

## D2.15 Consolidated Event Evaluation Report (*draft*)

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	Date	Name
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**EEW4 participants**


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Participant No *	Participant organisation name	Short name	Country	Organisation type
1 COORDIN.	EUROPEAN FORUM FOR RENEWABLE ENERGY SOURCES	EUFORES	BE	NPA
2	NAVIGANT ENERGY GERMANY GMBH	GUIDEHOUSE	GE	Company
3	O.OE. ENERGIESPARVERBAND	ESV	AU	Regional agency
4	BORG & CO AB	BORG & CO AB	SE	Company
5	FEDERATION EUROPEENNE DES AGENCES ET DES REGIONS POUR L'ENERGIE ET L'ENVIRONNMENT	FEDARENE	BE	Federation
6	ENERGY CITIES ASSOCIATION	ENERGY CITIES	FR	NPA

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### Executive summary

This Consolidated Event Evaluation Report is produced half-way through the projects, this report gathers and reflects on the impacts of all the individual events organised as part of WP2.

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## Abbreviations

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EEW4: Energy Efficiency Watch 4

EED: Energy Efficiency Directive

EPBD: Energy Performance of Buildings Directive

MS: Member States

EE: energy efficiency

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## Introduction

The Energy Efficiency Watch 4 (EEW4), aims at enhancing political commitment at Member State level, creating a broader understanding of the benefit of energy efficiency. Moreover, the project wants to support policy instruments with convincing narratives and case studies on good practices (how to combine policy instruments with supportive narratives) and key policy recommendations on how to build narratives.

The main tool employed by the EEW4 project to achieve the abovementioned goals, is the organization of a variety of **events** which EEW4 partners are organizing via their network. These events are closely interlinked with the narrative development and outreach logic, and they address all governance levels: the national, EU, regional and local level.

During the events there is an EEW4 dedicated session used to gather the feedback of external stakeholders and at the same time to communicate the main project findings.

## Description of the work

### Purpose

The objective of this 'Consolidated Event Evaluation Report' is to gather and reflect on the impacts of all the individual events organised half-way through the project, as part of WP2.

### Methodology

Firstly, the events have been ordered in different sections, each corresponding to the project partner who organized the event. Secondly, the events have been further divided in subsections, which follow the order of the deliverables that can be found on the Contract Agreement. Each deliverable, groups several events according to their typology and target audience.

The methodology used to analyze the findings on each individual event are of qualitative and quantitative nature. The events will be qualitatively evaluated through a content analysis, which consistently gathers the main messages found in each external event report, to obtain an overall overview reflection on the added value of those events. The events will be qualitatively evaluated using the numerical indicator of the Participants List.

The Evaluations section will gather the main feedbacks on the quality of the events and on the impact, they had on the development of our narratives and case studies.

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## Analysis

### EUFORES

#### D2.3 EUFORES EP Events 2/2

##### Context

In view of the amendment of the Energy Efficiency Directive (EED) to implement the ambition of the new 2030 climate target and with the upcoming revision of the Energy Performance of Buildings Directive (EPBD), stakeholders and experts across Europe are taking stock on how energy efficiency can be boosted locally and nationally.

This set of two events are especially organised to share the activities of the EEW4 project in the European Parliament.

One workshop focused on the discussion of a survey undertaken by The Energy Efficiency Watch project presented to MEPs. The first results of this study are important for the narrative building exercise at the national, regional, and local levels.

The second workshop wanted to facilitate the debate between stakeholders on the upcoming EED recast among MEPs and the political groups, to gather high level experts' input and to improve the quality and effectiveness of the political process in order to deliver on the Green Deal and the climate emergency.

##### Messages

- The EEW4 survey is a required reading for MEPs, to discuss and persuade actors in the field of energy efficiency.
- The narratives can be quite different in the Member States, they can also change with time, indeed from the pandemic crisis all of us must question our messaging.
- The economic arguments are universal but, in some regions, they are more important. We need to learn that the saving argument is often not enough.
- Further difference in narratives can be found at the regional level, there should be further analysed and that is why ESV will develop a toolbox for regional narratives.
- The development of policy in the Member State, depends on the influential groups and if they support or not the energy transition.
- Narratives are needed to get the buy-in from influential groups in society.
- Energy efficiency narratives should be linked more strongly to the topics of jobs, Industrial competitiveness, and innovation.

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- From the Commission, we need good numbers on competitiveness and jobs achieved through EE measures.
- We need to push for studies to have numbers to substantiate the reasons why we should move to increased energy efficiency.
- The monitoring of the RED and EED directives, should be made simpler and we need a coherent framework.
- Energy saving needs to be at the forefront of heating and cooling.
- The narrative research we came up with should be entrenched in policies, having more statistics added on the economic advantages of energy efficiency is fundamental.
- The quality of instruments can be improved when the target groups are well known, when target groups have issues on funding.
- More specific on building renovations, the discussion focused on the need of technical assistance and the importance of facilitation.
- We will need people who will help implementing the directive on the ground.
- We should apply meaningful simplification in terms of requirements, otherwise people will try to evade.

### Participants

The events saw the total online participation of 52 attendees.

Among those we counted 18 MEPs and 6 representatives from the European Parliament (assistant and policy officers) and EE stakeholders.

### Evaluation

The event proved successful, it gathered several MEPs who found the survey results were insightful and the PowerPoint presentation and explanations provided by Christiane Egger were exhaustive. MEP Niels Fuglsang commented that it will be relevant to use the survey outcomes to put the narratives of energy efficiency for policy making high in the MEPs agenda. For the EEW4 project partners it was interesting to receive feedback from MEPs on the initial results presentation.

