D 3.8 Report on analysis of results

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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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1. Project background and report outline

Energy Efficiency Watch 4 (EEW4) is a Horizon 2020 project aimed at supporting policymakers in the EU in enhancing effective implementation of policy instruments for energy efficiency, thereby contributing to reach the target of the Energy Efficiency Directive. Based on multiple inputs from policymakers, business stakeholders and energy experts collected through dedicated workshops and a broadly disseminated online survey, EEW4 is identifying and developing argumentative drivers in public discourses that facilitate the adoption and effective implementation of energy efficiency policies in the EU.

This synthesis report summarises the material the project team received from decision-makers, stakeholders and experts through its various input channels. These comprised dedicated workshops and meetings with both EU-level and national audiences in multiple Member States, an extensive EU-wide expert survey, a focus group as well as input from the EEW4 network partners Energy Cities, the European Federation of Agencies and Regions for Energy and Environment (FEDARENE) and Borg & Co as administrators of the European Council for an Energy Efficient Economy (ECEEE). The full overview of events and channels through which the project team received target groups' input is provided in the annex under section 7.

In this report, we first summarise the project's consolidated analytical approach, before reviewing the input collected from the project's target groups and clustering it by overarching key themes. In the next step, we crosscheck the collected themes and main strands of arguments for congruence and divergence between different stakeholder groups. Finally, we filter the material and identify the themes with the greatest relevance and potential for fostering enabling narratives for energy efficiency measures, building on the methodology described in deliverable D 3.1. The aggregate results are presented in the summary table in section 5.

2. Approach

A core objective of the EEW4 project is to identify and develop narratives that facilitate the effective adoption and implementation of sustainable energy policies and energy efficiency measures in particular. During the inception phase, the project team fine-tuned and consolidated the project's analytical approach for collecting and processing stakeholder input through a dedicated focus group workshop. Specifically, the workshop focussed on the topic of 'Capturing narratives in energy efficiency – from concept and experience to analytical practice'.[1] The event gathered a selected group of experts comprising communications specialists, political advisers, city representatives, energy agencies and corporate networks as well as the EEW4 team. Having a diverse group of experts with different backgrounds also helped to maximise the practical relevance of the project findings. Key insights from the meeting comprised:

[1] The full event report is available at: http://www.energy-efficiency-watch.org/media/pdf/NAVIGANT-Workshop-Capturing-narratives-in-energy-efficiency.pdf

- understanding narratives as contextual to different geographies, historical experiences and actor groups in society;
- connecting macro-level storylines and discourses with bottom-up dynamics of local and regional experiences and good practices;
- the need to speak to the 'minds' and 'hearts' by leveraging both factual evidence and emotive appeal to stimulate behavioural change;
- tailoring narratives to target groups and speaking to their core issues and storylines;
- involving stakeholders and multipliers as ambassadors and 'sales agents' for dissemination.

Figure 1: Input collection for narrative approach in EEW4

The insights provided by the experts on how to approach the narrative concept and to maximise its practical relevance were taken forward by the EEW4 team. They fed into the documentation of methodology and informed the implementation of stakeholder events and the analysis of the input received in particular.

In conceptual terms, we understand narratives broadly as set of consistent chain of statements or stories that typically have a beginning, a middle part and end. Importantly, these stories can be considered as political mechanisms themselves to build consensus among a group of actors, given that 'without stories no consensus' (Hajer 2002). As the constitutive elements of narratives, these stories are often told neither in chronological order nor in full length, but rather expressed in short storylines, presupposing specific background knowledge of the narrative in question (Hajer 2005). For the purposes of the EEW4 project, enabling narratives for energy efficiency can thus be conceptualised as a set of storylines about accepted benefits of energy efficiency in a country or a region. In addition to energy or climate related benefits, these can be economic benefits (e.g. saving money for energy users), social benefits (e.g. fewer unhealthy buildings) or political benefits (e.g. decreasing import dependency).

3. Clustering of key themes

This section provides an overview on the main points and lines of arguments raised by the full range of EEW4 target groups, i.e. parliamentarians and decision-makers, business stakeholders and the community of energy efficiency experts. These can be clustered into six overarching themes and aspects of energy efficiency:

1. Business case and financial rationales
2. Macroeconomic and industry policy rationales
3. Technology image and popular perceptions
4. Education, research and innovation
5. Transparent communication and inclusive policymaking
6. Social impact of the transformation

2.1 Business case and financial rationales

A major theme that permeates key strands of the input received in EEW4 is the argument to put the economic and financial viability of energy efficiency measures at the centre. This view was found relevant from both a business perspective as well as from a consumer standpoint. Relevant storylines target groups voiced in their input comprise:

- Against a common perception of energy efficiency measures as being a complex and expensive undertaking, enabling communication should emphasise the monetary (rather than energy) savings, particularly when speaking to the business community. Related communication should focus on the returns and enhanced profitability gained through efficiency measures as a strategic advantage, and generally promote the idea that '*there is money in this*'.
- For the corporate sphere, the wider non-energy benefits of efficiency measures should be translated as much as possible into monetary terms or tangible business benefits, e.g. regarding their potential for optimising production or other corporate processes. Companies' requirement to carry out energy audits creates windows of opportunities that can be used as a starting point for such more comprehensive assessments.
- Promoters of efficiency measures should be realistic when communicating on their expected performance vis-à-vis clients and households. Past experiences of overstated saving expectations have undermined consumers' much needed trust in suppliers and in efficiency measures in general. Non-monetizable benefits such as enhanced convenience should be presented as separate from the economic business case. In the communication towards consumers, these may well be put at the centre given that enhanced convenience is often more tangible or a bigger priority to them compared to expected savings.

Overall, the general emphasis on the financial viability of energy efficiency measures and related business cases in the input received with EEW4 reflects the well-established corresponding public discourse on the matter.

2.2 Macroeconomic and industry policy rationales

Macroeconomic benefits of energy efficiency and their relevance for forward-looking industry policies were another consistent thread in the input collected. Views with corresponding rationales were expressed on numerous occasions across all actor groups consulted. Relevant storylines target groups voiced in their input comprise:

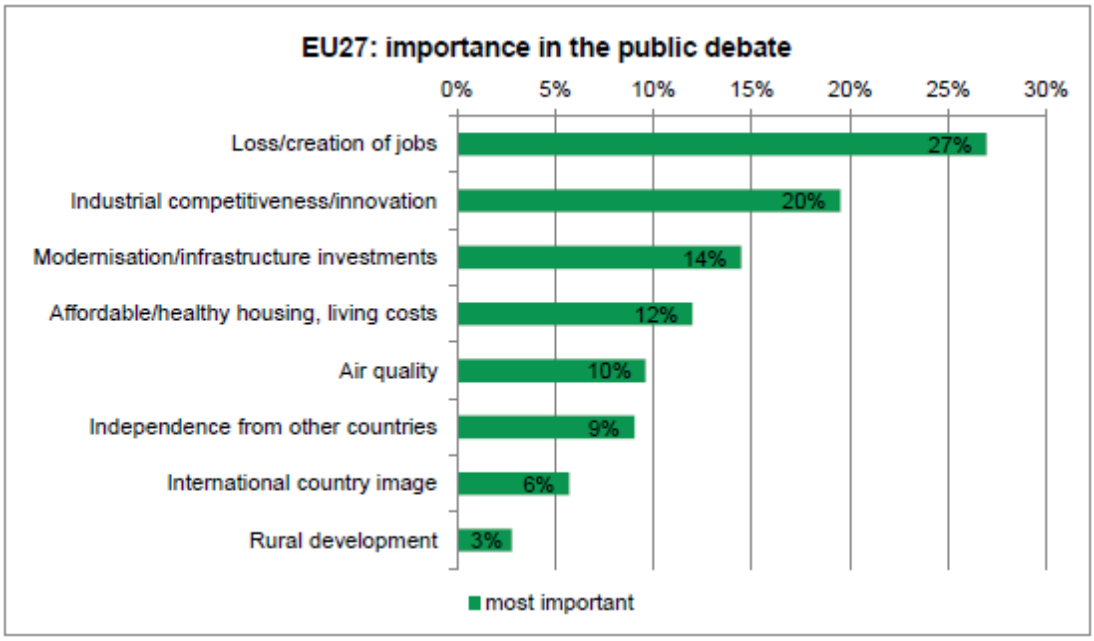
- The general view that more attention to the positive effects of energy efficiency on employment, industry and competitiveness is needed, as the EEW4 survey with responses from over 1,200 energy efficiency experts from all Member States concluded. Accordingly, better EU-level visibility, common indicators and quantified data could help to move the debate forward.
- Collective experiences – past and present – of and pride in experiencing macroeconomic benefits resulting from fostering the development of renewable and energy efficiency technologies, conveyed in statements such as: '*In Denmark, we managed to create new*

jobs. We will create new jobs by developing windmills and solar panels and we can show in practice that we are creating jobs for regular people at the same time as we are saving the world'.

