***EEW4 Event Report***

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| Title of the event: | Energy Efficiency WatchNational Business Stakeholder Workshop, France:Business perspectives on energy efficiency policy |
| Date & location:  | Online event:8 June 2021, 14:00 – 16:00 CEST |
| Organiser(s):  | Guidehouse, supported by Regional Energy & Climate Agency (Agence Régionale Énergie-Climat - AREC) |
| Summary of the event | The Business Stakeholder Workshop in France set out to explore enabling factors for successful energy efficiency measures and policies, on both the national and on the EU level. French business stakeholders attended the workshop and participated actively in the virtual session. Narrative elements identified in previous Energy Efficiency Watch National Business Stakeholder Workshops were fed into the discussion and jointly reviewed with the participants. The joint reflection on enabling narratives for energy efficiency provided valuable input from the perspective of the French business community for the elaboration of the Energy Efficiency Watch case studies. Daniel Becker of Guidehouse led the interactive workshop, supported by Marie-Laure Falque-Masset from AREC, the Energy and Climate Agency of the Île-de-France Region. |
| Objective & main programme point | The aim of the workshop was to collect input on existing storylines on energy efficiency and to receive input from business stakeholders with a view to developing enabling narratives for the effective implementation of energy efficiency policies and measures in France and the EU. Insights and pointed narratives from previous business stakeholder workshops were tested and fed into the discussion. |
| Conclusions | Based on the discussion and consolidated reflection of the participants, effective implementation of energy efficiency policies is conditioned on a number of key vectors and narrative elements, including: * **Trust** must be regained since the old narrative of the savings paying for the costs did not (always) deliver, as participants found. Consequently, support of the economic actors of energy efficiency and for related policies was lost. The mainstream discussion focuses on deep renovation and technical issues, but the **financial perspective** is not a focus and therefore needs to be followed up upon in the discussion.
* A **just transition must be guaranteed:** the question of who will be paying (e.g. for renovations of residential buildings, necessary infrastructure like hydrogen pipelines etc.) needs to be solved and communicated. Funding in the framework of the Green Deal and Covid-19 recovery will play a key role.
* The **job impact** of energy efficiency needs to be better communicated. Creating educational and transformational jobs, educating pupils on the energy transition and energy efficiency issues, convincing young people to choose related professions, and developing new jobs (e.g. mechatronics, craftsmen) is key. Energy efficiency and energy savings measures should be a focus of **education and training.**
* **Energy poverty** is regarded as one of the central issues in France. The cost issue needs to be addressed, especially with regards to the needs of low-income households. This includes matters of social housing, affordable energy renovations and financial tools for thermal renovation of houses and condominiums. Affordability and environmental considerations of mobility is another topic area with big discrepancies between rural and urban populations.
* There is a need to aggregate multifamily houses for upscaling energy renovations and to develop approaches on how to organise these on the level of regions.
* **Stimulating behavioural change** is seen as a further component of addressing energy poverty. Positive compensation of the individuals should be a focus, as well as developing attractive attributes and a corresponding image of energy efficiency solutions, e.g. with regards to smartness.
* Maintenance requirements (operated by service providers) and associated costs for **smart homes** (as part of a renovation) need to be communicated and made transparent to increase acceptance for new technologies and the energy transition
* For a holistic approach, the link between **circular economy** and energy efficiency should be kept in mind, especially concerning insulation materials.
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| 14:00 – 14:05 | **Introduction** |
| 14:05 – 14:20 | **Welcome note: Marie-Laure Falque-Masset, AREC** |
| 14:20 – 14:30 | **Background: Energy Efficiency Policy & Energy Efficiency Watch**  |
| 14:30 – 14:45 | **Tour de table** |
| 14:45 – 15:45 | **Discussion: Drivers for successful energy efficiency implementation** |
| 15:45 – 16:00 | **Reflection** |

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