The second event helped facilitate the debate between stakeholders on the upcoming EED recast among MEPs and the political groups. A lot of insights have been given during the event to improve the expected Commission draft to deliver on the Green Deal and the climate emergency.

## D2.4 EUFORES IPM 2/3

### Context

The Inter-Parliamentary Meetings are high level experts meeting that take place in changing EU national Parliaments with the intention to inform and activate MEPs and MPs on the latest state of energy efficiency policies and on the EEW4 results, that contain a dedicated EEW4 session each.

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The context of IPM19, is the discussion on the NECPs, especially regarding MS' capacity on reaching climate and energy targets by 2030 and good examples on technological solutions and cooperation that could accelerate energy transition on the future.

During IPM20, the context was that of an enormous challenge: The Covid-19 pandemic on top of the climate emergency. The EU has decided to tackle both existential threats in an integrated approach, the Green Deal. Billions of Euros, which intend to pull the EU out of the Covid-19 crisis, shall in large parts also be dedicated to fight climate change and its devastating consequences. Energy efficiency has been recognised as an important element of the EU's political agenda to reach a green and sustainable recovery. In view of the revision of the Energy Efficiency Directive to implement the ambition of the new 2030 climate target and with the upcoming revision of the Energy Performance of Buildings Directive, stakeholders and experts across Europe are taking stock on how energy efficiency has progressed in the last years.

### Messages

- During the National Energy and Climate Plans discussion, Dirk Hendricks, EREF, pointed out that energy efficiency is currently neglected.
- Higher level of electrification will lead to higher overall energy efficiency and that we must improve energy efficiency in buildings to reach 100% renewable energy sources.
- Member States must embed the energy efficiency first principle in the NECPs, monitor the implementation of this principle.
- Benefits of energy savings in terms of decreasing energy bills, creating local jobs, a faster decarbonization and less dependency on gas imports.
- Challenges for energy savings consist on non-economic barriers (lack of skills, split incentives etc), lack of political will to remove barriers, investment gap and energy infrastructure planning orientated towards increasing supply.
- Positive narratives were important on creating a broad consensus on energy efficiency
- Importance of ensuring that energy communities can participate in different activities and across the market and involving them in the energy transition.
- the opportunity the pandemic offers to redesign more sustainable economies that address climate challenges and protect the health of citizens.
- If we all could borrow at a very low rate, how quickly we can bring about the transition we need in buildings.
- We need to involve citizens in the energy transition and to keep in mind the energy efficiency first principle.
- Renovation Wave communication was extremely timely because it is linked to the Recovery and Resilience Plans.
- Europe has the best policies for energy efficiency worldwide; the challenge is to communicate scientific data capturing people's attention.

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## Participants

The first IPM event, was attended by 80 participants, including Members of Parliament from 18 EU Member States plus a delegation of the Western Balkans parliaments. Other attendants of this conference included representatives from national ministries, the European Commission, embassies and selected scientific and industry representatives.

IPM20, took place online in the form of a zoom conference. The conference was also livestreamed via YouTube on the EUFORES channel. The event was attended by 121 participants, including Member of Parliament from 19 EU Member States. The livestreamed video was viewed over 250 times. Other attendants of this conference included energy expert organisations, industry representatives, and the European Commission.

## Evaluation

The event was very successful, well attended from representatives from many Member States and Balkan countries. The discussions were interesting and the attendees participative with questions and observations. Having established a good working relationship with the host – in this case the team of MP Saara Sofia Siren and the Parliament’s staff - was important to deliver a successful event. Overall, attendees asked for governments to be more ambitious on setting their national targets on the NECPs and be supportive toward changes such as introduction of green buildings and electrification of mobility.

Considering this was the first digital IPM, the event was highly successful. We adapted to the new format integrating some new elements to the event such as the YouTube Live Broadcast, the Live Tweeting, and the comments tool on the Zoom webinar for invitees to pose their questions. The event was well attended from representatives from many Member States and experts. We experienced some difficulty from previous years to have all the registered invitees participating to the Zoom session, however we had a high number of participants through our Live YouTube broadcasting.

## D2.5 EUFORES Presidency Roundtables 5/6

### Context

Environmental issues are now moving to a central stage, strong policies are being implemented for Renewables (RES) and Energy Efficiency (EE), also thanks to the Green Deal.

These series of six events, aim at discussing the Priorities of the incoming EU Council Presidency on renewable energy, energy efficiency and the EU Green Deal and the future of energy efficiency and renewable energy policies in Europe.

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## Messages

Croatia: The Croatian presidency focused on Energy efficiency and for RES targets, but now we have to focus on implementation and financing which are even more important.

Another priority for Croatia, is to work on a framework for Clean Energy on EU islands, to find a common language in strategies and initiatives that are coming out.

Germany: One of the main priorities of the German Presidency consists on promoting European cooperation on offshore wind as offshore wind will play an important role on the energy mix, especially looking at 2050 targets. A second priority is the decarbonisation of the gas sector with safe and sustainable hydrogen.

Portugal: The presidency foresees a positive agenda in the field of green products and services and the integration of new jobs with a positive influence on the European economy. Other priorities are on putting energy efficiency at the front of the renovation strategy and to maximize the potential for renewables energy by promoting self-consumption and energy community. Also, that of further developing hydrogen, namely green hydrogen.

Slovenia: The focus of this presidency is on the REDII and the phase out of methane, EED, TEN-E regulation and the Fit for 55 package.