- The aspiration to demonstrate policy leadership for the carbon neutral transformation as a recognised means to stimulate industrial development, employment and competitiveness and a way to enter a virtuous circle of ambitious policies creating space for climate-friendly industries that in turn ask the policy framework to be reinforced, as expressed through contributions such as: '*Ambitious governments need to support the industry with the right regulatory framework. A lot of changes are coming from the industry itself who then ask the politicians to set the proper legislative framework*'.

In general, narratives that positively link energy efficiency to topics of employment, industrial competitiveness, innovation and modernisation can be expected to have a strong potential to resonate in societies given that these are the themes experts identified as most important in public debates in the EEW4 survey (cf. Figure 2).

Figure 2: Importance of key topics in the public debate (EU-27), source: EEW4 survey



2.3 Technology image and popular perceptions

Beyond financial and economic aspects of energy efficiency measures, target groups also highlighted the relevance of common perceptions of efficiency technologies and shared experience on how communication campaigns utilise or help to alter these. Relevant storylines target groups voiced in their input include:

- The need to address perceptions and popular images associated with energy technologies, notably in the communication to household consumers. Experience shows that targeted communication campaigns addressing the 'image factor', or the 'appeal to the ego rather than the wallet', can be particularly relevant in contexts where financial support or incentives fall short of producing change at the intended magnitude. By providing the corresponding framing, tailored communication efforts can effectively appeal to the inconvenience of the status quo, or to the benefits of taking action to adopt efficient solutions (cf. Figure 3 below for an example).

Figure 3: 'Bye to oil' campaign to phase out oil heating in Upper Austria, source: www.adieuöl.at

- Communication campaigns can maximise impact by mobilising 'ambassadors', i.e. organisations or individuals who lead by example and act as multipliers among target groups. Addressing intermediaries in direct contact with consumers such as suppliers, building professionals, installers, retailers is crucial to advise and motivate households and businesses to engage in efficiency and adopt sustainable solutions and behaviours, e.g. along the lines of: *When offering energy services, clients should be challenged: everybody knows that energy consumption must be decreased in future, so ask what they are doing*.
- To leverage their full potential, communication strategies should be based on thorough target group analysis and understanding, e.g. regarding their income structures, motivation to act as well as attitudes and views based on the socio-economic and cultural analysis. Different channels of (social) marketing can be used.

2.4 Education, research and innovation

As key enabling factors, business stakeholders in particular pointed to the key role of education, research and innovation as enablers needed for implementing the transformation to carbon neutrality in general and for advancing energy efficiency in particular. Relevant storylines target groups voiced in their input comprise:

- Understanding research and development as fundamental vectors to develop and to help mainstream the innovations, technologies and processes needed to deliver the transformation to carbon neutrality.
- The challenge of missing involvement of businesses and organisations outside a restricted circle of institutionalised academia by the research sector and relevant public funding lines, as well as a constrained capacity of the research and development sector to bring innovations to the market and stimulate broad market uptake.
- Issues with lacking technical knowledge and skills to deliver climate-friendly innovations as well as available solutions in key industries due to missing opportunities for training and development. A vicious circle observed in certain sectors of the supply side lacking know-how for providing state-of-the-art climate-friendly solutions and the demand side having little trust in the quality of available innovative market offerings, thus a situation leading to lock-in effects.
- On a more general level, a mismatch perceived between the focus of the education system and the qualifications needed to implement the energy transition, for instance regarding certain technical qualifications.
- The need to foster effective and inclusive collaboration between education, academia, research organisations and businesses to enable the sector to deliver its full potential for powering the uptake of energy efficiency solutions and the carbon neutral transformation as a whole.

2.5 Transparent communication and inclusive policymaking

To advance energy efficiency, target groups also identified challenges and opportunities in data availability, transparency and communication underpinning efficiency measures as well as in the policymaking process as such regarding the involvement of civil society. Relevant storylines voiced in their input include:

<u>Transparent communication and trusted reference data:</u>

- The positive impact of energy efficiency is a priori less evident e.g. compared to benefits of renewable energy generation, as actual savings in combination with additional economic benefits are typically more difficult to quantify and compare with a ‘no measures’ baseline scenario. Consequently, benefits of energy efficiency policies and measures are observed to lack salience and recognition in public debates, also due to missing references to data acknowledged as objective and independent.
- This is found to create risks of unfounded interpretations or even fake news and undermines the visibility of energy efficiency policies’ success which in turn may be put into question more easily. It also contributes to the short-term payback considerations being the focus of attention, while important longer-term effects of efficiency action such as better protection against future energy price developments are less considered.

- Improved data compilation and generating additional data e.g. through direct metering, digital applications etc. create opportunities to make the impacts of efficiency measures more tangible and transparent to consumers and the general public through targeted communication.

