

EEW4 External Event Report

Title of the event: "New Narratives to Drive Energy Efficiency in Member States: Insights from over 1,200 Experts"

<i>Date & location:</i>	Friday 4 December 2020, 11:00-12:00, Zoom Event.
<i>Organiser(s):</i>	EUFORES
<i>Summary of the event</i>	<p>On Friday 4 December, EUFORES with the framework of the Energy Efficiency Watch 4 organized a 1-hour MEP briefing. After warmly welcoming all the participants Jan Geiss, Secretary General of EUFORES called on stage Ciaran Cuffe, President of EUFORES to introduce the Energy Efficiency Watch 4 Survey presented by Christine Egger.</p> <p>Key points:</p> <ul style="list-style-type: none"> • Christiane Egger, Deputy Manager of Upper Austria Energy Agency, presented the Energy Efficiency Watch Project and how it accompanies the energy efficiency policy process and the implementation of the EE Directive. • One key element of this project is to speed up energy efficiency policy development by collecting feedback on the ground and disseminating findings. • This survey is about the perception of Member States on the development of energy efficiency policies. Over 1200 stakeholders took part from the energy efficiency sector. There were 3 surveys undertaken since the beginning of the Energy Efficiency Watch projects, facilitating comparison between the survey findings. • The results are relative by country. If we compare the ranking with the last results from 2015, we see some countries progressed and some doing less good. • One of the finding is that there is an improved perception of energy efficiency in Luxembourg, Greece, Bulgaria, and the Nordic countries are in the lead and



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they have been solidly on the lead since the beginning. While there is a worse perception in Germany, Austria, and Belgium.

- During the survey, the questions asked were on the **effectiveness of policy instruments**: on that level **nothing substantial happened** in this last 5 years. Therefore, **we need to think outside the box and do things differently**.
- Another conclusion is that **the reason why some Member States fluctuate less than others is that they have found a certain widely accepted consensus that energy efficiency is good for their country**.
- **MEPs** commented that **seeing the fluctuation of the perception within countries, communication and messaging is hugely important** to bring people along the journey. Each country has a different acceptance in the importance of EE.
- **Daniel Becker**, Director at Guidehouse, **pointed out** that we need to have a **change of awareness and mentality about the importance of energy efficiency** and we should **help Member States adopt a new perspective** on energy efficiency which is not just about saving but a means to improve the whole production process.
- **Christiane Egger** provided another conclusion of the study which is about the **narratives**, which come from the society in general and establish the **importance at the political level** within the country. Of all these topics listed the most important subject in the general debate are: **Jobs**, Industrial Competitiveness and innovation, Modernization and Investment are the third one. **Energy Efficiency is not well linked to these topics. Some links must be made stronger**, for instance on the job creation. This topic is right now only ranked 6th in the Brussels discussion of energy efficiency.
- Another important finding is that 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**.
- We need, from the **Commission, good numbers on competitiveness and jobs achieved through EE measures. We need to push the commissioning of studies for having numbers to substantiate the reasons why we should move to increased energy efficiency**.

*Objective
& main*

In view of the amendment 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 can be boosted locally and nationally. Do we need new



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ENERGY EFFICIENCY WATCH

programme point

narratives to drive energy efficiency in the EU Member States? Is the energy efficiency community talking to the right stakeholders at national level?

The focus of discussion is a survey undertaken by The Energy Efficiency Watch project that took place in all Member States with over 1,200 energy efficiency experts taking part in it was presented. ESV presented to MEPs the first results of this study and narrative building exercise for the national, regional and local levels.

Conclusions

MEPs and participants left the webinar with comments that this survey results are required to be read and disseminated and used in discussions to drive energy efficiency policies in Member States.

The Energy Efficiency Watch Survey will support better application of energy efficiency within the EU Green Deal. The Commission (DG Energy) are called on to provide accurate numbers on the linkages between energy efficiency and job creation and other important matters for the public such a competitiveness, in order to make the narratives of energy efficiency more relevant for Member States. More understanding needs to be developed on the relevant stakeholders that influence the importance of energy efficiency in each country.

Overall, the event will help shaping the policy making in the field of energy efficiency.



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ENERGY EFFICIENCY WATCH

Programme

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Agenda

Welcome

Jan Geiss, Secretary General, EUFORES

Introduction

Ciarán Cuffe, MEP, President of EUFORES

"New Narratives for Energy Efficiency? Insights from over 1,200 Experts"

Christiane Egger, Deputy Manager, Upper Austria Energy Agency, Energy Efficiency Watch project partner

Open discussion



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Pictures



Importance in the public debate – Ranking in Member States

	Loss/creation of jobs	Industrial competitiveness	Modernisation/ investments	Housing and living costs	Air quality	Independence from other countries	International country image	Rural development
EU27	4	2	3	4	4	6	7	8
Austria	1	2	2	2	2	6	7	8
Belgium	1	2	2	2	2	6	7	8
Bulgaria	2	3	1	2	2	6	7	8
Croatia	1	3	2	2	2	6	7	8
Cyprus	1	3	2	2	2	6	7	8
Czech R.	6	2	1	2	2	6	7	8
Denmark	2	1	2	2	2	6	7	8
Estonia	2	1	2	2	2	6	7	8
Finland	2	1	2	2	2	6	7	8
France	1	2	2	2	2	6	7	8
Germany	1	2	2	2	2	6	7	8
Greece	1	7	2	2	2	6	7	8
Hungary	1	2	2	2	2	6	7	8
Ireland	1	2	2	2	2	6	7	8
Italy	1	2	2	2	2	6	7	8
Latvia	1	2	2	2	2	6	7	8
Lithuania	1	2	2	2	2	6	7	8
Lux	6	2	2	2	2	6	7	8
Malta	1	2	2	2	2	6	7	8
NL	2	1	2	2	2	6	7	8
Poland	2	1	2	2	2	6	7	8
Portugal	1	2	2	2	2	6	7	8
Romania	1	2	2	2	2	6	7	8
Slovak R.	2	2	1	2	2	6	7	8
Slovenia	1	2	2	2	2	6	7	8
Spain	1	2	2	2	2	6	7	8
Sweden	2	1	2	2	2	6	7	8



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