France: The French presidency welcomes the publication of the two directives, and they will be coherent with the Fitfor55. France has an ambitious plan also considering the French election in April which will have an impact in all of EU and have effect in the presidency. France focuses on system renovation, just transition and the bulk will be on EED and RED.

## Participants

The events were attended by in total 63 participants, among them 36 representatives from the EU Parliament who actively participated to the event.

## Evaluation

The discussions were very fruitful, and it provided a good overview on the agenda and political priorities of the Council Presidency for each county and on the same an opportunity to gather feedback from the Members of the European Parliament on which are key priorities to focus on for the upcoming months.

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The speakers gave us a very comprehensive overview of the main priorities of the incoming Council Presidency. They presented the main challenges and focus points when it comes to energy transition and the participants (mainly MEPs) interacted with the two speakers.

## D2.6 EUFORES National Parliamentary Workshop 6/9

### Context

These nine National parliamentary workshops, discuss the roll-out of the new EU Energy Efficiency Directive and related legislation within the Clean Energy Package into the EU Member States is crucial for the success of efficiency in Europe. These national parliamentary workshops are treating only the national sector of the parliament visited.

The workshops, which are held in the national language with English-interpretation, intend to create an atmosphere open for exchange, and to discuss the status of the national efficiency legislation and instruments and try to elaborate the national strengths and weaknesses with a specific session on the EEW4 survey results to discuss narratives and case studies according to the date in which the workshop takes place which corresponds to a certain WP.

### Messages

#### Italy:

- The Green deal should be the core to restart economic activities after COVID19.
- A very important wave is the building innovation one, important because it will create jobs.
- We must ensure that European national economic, and financial systems are aligned and that we all speak the same language.
- Companies in Italy are considered a benchmark for a sustainable development.
- The automotive sector is important in Italy, new facilities are needed for hybrid cars and electric cars.
- In Italy there are unspent money in energy efficiency, and this fact could be used as a narrative.
- Italy has money to do the necessary innovation, but the money is not labelled for energy efficiency usage.
- We have sold the wrong messages to the users; we should say more that improving energy efficiency means improving the quality of life.
- Training is necessary. Municipalities are not ready for this innovation.

#### Denmark

- The share of energy sustainability supply in Denmark is very high compared to the European average, and we have been good on decoupling growth
- We just concluded a big housing agreement to renovate the housing sector for 4 billion euros for green and renovation.

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- Denmark needs ambitious collaboration in the EU, and ambitious targets to at least 55% of climate target to reach the objective to have a Climate Neutral Europe by 2020.
- First, we need to use corona crisis to invest in energy efficiency. Part of the Recovery Funds will be going to energy efficiency, we have to push on that.
- We should reopen the energy efficiency directive with higher targets, and work on the building renovation wave of the European Commission.
- Right now, the Danish government has focused on how to use renovations to boost the economy in Denmark and create jobs.
- Companies on renewables and energy efficiency in Denmark are now joining forces and working together more than never together.

### Finland

- The Finnish government has implemented €1.5 billion worth of measures this year – some include: increasing subsidies for energy efficiency, subsidies for wood construction, renewable energy subsidies.
- Approximately half of the estimated €2.3 billion EU funding to be committed in 2021-2023 will be dedicated to the green transition.
- Finland’s target is to become climate neutral by 2035.
- The green recovery package should direct funding for this matter to support a green and smarter rebuilding.
- There are some strategic goals in climate and energy policy that will help us achieve our targets.
- Finland has proved to be very ambitious with their targets to become climate neutral by 2035, 15 years before the rest of Europe. There seems to be a general agreement that the Renovation wave is necessary and important to achieve the Finnish goals.
- We tend to have cold winter, heating is very important in the Finnish discussion, the funding from the EU is crucial.
- The Parliament should make ETS stronger.

### Ireland

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- Our targets are one of the most ambitious in the world: we want to produce in Ireland 70 % of energy from RES by 2030.
- Offshore technologies and wind energy are at the core of the Irish strategy.
- Energy Efficiency First principle is being applied in renovations of the building stock. It will assure secured well paid jobs and no energy poverty.
- As the island behind the island, we have to make sure we have good energy cooperation with UK and France and Belgium.
- The influential narratives in Ireland which are those of wellbeing and health; and thermo comfort is the biggest trigger for clients to retrofit their homes.
- The younger generations look for comfort as a main driver to renovate buildings.

### Greece

- Greece wants to shut down lignite by 2028 but we are on track, and we will manage the decarbonization in 3-4 years.
- Greece has adopted the EE target regarding efficiency, there will be 150.000 new jobs in construction alone. New target for EE raised to 49%.
- Energy efficiency is a win-win situation for all parties involved and contributes to combat climate change.
- our ministry allocated another 6.2 billion on RES. About 1/3 of funding will be for the green circle project managed by the ministry.
- The main narratives used to sustain energy efficiency have been the creation of jobs.
- The main problem behind the low rate of EE values is not due to the political will, but rather the need to diversify and secure further the funding opportunities to reconstruct buildings.
- During the next partnership agreement 21-27, our Ministry allocated another 6.2 billion on RES. About 1/3 of funding will be for the green circle project managed by the Ministry.
- Islands in Greece are a living lab of technological innovation on clean energy transition.