Inclusive policymaking:

- Platforms for communication and exchange between policymakers and stakeholders were found missing or insufficiently used in several contexts, both on the national and on the sub-national level.
- A notion permeating many contributions is that the effectiveness and added value of policies and measures – in the field of energy efficiency and beyond – can be enhanced significantly when these are grounded on meaningful communication with and involvement of stakeholders and society. For transformational policies in particular, '*it is crucial to get everybody on board*', as we heard from the policy community.
- In essence, this view builds on the recognition that policy frameworks as well as individual policy instruments deliver better results if those affected by them are given the opportunity to feed their views and expertise into the adoption and implementation process, e.g. by means of consultation processes, parliamentary hearings, moderated stakeholder dialogues, engagement processes for citizens, etc.

2.6 Social impact of the transformation

Target groups also addressed aspects related to the social impact of the energy transition, including but not limited to the business stakeholder workshops held for Bulgaria, France and Lithuania. Central topics in the discussion of the social dimension were structural change in coal regions, just transition and energy poverty. Relevant storylines target groups voiced in their input comprise:

Just transition:

- Stakeholders stated that a just transition must be guaranteed and the question of who covers additional costs addressed, also extending to energy efficiency measures such as energy renovation of residential buildings.
- The just transition is expected to be a painful transformation process so good examples should be given not only from the political sphere but also from experts and social actors. A transfer of experience is needed. There is a need for a larger campaign showing people what their future can be.
- 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 is key.

- Energy businesses need to be involved in the just transition for coal regions in transformation since affected citizens would rather trust actors with good practices and market experience rather than political actors in certain contexts.

Energy poverty:

- Energy poverty is identified as a structuring challenge in several national debates. Accommodating the needs of low-income households can therefore be key, including through social housing, providing affordable energy renovations and adequate financing avenues. Related debates also extend to affordable energy for mobility, particularly for rural and peri-urban communities.
- Stakeholders observed the absence of a common definition and understanding of energy poverty both nationally and EU-wide as challenge for addressing the issue. Income, energy prices, building status and consumption patterns were suggested as elements to be considered for such definition.
- Stakeholders ask that public programmes aimed at promoting energy efficiency are designed in ways that take into account the socio-economic profile of target groups. Efficiency programmes should be well-targeted in their design and grant low-income households with particular support, e.g. through higher funding rate for energy renovations.
- Stimulating behavioural change is seen as a further component of addressing energy poverty. Awareness and motivational campaigns are needed. Positive compensation of the individuals could be a focus, as well as developing attractive attributes and a corresponding image of energy efficiency solutions, e.g. with regards to home smartness.

4. Relevance across stakeholder groups

Generally, we find that the key themes distilled from the stakeholder input and the selected, more specific topics of the case studies are found relevant across all target groups addressed with EEW4, i.e. policymakers, business stakeholders and energy experts. In line with their prevalence in societal debates, economic and financial considerations and related narratives of energy efficiency are a major focus across all target groups. Of course, the specific approaches and angles on the subject vary somewhat across geographic contexts. As could be expected, this is even more true for issue areas that often feature a regional focus, such as the theme of just transition for transforming carbon-intensive regions. We found that related issue areas of social justice, energy poverty etc. appear more prominently with the business community and decisionmakers than with the energy expert community regarding their perceived salience in debates around efficiency debates. Narratives with industry policy and macro-economic rationales featured prominently among policymakers and energy experts, while themes of adequate education, training and research and innovation were brought up by the business community in particular.

Across the topic areas addressed with the case studies (cf. section 5), a number of interlinkages and potential synergies can be identified. This applies to narratives operating in the same issue area such those speaking to business case and financial considerations, but also across issue areas, for instance if we consider the links between just transition and needs for training, research and innovation.

5. Focus themes for narrative analysis

Based on the analysis and clustering of target groups' input, the project team identified the topics that were elaborated into ten case studies. These focus topics were selected with regards to their relevance in general public debates and for the project, their identifiable patterns and key storylines of resonating narratives, including for dealing with counter-narratives, as well as for their opportunities for learning and transferability to other contexts. Coverage of different situations and sectors across the EU was accounted for, too. **Error! Reference source not found.** provides an overview of the topics addressed by the ten case studies developed by the EEW4 project, as well as an outline of their respective scope and how they fit into the overarching themes that the stakeholder input was clustered by in a first step in section 3. A more detailed outline of each study is presented in the following section.

