

EEW4 External Event Report

Title of the event: Virtual expert workshop – Industrial narratives and multiple benefits

<i>Date & location:</i>	28 October 2021, 15:00 to 16:30 hrs, Online
<i>Organiser(s):</i>	Borg & Co
<i>Summary of the event</i>	<p>Nils Borg: The concept of Multiple benefits as a narrative, by itself, does not work. There is a need for a deeper understanding of what the different Multiple benefits’ projects have been dealing with. We need to harmonise our thinking of Multiple benefits to avoid the concept (and underlying aspects) being disregarded.</p> <p>We need to understand where we are. We speak at many different levels: Policy level, consumer, business level etc. One conclusion of the discussions of narratives is that it is really about communication of the stories you develop, depending on whom you develop them for.</p> <p>Presentation of the EEW4 survey (Megan Gignac, OÖ Energiesparverband)</p> <p>The study, which was based on interviews with over 1200 experts across Europe, shows that there is a disappointing level of improvement across policy field.</p> <p>Progress is too slow and there is fluctuating implementation, often due to changing governments. There are some member states where the policy ambition is maintained, despite political changes.</p> <p>This seem to happen where there has been a political consensus on the “why” behind energy transition. We want to investigate how these countries achieve this consensus, and the narratives behind this cross-party acceptance. How do we convince stakeholder to implement policies according to the directives?</p>



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Energy efficiency in relation to narratives that are in people's minds. Different people react to different arguments. The survey results show that what arguments are viewed as most important (jobs, industrial competitiveness), which stakeholders influence the public debate, and conclude with suggestions for how our community could build a better "Why" behind the drive for energy efficiency.

Industrial/business case studies (Daniel Becker, Guidehouse)

Background: The speed of implementation of energy efficiency measures depends on the willingness of policy makers. We have to find out; why is this in the national interest.

10 preliminary case studies, which are still being cross checked/tested, for plausibility, additions etc. Not one workshop per country, but shared with stakeholders in more than one country.

Case study 1, wanting to be a front runner. The thought that EE is of international interest. Example from Denmark, where there is a long-term cross-party consensus for energy efficiency, with arguments such as; it increases our international position if we are independent, and producers of our own energy. There is a certain pride in some industry branches that are in the forefront, ex EVs in Poland

Case study 2, EE as integral optimization: the optimization of the full cycle; saving material, time, making better quality, cost related improvements of the productions cycle.

Case study 3, only talk about real business case for EE. Businesses are critical to the usual co-benefit concept. "When we are trying to sell a product or service, we have to talk about the business case". If the policy framework is too weak and does not allow for or contribute to a strong business case, then it will remain bad even if we stress co-benefits. All sorts of benefits are for a segment of the market. Perceptions from industry. Arguments of co-benefits doesn't help weak business cases over the threshold. We would rather talk business case with a client and say, this is something that pays off. If there is a marketing argument that we can use, we will characterize it marketing

Case study 4, Transparent foundations of EE achievements. We must be sure of what is true. Which data are coming from which source? Prevention of fake news.

Case study 5, Understand your clients, work with the image of technologies. Not only a question about the price, but also if the products



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are well connotated and if people are motivated to install them (no need for subsidies in that case).

Case 6, Just transition. (Where) is compensation really needed? Is it unjust if no compensation? Is it justified for everyone? Does everyone ask for compensation?

Case 7, Communication is key – the role of stakeholder dialogues. Political and administrative side, need for upfront communication when a measure is planned, shaped and implemented. The stakeholders perceived that there is a lack from the political side, strongly call for a good match and communication with business stakeholders

Case 8, Research and innovation. If the research landscape does not promote EE sufficiently, the image is weak and people from research fields foster rather old school tech and don't highlight the potential of the energy transition.

Case 9, The right pace for workforce qualification.

Case 10, Who is price sensitive and how to discuss cost distribution. Who need to be compensated and which arguments are used in this context?

Question: Was compliance of directives, regulations etc. ever mention as a reason? Daniel: not as prominent as to make a basis of a case study but comprised in some stories.

Level setting – insights from EuroACE on motivating new players to join the energy transition (Adrian Joyce, EuroACE)

Being the front runner is important for building owners, something they put in the forefront in their communications. "We walk the talk"

Narratives are already an important topic

We have struggled to motivate politicians and policy makers to take actions and take notion. There is also resistance among building owners to have obligations on energy efficiency measures.

Industry campaign to raise awareness to policy makers and a way of communication modified to please the audience

You have to be very agile and flexible to adjust (in addition to narratives) the visuals to illustrate the narratives, provide a really good and appealing picture, to get the message out more. If you have an appealing image or picture, you get the message out stronger.

Knowing your audience and get their attention of interest is really important.



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Objective & main programme point

Present EEW4 expert survey findings and industrial case study
Generate input and feedback to inform the industrial narrative(s)
Inform the agenda for the planned in-person seminar in November

Conclusions

Useful internal seminar with invited experts with the aim to clear out differences in the meaning of multiple benefits, in order to stream-line the language and define real progress and not just green washing. We managed to clarify that multiple benefits has a concrete value and the Multiple Benefits project (<https://www.mbenefits.eu>) provides a systematic methodology to investigate whether it matches with the real business case.

Programme

<ul style="list-style-type: none"> Programme 	
15:00 – 15:10	<p>Welcome & introduction, Nils Borg, Borg & Co</p> <p>Tour de table</p> <p>Why are we here? Introduction and context (Nils Borg, Borg & Co)</p>
15:00 – 15:17	Setting the stage: How far have we come with industrial (and business) narratives?
15:15 – 15:25	Key findings from EEW4 survey. Possible implications for industrial/business narrative(s)? (Meghan Ci)
15:25 – 15:45	Industrial/business case studies (Daniel Becker)
15:45-16:00	Level setting – insights from EuroACE on motivating new players to join the energy transition (Adrian Joyce)



<p>16.00- 16:30 Discussion and Questions</p>	<p>Relating to the industrial narratives (All)</p> <p>How do we reach the industries who are not already part of the energy transition?</p> <p>Experience(s) in use of industrial narratives - what has worked? What hasn't?</p> <p>Results and insights from other EU initiatives/projects that can contribute to and provide good examples for narratives e.g., Multiple Benefits, EEFIG, Industry 5.0, etc.</p> <p>Wrap-up discussion</p>
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