### Netherlands

- The NL is a front runner in hydrogen, which should be renewable. That is why it is important to improve in RES electricity to produce green hydrogen.
- On buildings, the Netherlands is doing an impressive job, the Dutch long term renovation strategy should be an example.
- The objective to insulate 1,5 million residential buildings by 2030 to make the gas free, or gas free ready, is a very good strategy.
- We have seen many successful EE projects from different Dutch companies. The main lesson learned is the importance of reliability and transparency, optimisation of infrastructure, and a reduction of life cycle costs and environmental impact.

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- As we move from fossil fuels, more flexibility will be required, and more effort should go on a creating a stronger grid.
- Building on the EEW4 project, all speakers have underlined the importance of narratives to advance in EE actions on the ground.
- The narratives used should be based on data and be more transparent.
- We need to get engaged in more discussion on how to combine policy making sustain the energy transition on the ground.
- We need to give more direction on EE to citizens to prevent attentisme.

### Participants

We counted a total of 289 attendees during our six national Parliamentary Workshops, with a total of 500 additional viewers who followed the workshops from our Live Stream published on the Eufores YouTube account.

Among the speakers and attendees, we had members of the Italian, Danish, Finnish, Irish, Greek, Dutch Parliament. Other attendants of this conference included representatives from national ministries, the European Commission, embassies and selected scientific and industry representatives.

### Evaluation

Overall, the events were very successful, well attended from representatives of the respective Parliaments and representatives of the energy community. The discussions were interesting and the attendees participative with questions and observations. The event gave a good overview of the current situation in the different MS and the government's vision for future energy efficiency measures.

The outcome was positive, attendees affirmed to have acquired valuable information. Speakers agreed on the necessity of focusing on energy efficiency, having more guidance and simplification from the EU level in energy efficiency.

## FEDARENE

### D2.7 General Assembly 2/3

#### Context

These three events, integrate an EEW4-sessions into the FEDARENE annual General Assembly. The discussions focus on the EEW4 national country report and the implementation of Energy efficiency directives at regional and local levels. And how to increase Energy Efficiency at territorial level, what are the barriers.

#### Messages

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- The need for availability of concrete data regarding the link between energy efficiency policies and multiple benefits such as job creation, competitiveness etc.
- Need of increased understanding and resources to engage large industry groups and promote the value of energy efficiency.
- Messages must be simplified, use comparisons and benchmarking.
- Flipping our narratives is essential by focusing first on economic impacts, benefits and solutions and key the technical aspects for later discussions.
- Challenges for energy agencies to connect with national influencers such as national associations of large industries.
- Targeting of energy efficiency efforts must shift from traditional public sectors to private sector stakeholders (industry, Trade Unions, Chambers of Commerce...)
- How to have more data and information on the positions of demand side & supply side.
- **Better narratives should:**
  - Create pathways to show Government how to achieve their targets
  - Have stronger role on supporting stakeholders to the best use of funds
  - Be communicated as a key driver for future competitiveness and innovative solutions
- **Beneficial to facilitate the narratives:**
  - We would need trainings and data on competitiveness & messaging skills
  - Getting together with the major stakeholders and influencing them through public debate
  - A structured scheme for the debate, like a (movie) script
  - Toolbox to counter the "fake arguments" from opposition
  - Training on industrial competitiveness
  - Easier access to funding on regional level, share of know-how and best practice examples
  - Financing tools for the public sector & for small scale projects
  - PR data / marketing material to sell the value of getting involved with Energy Agencies for Industry
  - We would need learning by doing for energy modelling,
  - Calculate socio economic benefits of investments

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.

- **Killer arguments:**
  - 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

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- We can wait longer, no need to rush now
- We can't do anything, it's too late anyway!
- 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 must volunteer
- If energy efficiency is not making a significant contribution, it shouldn't be a priority
- Impact on environment and humans, bird, ecosystem noise.
- Health, air quality
- Bioenergy is bad for air quality
- Negative influence on exploitation
- Gas is reliable, oil is reliable, storable, dispatchable
- No infrastructure to transport energy from new sources of production
- No wind, no sun, intermittence
- Are we ready for energy transition? how will our private sector survive?

### Participants

The events counted a total of 75 attendees. Among the participants there were local/regional energy agencies, regions and other energy experts. While the first event took place on site, the second event took place in the hybrid modality counting 10 online participants and 25 on site, seen the sanitary crisis.

### Evaluation

The first event's objective was to confront the local and regional energy agencies with the survey results of the EEW4. The discussions focused on how these results could be used by regions and regional/local energy agencies to enhance existing or develop new enabling narratives for the energy transition in their territories. The input gathered from the members was extremely valuable and was used to develop the main conclusions in the frame of the analysis of the EEW4 survey results.

The second event's objective was for each participant to identify the 2 most painful/frequent "killer arguments" and together, find counterarguments (trying to put an emphasis on other benefits than climate/environment protection and energy cost reduction). As evidenced in the input collection section of this report, the exercise was extremely fruitful, and participants followed up with more input and ideas.

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## ENERGY CITIES

### D2.8 Rendezvous 2/3

#### Context

These three Rendezvous webinars aimed to highlight the role that cities can play in achieving the 55% reduction in CO<sub>2</sub> emissions by 2030, provided that the revised RED and EED deliver the appropriate support mechanisms and frameworks.

The first event mainly focused on the recast EED and its implementation in the different Member states, the webinar also aimed at comparing different national situations.

The second event was seeking successful municipal narratives and stories on how to keep up with energy efficiency investments and moving on with the energy transition in the unprecedented context of the pandemic. Participants also shared their views on the momentum to change business models towards a circular economy, the need of direct EU support for cities and engaging citizens for a lasting change.