Each case study follows the same structure, offering:

1. a summary of the narratives' key tenets;
2. pertinent storylines and examples collected from target groups;
3. an analysis of the narrative's rationale and functioning principles;
4. a description of relevant implications for policy and policymaking;
5. an outline of the overarching EU context in which the narrative operates;
6. an assessment of the narrative's potential for transferability into other contexts.

It was decided against tying the analysis in each case study to a specific policy instrument as the former have been found to have broader relevance beyond individual measures, typically also transcending a given national or regional geographic context. Relevant conclusions for policy design and implementation are, however, included, so that according orientation is still provided.

Table 1: Overview of key themes and narrative case studies

	Overarching theme	**Focus narrative**	**Case study scope**
1	Business case and financial rationales	'Only talk about the real business case'	Putting financial viability of energy efficiency measures at the centre, need to translate non-energy benefits into economic terms
2	Business case and financial rationales	Energy efficiency as integral improvement of the production cycle	Building a new vision on energy efficiency beyond direct savings as a means for comprehensive business optimisation
3	Macroeconomic and industry policy rationales	'It is beneficial to be a front-runner'	Leveraging the aspiration for policy and technology leadership to stimulate industrial development, employment and competitiveness
4	Technology image and popular perceptions	Successfully communicate the shift away from outdated technologies	Key potential of marketing and image campaigns when financial incentives show little effectiveness
5	Education, research and innovation	Education, training and upskilling as a strategic vector for the carbon neutral transformation	Addressing skills and education gaps to unlock the full potential of the energy transition
6	Education, research and innovation	Empowering research and innovation to fuel the carbon neutral transformation	Inclusive collaboration between education, research and business innovators to foster the development and uptake of energy efficiency solutions
7	Transparent and inclusive policymaking	Need to ground energy efficiency on transparent foundations	Underpinning energy efficiency policies with clear and transparent data on metrics, potentials and required steps to maximise societal buy-in
8	Transparent and inclusive policymaking	Communication and policy dialogue with stakeholders and society	Meaningful stakeholder involvement as an opening to stimulate acceptance, strengthen inclusive narratives and achieve better policies

9	Social impact	'Just transition'	Building robust narratives for the strengths and opportunities for carbon-intensive regions undergoing transformation
10	Social impact	Transformation in line with social justice	Flanking carbon pricing with smart social policies and enabling vulnerable households to take energy efficiency measures to secure societal acceptance

5.1 'Only talk about the real business case'

This case study builds on the feedback received by the EEW4 project indicating that comprehensive business cases for energy efficiency must be developed and presented. We find that this includes accounting for business impacts beyond direct energy costs and that these additional impacts need to be incorporated into the economic business case. Added value to the client may include convenience, process modernisation, or upgrading a firm brand. This added value should be monetised as much as possible to achieve a comprehensive view on the business case. Yet any other, non-monetizable, benefits may be referred to, but should be presented as relevant but separate from the economic business case.

5.2 Energy efficiency as integral improvement of the production cycle

This case study explores the potential of energy efficiency for sustained business improvement and an optimised production cycle. Participants e.g. of the Italian Business Stakeholder Workshop noted that the implementation of innovative and energy efficient processes can improve product quality and contribute a positive company image. Also, the importance of audits as well as the potential of digitisation has been highlighted as means to reveal potential for energy efficiency and process optimisation.

Understanding energy efficiency in terms of opportunities for innovation and growth can be achieved when embracing a more holistic view on energy efficiency. This includes state-of-the-art technology options, cutting-edge digital solutions, the potential to improve the production cycle and output quality through well-considered energy efficiency measures. Thus, energy efficiency ought to be understood as an integral improvement of the production cycle instead of a purely energy-focussed issue.

5.3 'It is beneficial to be a front-runner'

The aspiration to pioneer the energy transition and to be perceived as a leader in the carbon-neutral transformation can be an effective driver for advancing energy efficiency policies and pursue their effective implementation. Taking the case of Denmark, this case study thus explores the storylines pertaining to narratives around the theme and recognition of 'being a front-runner' and analyses how these can be leveraged to frame energy efficiency policies in ways that resonate effectively in public discourses.

The case argues that ambitious and credible targets, prior achievements in implementation, and shining lighthouse projects with demonstrated benefits, also in the broader economic and societal sense, are key vectors to build on the recognition and associated narrative around the theme of 'it is beneficial to be a front-runner'. In such a context, marketing bold energy efficiency policies with storylines around this theme then significantly facilitates their adoption and effective implementation.

5.4 Successfully communicate the shift away from outdated technologies

Most instruments to promote energy efficient technologies are based on a mix of regulatory measures and financial incentives. If target achievement is lagging behind, it is often assumed that the level of support was insufficient for levelling the cost difference to efficient technologies. However, examples show that socio-economic analysis of the target groups allows for a more differentiated reading of appropriate instruments needed. Especially the image associated with certain appliances or technologies and the related popular perception can have substantial positive or negative impact on target achievement, independent from or even counter-indicative to the available financial support.

