 April 2020, 10:00 – 12:00

EU energy efficiency policy & narratives for promoting energy efficiency

10:00 – 10:30	Input session: Developing narratives for promoting energy efficiency
10:30 – 11:30	Plenary discussions: A policy perspective on implementation and acceptance of energy efficiency
11:30 – 12:00	Wrap-up





Pictures

Input session: Energy Efficiency Watch 4 project

Energy Efficiency Watch 1-4 Introduction


Energy Efficiency Watch 1-3

- mutual learning on energy efficiency policy instruments
- exchange on best-practices among EU Member States
- based on an evaluation of all National Energy Efficiency Action Plans (NEEAPs)

Energy

- support policy makers for improving implementation and acceptance of energy efficiency policies
- identify and develop enabling narratives for efficiency policies for national, regional and local level
- create a broader understanding of the multiple benefits of energy efficiency

In this **National Business Stakeholder Workshop** and other formats, input from various stakeholder groups on elements for narrative building is being gathered for improving the acceptance and implementation of energy efficiency.






Energy Efficiency Watch 1-4 Progress

2007

- Hardly any proven energy efficiency policies around when NEEAP process started
- Initially, predominance of info campaigns
- Many approaches still rather theoretical
- Often doubted whether broad energy efficiency policies could address complex savings potentials

- Impressive toolbox of energy efficiency policy instruments
- Many of them are really good practice!
- Decentral EU approach provides great variety

→ **Yes we can: EU-27 has succeeded in developing good energy efficiency policies!**

Welcome note Dario Di Santo, Managing Director, FIRE



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What is energy efficiency?

- 1. Avoiding waste and inefficient uses**
It mainly requires management, and it is very cost effective
- 2. Using efficient technologies (cost effective)**
It requires investments (i.e. resources to be spent)
- 3. Using efficient technologies (non-cost effective)**
It requires investments and public support
- 4. Changing behaviours and rethinking businesses**
It requires investments and a different mindset (i.e. smart minds), but it allows to grasp much more than the other options

Participants in the meeting: Arnold Bruhin, Daniel Becker, Danilo Di Santo, Workshop Facilitator, Henrik Schult.

Breakout session presentations

How do you promote the energy efficiency products or services of your organization in everyday client conversations?

- Correct calculations are key. Let figures work for themselves.
- Difficult to move it up the agenda
- Paper industry: know specific production process very well. Make proposal from within process! Know internal logic of producing business.
- SME is a bit different than large corporates. Need to know what you talk about. Gain the trust of your counterpart. (because of past experience with other offers). Be credible and present complexity of the solution (pros / cons, risks, etc.) – then come back to technical issues.
- If you control energy, you control everything in your company. Provides a lot of collateral information. Having technical transparency is key.
- Easier to talk about energy efficiency with companies with continuous processes (paper, glass, food). Visibility of energy savings is key (via monitoring system)!

What was the story you told when you lastly convinced an initially skeptical client?

- Example: heat recovery
Help of general management was necessary to convince production team. A balanced approach to evaluate risks and opportunities. Create a holistic view. Needs to always be feasible for the production teams.

Participants in the meeting: Arnold Bruhin, Katja Dinges, Malte Gephart.



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Wrap-up session

Italian National Business Stakeholder Webinar
Key takeaways

- EE is not a priority for SMEs: incentives, audits and communication is necessary
- Predictability in the costs and benefits is key to enable clients' and policy makers' interest in EE
- More and new formats for communication between stakeholders and policy makers are necessary
- Air quality as a policy target can be reached through EE
- Non-energy narrative elements
- Innovation and developing new business models
- EE should be a priority especially for public services since energy is often a central cost driver, e.g. for rail transport. Audits can help to increase the awareness of energy aspects.
- Monitoring of energy performance and KPIs also allows for process improvements, e.g. in production.
- Economic benefits are key in the first place. Integrate innovative concepts, automation, quality improvements, etc.
- A level playing field is necessary to create beneficial and predictable instruments for stake
- EE efficiency is not in need of protective policy measures but needs r
- Innovation is essential for companies'
- Establish long-term relations with clients and reduce their cost risks, e.g. due to energy performance contracting including success fees
- Frame EE as an instrument to reach your clients targets not as a final target
- Focus on client / policy perspective and also take into account non-energy benefits
- Investment support is essential for reaching ambitious EE targets
- with adequate EE policies



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