#### Messages

First RDV webinar:

- LAs have a great role in the new EED recast and their need for support is in some extent recognized.
- Building renovation new provisions are perceived as quite ambitious by Local authorities
- The GREENS/EFA wishes to:
  - Lower the threshold in art 23.6 EED recast
  - Strengthen art 6 to foster at a *deep* renovation wave
  - Exclude fossils fuels from the definition of efficient cogeneration art 23
  - Strengthen the art 7 on public procurement
- The access to data is a key issue that should be looked at in the EED
- The EED has a great potential to reduce energy poverty
- Flexibility should be at the local level

#### Participants

The events counted 72 participants and 99 additional online attendees.

#### Evaluation

The events have brought valuable input collection from high level municipal speakers and important exchanges in the panel with good learning points. Possibly the lockdown's 'online fatigue' or the timeframe (13h-14h) was the reason of a lower number of attendees compared to registrations. Nevertheless, the second session was recorded and made available later online for municipalities.

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## D2.9 Webinar for the Covenant of Mayors 1/2

### Context

The webinar was co-organised with the Covenant of Mayors Office and the ORFEE project and subscribed to support the Renovation Wave. Combining the themes of narratives and financing energy efficiency raised interest of Covenant signatories and ensured a lively exchange among CoM signatories and experts and provided valuable feedback for the EEW4 narratives development.

### Messages

- (38%) of participating CoM signatories responded that cost savings or fundraising are their first priority in their municipality at the moment.
- Improving air quality (20%)
- Improving attractiveness of their municipality (15%)
- Creating jobs (15%) came out only second.

Major killer arguments against investing in energy efficiency:

- 51% of respondents said that it is considered 'too costly / having a slow return on investment' in their municipalities
- Others face 'we have other priorities' as key argument against these sustainable energy investments.

Further issues that slow down the energy transition in their municipalities:\

- the lack of competences in the public sector
- regulations slow down or block processes
- local decision-making processes too slow

Key motivation for engaging in the energy transition:

- to 'lower energy consumption and hence become independent in energy'
- 'More affordable and healthier built environment' (47%)
- and creating / protecting jobs (44%)

Most influential local stakeholder groups to influence decisions related to the energy transition:

- 'citizens and citizens groups' (63%)
- 'local industries and entrepreneurs' (63%)
- NGOs (only 31%).

### Participants

134 – from Covenant of Mayors signatories

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## Evaluation

The webinar has reached its double purpose in sharing knowledge on financing available for municipalities in the Renovation Wave, while discussing narratives and gathering valuable feedback from Covenant signatories for the narrative development process. Using poll questions, commented by active municipalities in live and via chat, while receiving and sharing poll results from a larger audience of the webinar was also an effective combination of gathering input from municipalities, whose scarce resources and limited availability in this pandemic period does not allow extensive feedback.

### D2.10 National multi-level governance roundtable 5/8

#### Context

These series of events seek to take stock of the respective national climate and energy efficiency policies and their implementation, with a focus on building renovations. Panellists were discussing success stories and backlogs in municipalities and seeking successful narratives and business models on how to accelerate local energy efficiency investments.

#### Messages

##### Bratislava

As for the narratives:

- quality of the indoor environment is very important, and it is appreciated – often much better than energy savings –
- eligible measures should include those aimed at improving the quality of the indoor environment and facilitating adaptation to climate change.

##### Poland

How to effectively shape the energy transition and climate neutrality narratives and policies in Poland / CEE?

- Self-sufficiency in energy and converting mining jobs into green ones are strong arguments to leverage upon.
- Simplification and higher efficiency in municipal procedures (eg. Online consultation and online tendering)
- Creating the sense of urgency: playing on parallels of the pandemic and climate crisis – while supporting further positive changes (eg. cycling)
- Fostering and re-gaining subsidiarity: it is the municipality in the front line; both in pandemic and the climate crisis.

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## Hungary

- energy efficiency in buildings was considered the most serious issue by all participants
- Renovators will be supported with up to HUF 1 million and an energy efficiency consulting office is planned to open.
- For energy efficiency goals, they are part of the Build Upon2 project, which is also working with other municipalities to increase the number of renovations.
- Municipal employees were trained, energy efficiency renovation roadmaps were prepared, which contains tips and recommendations for municipalities.

## Romania

The reasons to engage in energy efficiency:

- Engage in energy efficiency was to gather data and gaining ownership
- Their first motivation to engage in energy efficiency was to gather data and gaining ownership; they are also updating their renovation strategies right now.
- Keep the image of a 'green city, a clean city'; where building renovations contribute largely to this
- 64% of poll respondents opted for energy independence through lower energy consumption alongside with 'improved air quality'
- 'Creating more affordable and healthier built environment' came second by 56% of respondents.
- Reach energy self-sufficiency of their buildings; they managed to reach so far more than 80% savings on their heat and electricity bills

## Bulgaria

- The public sector in Bulgaria should be slowly switching from 100% subsidies to hybrid / mixed forms of financing.
- Bulgaria has allocated vast funding (2bn lev in the first phase) and now additional sources added for housing refurbishment in the Recovery.
- Partial refurbishment should not be allowed in EU countries; at least 5%-10% of those 2bn LEV should be allocated to knowledge generation mechanisms

Municipalities expressed their main priority being to increase the attractiveness of their cities

- (74% of respondents) strongly linked to local job creation
- (36%) and improved air quality

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- (57%) motivation of Bulgarian
- lower energy consumption (69%)
- creating a healthier and more affordable built environment (62%)

Most influential groups:

- their citizens and local civil organisations (46%)
- available financing opportunities (83%)

## Participants

During this series of five events there have been 340 participants, among them: municipalities, business stakeholders, NGOs, associations, scientific sphere

## Evaluation

The events gathered a high number of participants from municipalities and those involved with municipal sustainable energy investments. Quality information on financing was shared and timely questions of municipalities discussed. Interactivity was ensured by a provocative moderation of speakers and the audience. The webinar has reached its goals in presenting and discussing / gathering valuable feedback from respective national municipalities for the narrative development process.