This case study thus finds that a targeted, clear, and multi-level communication strategy is essential in order to foster a positive image and perception of energy efficient technologies among individuals and households. Also, socio-economic aspects that affect the decision-making process of the target group need to be considered in devising the communication strategy. Tailored communication is key especially for those not responding to financial incentives. New technologies have to be made desirable beyond cost arguments associated with cost-value relation, safety etc. on the one hand and appeal, convenience, innovation and modern lifestyle on the other hand in order to address different layers of perception.

5.5 Making education, training and upskilling a strategic vector of the carbon neutral transformation

Educating and training professionals and future professionals to have the qualifications and skillsets needed at societal scale to deliver the transformation to climate neutrality is of the essence. Yet, business stakeholders, consumers and regulators widely perceive significant deficits in the current levels and dissemination of relevant knowledge and know-how for delivering key decarbonisation solutions as well as for empowering multipliers and ambassadors for change and innovation.

This case study thus explores arguments pertaining to narratives around the theme and recognition of the need for education, training and upskilling in line with the prerequisites of the carbon neutral transformation. Storylines with proposed solutions to the challenge collected by the EEW4 project are analysed and assessed as to how these can be linked to and framed to support energy efficiency policies in ways that resonate effectively in public discourses.

5.6 Empowering research and innovation to fuel the carbon neutral transformation

Research, development, and innovation play a key role for implementing the transformation to carbon neutrality in general and for advancing energy efficiency in particular. However, business stakeholders found that the research and innovation landscape in Member States is not always tapping the full potential in the above sense. Among the hampering factors applying to the respective national contexts, stakeholders identify 1) a missing involvement of businesses and organisations outside a restricted circle of institutionalised academia by the research sector and relevant public funding lines; and 2) a constrained capacity of the research and development sector to bring innovations to the market and stimulate broad market uptake, or to respond to rapidly evolving processes, technologies and markets.

As a way forward, the input received by EEW4 suggests that only an effective and inclusive collaboration between education, academia, research organisations and businesses will enable the sector to deliver its full potential for powering the uptake of energy efficiency solutions and the carbon neutral transformation as a whole.

5.7 Grounding energy efficiency policies on transparent foundations

Public perception of the economic impacts of energy efficiency is often determined by simplistic, randomly selected or even false data foundations. Typically, short term payback considerations outweigh the mid- to longer-term perspective. Positive features of energy efficiency are often less evident compared to e.g. benefits of renewable energy generation, as actual savings in combination with further economic benefits such as optimised business processes are more difficult to quantify and compare with a 'no measures' baseline scenario. Where clear and transparent reference data are lacking, counter narratives based on randomly picked figures and statements can lead to a negative image of energy efficiency.

Consequently, this case study argues that improving transparency around the impacts of energy efficiency policies and investments is a prerequisite to enable the broader energy efficiency narrative. It is required to improve the acceptance and popularity of specific energy efficiency measures. Moreover, improved transparency is required to enable new business models. Showing energy efficiency impacts needs to be based on a proper definition of baselines, adequate monitoring of impacts and access to the generated information. In addition, such information needs to be properly contextualised to be comprehensible for the target audiences.

5.8 Policy communication and dialogue

The effectiveness and added value of policies and measures can be enhanced significantly when these are grounded on meaningful communication with and involvement of stakeholders and society. With reference to the field of energy efficiency, this finding permeates the input received by the EEW4 project from stakeholders across several EU Member States. Exploring relevant examples and suggestions, the case study finds that meaningful consultation and engagement processes provide an opening for stimulating buy-in and acceptance, as well as important opportunities for building and popularising inclusive narratives to support the policy measure at hand, while also having the potential to inform and enhance the quality of policymaking as such. Even if controversial decisions are due, societal actors involved will likely be more inclined to accept them when having sufficient insight into the complexity and rationale of differing views. In essence, the case study finds that policy frameworks as well as individual policy instruments tend to deliver better results if those affected by them are given the opportunity to feed their views and expertise into the adoption and implementation process.

5.9 Just transition

In this case study, the prevalent *just transition* narrative is discussed in a way that questions the related expectation of the absence of social imbalances during structural change in the context of the green transition. The case is made for reframing the just transition narrative to clearly understand carbon emissions and insufficient climate action as the actual driver of job losses and social imbalances – as opposed to climate policies. The adapted narrative needs to draw on key assets of the regions concerned. These are often characterised by well-established infrastructure and a strong local economy with a capable and experienced workforce providing a gifted market environment for developing new businesses. Opportunities of structural change need to be highlighted, appealing to everybody's active participation in the sustainable transformation. Past experiences of regions managing structural change across the EU can be used to build on.