A good participation in online polling was ensured and quality feedback on narratives gathered both from municipal speakers in the live event and from online participants via Zoom.

## D2.11 National webinars for the Energy Cities network 4/5

### Context

The sessions discuss challenges of municipal climate action and energy efficiency investments in the unprecedented context of the pandemic. Integrated in the Network of Energy Cities' annual conference, this event gathered a large number of active municipalities in the field and generated a valuable discussion in the panel and with the audience.

### Messages

#### Hungary

- EU fundings available and planned distribution of the EU recovery and resilience fund. Concluding that plans are still not final, it seems to be rushed and investments target again public buildings.

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- The current economic framework does not favor EPC projects (artificially low, state subsidized energy prices and high intensity subsidies for public buildings).
- Most municipalities are lacking financing and expert knowledge, ownership for energy management
- Most municipalities exclusively apply subsidies to finance their investments;

### Poland

How to effectively shape the energy transition and climate neutrality narratives and policies in Poland / CEE?

- Self-sufficiency in energy and converting mining jobs into green ones are strong arguments to leverage upon.
- Simplification and higher efficiency in municipal procedures (eg. Online consultation and online tendering.
- Creating the sense of urgency: playing on parallels of the pandemic and climate crisis – while supporting further positive changes (eg. cycling)
- Fostering and re-gaining subsidiarity: it is the municipality in the front line; both in pandemic and the climate crisis.

### Romania

- Seeking positive narratives and success stories in the current phase of the project for successful implementation of energy efficiency policies.
- Building renovation is the greatest opportunity ty in relaunching our economies in the current pandemic crises; we can protect the most vulnerable by investing in energy efficiency.
- Buildings are the most important asset we have.
- Emissions come mostly from heating; thus we need to invest in efficient renovation as renovating will create local jobs and lower the energy bill. Energy.
- Participants expressed their r preference for a shift from quick renovations with quick returns (short ROI) towards more complex refurbishments, with longer term returns
- As well l, considering the purposes for buildings renovation, most participants pointed on air quality and climate mitigation; as well as quality of homes and higher comfort (as personal reasons) behind the need for an accelerated renovation rate.
- The Polls suggested that 65% of participants represented municipalities or energy agencies;
- More than half of participants would undertake deeper renovations (incl. insulation) in their houses.
- Better quality of homes and higher comfort were the leading argument for renovations (82%)

### Czech Republic

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- The city's deputy mayor is very much convincing and engaged for climate mitigation and the capital is working closely with groups of citizens, NGOs and civil organizations.
- When discussing investments in energy efficiency or the energy transition in municipalities, the most popular (killer) argument of its opponents is that its *'too costly, too slow return on investment'* (50%)
- followed by that *'we have other priorities'* (22% of responses).
- EU subsidies are not supportive enough; the state contributes only 20% to municipal investments.
- Discussing the key motivations (beyond costs savings) to engage in the energy transition.
- 78% of participants would engage in EE / Energy transition in order to reach energy independence through lower energy consumption.
- 61% would argue by creating a more affordable and healthier built environment – linked closely with improving the image and attractiveness of their city (56% answered).
- When discussing key interest groups influencing local energy policies or investments, participants considered citizens (50%) and local industries and entrepreneurs (56%) the most influential.
- Local investments in energy efficiency are determined primarily by available funding opportunities (77%)
- But also local or national elections (62%) are very influential on those municipal decisions.

## Participants

The events so far counted a total of 53+68+32+37 participants, among them the majority came from municipalities but also national government, NGO, associative and scientific participants.

## Evaluation

The events proved a valuable contributions and output from the panel discussion, with a satisfactory, active involvement of the audience. A very high number of municipal presences was reached, despite the very recent pandemic lockdown.

Energy Cities was setting the scene with a thought provoking presentation and interacted in the following panel discussion via Zoom, the event went smoothly and it was well appreciated by both the local organisers, panellists, and the audience.

## BORG & CO

### D2.12 National policy seminars 1/3

This is a set of three Eceee national policy seminars. The first event took place on 25 November, the REPORT will be soon online.

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### D2.13 Summer study 0/2

These events are part of the Eceee summer studies who due to covid could not take place in the summer. There is a summer study planned for summer 2022 in France.

### D2.14 Industrial efficiency event

The report on the Eceee industrial efficiency event will take place in 2022 online, the dates still need to be confirmed.

## GUIDEHOUSE

### D3.6 Business Stakeholder WS 1-10

#### Context

These ten Business Stakeholder Workshops, 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 the countries in question and the EU.