5.10 Designing transformation policies in line with social justice

With a focus on carbon pricing, this case studies explores how to design policies for the carbon neutral transformation in line with social justice. As carbon prices are expected to rise over the coming years, it argues that communication that explains the underlying policies and their climate political reasons are essential to ensure acceptance. Increasing electricity and fuel prices are challenging especially for vulnerable households and need to be addressed by effective social policies. Enabling vulnerable households to lower their energy use is another essential lever to counteract the premium on energy prices induced by carbon pricing. Smart and effective energy efficiency measures need to be supported and can play an important role to reduce the impact of rising carbon prices on households' income. For sustained acceptance of rising carbon prices, it is key that citizens associate compensation mechanisms and the according benefits directly with the carbon pricing scheme.

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7. Annex – Overview of EEW4 Input events and input channels

Event / input type	Geographic focus	Time	Link to documentation
Focus group workshop: Capturing narratives in energy efficiency – from concept and experience to analytical practice	EU	23.01.2020	http://www.energy-efficiency-watch.org/media/pdf/NAVIGANT-Workshop-Capturing-narratives-in-energy-efficiency.pdf
Business stakeholder workshop	Germany	28.01.2020	http://www.energy-efficiency-watch.org/media/pdf/NAVIGANT-National-Business-Stakeholder-Workshop-Germany.pdf
Business stakeholder workshop	Italy	27.-28.04.2020	http://www.energy-efficiency-watch.org/media/pdf/NAVIGANT-National-Business-Stakeholder-Workshop-in-Italy.pdf
Business stakeholder workshop	Ireland	06.05.2020	http://www.energy-efficiency-watch.org/media/pdf/NAVIGANT-National-Business-Stakeholder-Workshop-in-Ireland.pdf
Business stakeholder workshop	Slovenia	27.-28.05.2020	http://www.energy-efficiency-watch.org/media/pdf/NAVIGANT-National-Business-Stakeholder-Workshop-Slovenia.pdf

Event / input type	Geographic focus	Time	Link to documentation
Business stakeholder workshop	Cyprus	15.-16.06.2020	http://www.energy-efficiency-watch.org/media/pdf/NAVIGANT-National-Business-Stakeholder-Workshop-in-Cyprus.pdf
Business stakeholder workshop	Poland	08.-09.12.2020	http://www.energy-efficiency-watch.org/media/publications/EEW4-External-Event-Report-POL-Business-Stakeholder-WS.pdf
Business stakeholder workshop	Lithuania	18.03.2021	http://www.energy-efficiency-watch.org/media/publications/EEW_Business_Stakeholder_Workshop_LT_Event_Report_external.pdf
Business stakeholder workshop	Greece	22.-23.03.2021	http://www.energy-efficiency-watch.org/media/publications/EEW4_External_Event_Report_EL_Business_Stakeholder_WS.pdf
Business stakeholder workshop	Bulgaria	07.-08.04.2021	http://www.energy-efficiency-watch.org/media/publications/EEW-Business-Stakeholder-Workshop-BG-Event-Report-ext.pdf
Business stakeholder workshop	France	08.06.2021	n/a
National Parliamentary Workshop	Italy	23.04.2020	http://www.energy-efficiency-watch.org/media/pdf/EUFORES-Italian-National-Parliamentary-Workshop.pdf
National Parliamentary Workshop	Denmark	29.05.2020	http://www.energy-efficiency-watch.org/media/pdf/EUFORES-Danish-National-Parliamentary-Workshop.pdf
Interparliamentary Meeting	Finland / EU	22.-23.11.2019	http://www.energy-efficiency-watch.org/media/pdf/EUFORES-19th-IPM-on-Renewable-Energy-and-Energy-Efficiency.pdf
Interparliamentary Meeting	EU	27.11.2020	http://www.energy-efficiency-watch.org/media/pdf/EEW4-Post-Nov-2020.pdf
Online survey with 1,270 energy efficiency experts	EU	February - June 2020	http://www.energy-efficiency-watch.org/media/publications/EEW4-survey-report.pdf
Workshop at Central European Energy Conference “Energy efficiency in Central and Eastern Europe: narratives and Financing”	Slovakia / EU	18.11.2019	http://www.energy-efficiency-watch.org/media/pdf/ENERGY-CITIES-Workshop-Energy-efficiency-in-Central-and-Eastern-Europe.pdf

Event / input type	Geographic focus	Time	Link to documentation
EU Council Presidency Roundtables	EU	01.01.2020	n/a
EUFORES Breakfast with the Croatian EU Council Presidency: "Political priorities during the Croatian EU Council Presidency"	Croatia / EU	29.01.2020	http://www.energy-efficiency-watch.org/media/pdf/EUFORES-Breakfast-with-the-Croatian-EU-Council-Presidency.pdf
The European Energy Efficiency Conference 2020	EU	04.-06.03.2020	http://www.energy-efficiency-watch.org/media/pdf/The-European-Energy-Efficiency-Conference-2020.pdf
EUFORES MEP-Meeting with incoming German EU Council Presidency "Priorities of the incoming German EU Council Presidency on renewable energy, energy efficiency and the EU Green Deal"	Germany / EU	16.06.2020	http://www.energy-efficiency-watch.org/media/pdf/EUFORES-MEPs-Meeting-with-the-German-EU-Council%20Presidency.pdf
EUFORES "Embracing the energy transition in an unprecedented context: a way to re-think and re-boo(s)t our local economies"	Poland	30.06.2020	http://www.energy-efficiency-watch.org/media/pdf/EUFORES-Embracing-the-energy-transition-in-an-unprecedented.pdf
Workshop "The National Energy and Climate Plans & the EU Recovery Plan: The Finnish Green Vision"	Finland	24.09.2020	http://www.energy-efficiency-watch.org/media/pdf/WORKSHOP-The-National-Energy-and-Climate-Plans-&-the-EU-Recovery-Plan-The-Finnish-Green-Vision.pdf
Physical workshop organised in the capital in cooperation with the Hungarian Energy Efficiency Institute (MEHI)	Hungary	07.10.2020	http://www.energy-efficiency-watch.org/media/pdf/Physical-workshop-organised-in-the-capital-in-cooperation-with-the-Hungarian-Energy-Efficiency-Institute.pdf
Romanian Workshop in cooperation with the Romanian municipal network, OER	Romania	28.10.2020	http://www.energy-efficiency-watch.org/media/pdf/Romanian-Workshop-in-cooperation-with-the-Romanian-municipal-network.pdf
EUFORES MEP-Academy "New Narratives to Drive Energy Efficiency in Member States: Insights from over 1,200 Experts"	EU	04.12.2020	http://www.energy-efficiency-watch.org/media/pdf/EEW4-Presentation-Survey-Results-Dec-2020.pdf
EUFORES MEP Meeting with the incoming Portuguese EU Council Presidency "Priorities of the incoming Portuguese EU Council Presidency on renewable energy, energy efficiency and the EU Green Deal"	Portugal / EU	11.12.2020	http://www.energy-efficiency-watch.org/media/pdf/EEW4-PORT-Energy-Attache-briefing-Dec-2020.pdf

Event / input type	Geographic focus	Time	Link to documentation
Webinar "Financing energy efficient building renovation and supporting narratives"	Hungary / EU	10.02.2021	http://www.energy-efficiency-watch.org/media/pdf/EEW4-ECentral_webinar-AGENDA.pdf
Webinar "EUCF 2nd call announcement & discussing supporting narratives for the energy transition"	Poland / EU	17.03.2021	http://www.energy-efficiency-watch.org/media/pdf/EEW4-EUCF-PL-workshop-AGENDA.pdf
Webinar "Municipal renovation plans and supporting narratives* for the energy transition"	Romania / EU	25.03.2021	http://www.energy-efficiency-watch.org/media/pdf/EEW4-RO-webinar-AGENDA.pdf
Webinar "Delivering on the Renovation Wave: Supporting Narratives & Financing"	EU	27.04.2021	http://www.energy-efficiency-watch.org/media/pdf/EEW4-CoM-Webinar.pdf
Webinar "Municipal renovation plans and supporting narratives* for the energy transition"	Czech Republic / EU	07.05.2021	http://www.energy-efficiency-watch.org/media/pdf/EEW4-CZ-workshop.pdf
Workshop "Supporting narratives* for the energy transition. Energy efficiency workshop in the framework of the Bulgarian Sustainable Energy Investment Forum"	Bulgaria / EU	19.05.2021	http://www.energy-efficiency-watch.org/media/pdf/210519_EEW4_SEIF_BG_workshop_AGENDA_final.pdf
Workshop "The European Green Deal and the National Energy and Climate Plan in Ireland"	Ireland / EU	16.06.2021	http://www.energy-efficiency-watch.org/media/pdf/EUFORES_workshop_Ireland_Agenda.pdf