#### Messages

##### Germany

- Mainly quantitative and economic narratives are being used in the current debate on energy efficiency policies and measures.
- Business stakeholders do not perceive it to be easy to translate key benefits into comprehensive or appealing narratives.
- Energy efficiency is part of the new generation's lifestyle that embraces environmental awareness, health, and new technologies.
- There are opportunities to connect energy efficiency with the benefits of the new lifestyle, e.g. home office implying less traffic and more available office space and comfort, no commuting time, etc.
- Energy efficiency is something everyone can do and could be contextualized as a bottom-up movement.
- An enabling narrative could be developed to illustrate the benefits of regulation for the purpose of climate protection in general and for energy efficiency.
- Each day that we do not change our current way of living, e.g. by decreasing our carbon footprint, will further restrict our freedom in the future.
- By their nature, energy efficiency projects typically promote local value creation, jobs, and other benefits especially for small- and medium-sized business and refurbishes the infrastructure.
- This can therefore be highlighted as an opportunity especially for rural communities.
- Energy efficiency allows stable return on investment in times of zero interest rates.
- The communication by the European Commission of the Green Deal as Europe's man-on-the-moon moment was widely and positively received by the energy efficiency business community.

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## Italy

- Predictability in the costs and benefits is key to stimulate businesses 'interest in investing in energy efficiency measures
- Energy efficiency services need to be differentiated and tailored to broad range of use cases.
- Non-energy benefits of energy efficiency should receive more attention in the communication of energy efficiency
- The implementation of innovative and energy efficient processes can contribute to a company's positive image, e.g. quality improvements through digitalization and automation.
- Most of the people do not know that particular energy efficiency instruments exist, e.g. low-cost loans in Italy.
- Policy makers and business stakeholders need to improve the communication to increase awareness on these instruments.
- Energy efficiency is not in need of protective policy measures but needs recognition in political and public debate.
- A dialogue between industry, policy makers and ESCOs is necessary to rebuild mutual trust.
- Investment support is essential for reaching ambitious energy efficiency targets.
- Incentives, audits, and communication are useful instruments to increase awareness for energy efficiency.
- Energy efficiency policies are needed, particularly for non-energy intensive industries.
- Energy efficiency should be connected to policies for digitalization.
- Support capacity building for energy management in SMEs.

## Ireland

- Grants and tax breaks smartly coupled with effective measures support implementation.
- Long-term stable policy instruments that improve over time are needed, e.g. carbon tax with effective and long-term predictable price level.
- Energy efficiency should be framed as a chance to decrease costs for gaining a strategic advantage in the long run.
- Energy savings are a contribution to profit and image.
- Mandatory corporate carbon reporting modelled on Art. 5 EED can be a lever to increase awareness for energy efficiency in companies.
- Monitoring and verification of measures play an important role for showing the broader relevance of energy efficiency for profitability.
- Energy efficiency decreases energy import dependency.
- Profit and cost aspects are the overarching argument for energy efficiency in Ireland.
- Connect energy efficiency with profitability and image not with savings.
- Climate change creates a necessity to deal with carbon and energy, better early than too late to increase the profit from energy cost savings.
- Successful narratives need to address *the head and the heart* and include relevant examples and stories tailored to audience.

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## Slovenia

Arguments and challenges highlighted with regards to businesses and investors:

- Costs reductions and improving competitiveness
- Improving energy efficiency in production processes can also improve product quality.
- A holistic perspective is needed on overall energy use and production processes.
- Social responsibility/ performance in sustainability is an additional incentive for energy efficiency measures

Arguments and challenges highlighted with regards to authorities and decisionmakers:

- Appealing to political/ PR benefits of energy efficiency measures can be key vector, notably vis-à-vis local decision-makers
- Consultation or dialogue formats between local authorities and stakeholders are not structurally implemented in the political processes
- Local energy plans are key instruments to drive the energy transition and fulfill national and EU targets
- Advances in building's efficiency are hampered by insufficient expertise of renovation contractors.
- Biomass energy from wood and timber production have potential for development
- For biomass heating, would need to address bad image as polluting energy source/ energy of the poor.

Arguments and challenges highlighted with regards to households:

- Shifting to electric vehicles (EV) often triggers holistic reflection of energy use and sources by households and enterprises.
- Strong government narrative emphasizing provision of social welfare and 'leaving no one behind' found to impede somewhat the debate on and recognition of energy poverty as an issue.

## Cyprus

### **Narrative elements for EEW case studies:**

- A holistic view on energy that includes its multiple benefits such as improved health is needed.
- Energy poverty has been named to be an issue in Cyprus that cannot be dealt with sufficiently due to the lack of financial and technical capacity in banks.
- Bureaucracy in public authorities is considered a key barrier to many projects and energy efficiency implementation.
- Procedures should be simplified as far as possible to enable households SMEs and other businesses to take energy efficiency measures.
- New business models need to be promoted that embrace the economics of climate change and consider the role of energy efficiency.
- The EU energy strategy contributes to energy independence, especially through expanding renewable energy production, which is welcomed by stakeholders in Cyprus.

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- Imports of energy carriers and raw materials should be decreased.
- Stakeholders pointed out interest in circular economy and an efficient use of local resources.
- Narratives and communication strategies highlighting the benefits of energy efficiency for the tourism industry would be of great value in Cyprus.
- COVID-19 can be a chance for the tourism sector to develop new business models, campaigns focusing on energy efficiency and sustainability could raise awareness for the Topic, e.g. in the hotel and travel industry.

### Poland

Suggestions elaborated jointly with Polish business stakeholders during the workshop:

- Transparency: predictability of energy market and price structures, transparent baseline data for policymaking, dialogue between stakeholders and government / meaningful public consultations & roundtables; clear benchmarks.
- For effectiveness, combine regulatory policy with support programmes and information campaigns (e.g. energy advisors for Clean Air Programme, link audit obligations with audit support)
- Develop one-stop shops (e.g. for energy renovation), address horizontal nature of energy efficiency and engage target groups; link it to EPC and ESCO schemes; preference for effective private business models. Need for ESCO guarantee.
- Reliability (make savings visible; reliable audits; instrument design, realistic estimation of benefits; quality standards & clear rules and enforcement for energy audits)
- Amplified view on costs and benefits (e.g. through guidelines for translating multiple benefits in economic/business terms)
- Recognize horizontal dimension of energy efficiency measures. Need to establish joint platforms/ one-stop shops to address local needs, incl. automated online platforms.

### Lithuania

Arguments and challenges highlighted in the breakout session by the participants with regards to the successful implementation of energy efficiency policies:

- Differentiating the message & address motivation per target group
- Recognizing the issue of energy scarcity and the social dimension
- Expectation management regarding energy savings and return on investment
- Strengthening requirements for monitoring and verification
- Clear vision for implementation
- Integrated energy planning
- C-level attention for audit results

### Athens

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Key factors and challenges for successful energy efficiency implementation:

- Cost is key for consumers: low-quality Energy Performance Certificates are available at very cheap prices, undermining the uptake of serious offers.
- 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.
- Need to decentralise the energy sector and to manage grid congestions for energy and solar as a service.

### Bulgaria

Arguments and entry points highlighted in the breakout session:

- Developing research and innovation potential, better involving businesses in funding programs and incentives structures
- Addressing energy poverty in promotion policies and programs for energy efficiency to achieve a just transition
- Reducing regulatory barriers for home-installed photovoltaics and energy renovation; enhancing communication towards consumers
- Building on the just transition process and market/business support for improved coal phase-out for the local communities

### France

- Trust must be regained since the old narrative of the savings paying for the costs did not (always) deliver, as participants found.
- The financial perspective is not a focus and therefore needs to be followed upon in the discussion.
- The job impact of energy efficiency needs to be better communicated
- Energy efficiency and energy savings measures should be a focus of education and training.

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- Energy poverty is regarded as one of the central issues in France.
- There is a need to aggregate multifamily houses for upscaling energy renovations and to develop approaches
- Stimulating behavioral 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.
- Maintenance requirements (operated by service providers) and associated costs for smart homes.
- For a holistic approach, the link between circular economy and energy efficiency should be kept in mind, especially concerning insulation materials.

## Participants

During the seven national events there has been a total participation of more than 230 attendees among them, national business stakeholders.

## Evaluation

The events received positive feedback from participants and collaborators for the concept and organisation. The workshop concept was understood and has been picked up with interest by the audience, especially the opportunity to transmit feedback from the business community to decision makers through the project have been welcomed. The discussions delivered valuable input that will be condensed in one of the EEW case studies.

The event received positive feedback from participants and collaborators for the concept and organisation of a virtual format that allowed for a vivid exchange in times of social distancing using the option of breakout sessions, polls and live notes were used as tools to accompany the discussions.

## ESV

### D5.9 Event Reports EEW4 conferences 1-3

#### Context

The "Energy Efficiency Policy Conference" was held in the context of the annual international conference World Sustainable Energy Days. The event offered an update on energy efficiency policy in Europe, provided insights on the link between policies and narratives for the energy transition, and served as a platform to carry out the Energy Efficiency Watch Survey with an audience of energy experts.

#### Messages

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- The energy transition is already contributing to a better society on a multitude of levels (e.g. higher quality of life, greater competitiveness, job creation, health, better property value, innovation).
- Creating a better society through the local energy transition".
- In this session, participants learnt about real-life stories where narratives are supporting achievements in the energy transition,
- the energy transition is leading to the creation of a better community image.
- increasing energy efficiency has enable a significant increase in competitiveness and better use of public funds.

## Participants

During the first event there were 250 onsite participants including energy experts from various sectors.

The second event was organised as hybrid event, to allow for valuable networking and interaction between on-site speakers and participants. They event saw 426 participants (among them mostly online and a small number on site), including energy experts from various sectors.

## Evaluation

From the first event, the turnout of 250 experts from a range of backgrounds highlights the high level of interest in the presented topics. Positive feedback was received from participants. In addition to offering them a comprehensive update on energy efficiency policies in Europe, the event was an opportunity to gather input on the link between energy policies and narratives. Thanks to a feedback loop, these insights will flow into and enrich the scientific process on narrative development within the EEW4 project. Bringing together energy experts from various sectors allowed for networking and an exchange of experience. The conference also offered a platform to carry out the Energy Efficiency Watch survey with a range of energy experts from many EU Member States. The Energy Efficiency Policy Conference was the last large event to take place in Austria before many countries went into lockdown in response to the covid pandemic. Continuously tighter travel restrictions required adaptations to the planned programme, as some speakers were unable to attend on short notice. Despite these challenges, the conference could be held under strict hygiene safety measures. Overall, the event was considered a success by the organisers and attendees.

Regarding the second event, it was attended by over 400 experts from a range of backgrounds, mostly online and a small number on site.

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This turnout shows the high level of interest in the presented topics. The conference also offered a platform for disseminating results of the extensive EEW4 survey of experts, as well as other project activities. The World Sustainable Energy Days 2021 were held during the covid pandemic. On-site networking and interaction between speakers and participants greatly contribute to the impact and outreach of an event. Therefore, the organisers decided to hold the event in June (rather than the foreseen date in February) to allow on-site participation. Despite the much higher efforts required, a complex hybrid structure was adopted. Participants and speakers could take part online and on site. Strict hygiene safety measures were applied on site. Overall, the event was considered a success by the organisers and attendees.

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