



ENERGY EFFICIENCY WATCH



SPONSORSHIP PACKAGES
ENERGY EFFICIENCY WATCH 3 PROJECT
2014-2017
Status 09 December 2014





CONTENT

| | |
|--|----|
| EEW3 PROJECT DESCRIPTION | 1 |
| WHO IS BEHIND THE PROJECT? | 2 |
| BACKGROUND OF THE EEW3..... | 3 |
| WHY SPONSOR? | 4 |
| OVERVIEW OF SPONSORSHIP PACKAGES | 5 |
| SPONSORSHIP CONTRACT | 10 |

EEW3 PROJECT DESCRIPTION

Energy Efficiency Watch 3 (EEW3) wants to facilitate the implementation of the Energy Efficiency Directive and support market transition by collecting information on the implementation of energy efficiency policies and providing this information to a variety of stakeholders such as European Parliament, European Commission, national, regional, local policy makers and experts.

The core objective of EEW3 is to establish a constant feedback loop on the implementation of European and national energy efficiency policies and thus enable mutual learning on effective policy making across the EU. EEW3 screens progress of national policies, looks into legislative documents, seeks experts' knowledge via an EU-wide survey and creates new consultation platforms with a wide spectrum of stakeholders (parliamentarians, regions, cities, business and expert stakeholders).

EEW3 will show how energy efficiency policies are implemented across the EU, what are the challenges and barriers to implementation and suggest solutions.

Quantitative and qualitative surveys and interviews will be held, the experience of the business community will be gathered, core legal documents will be analysed in order to find answers from several perspectives on the key question: how effective are the policies? What implementation progress has been made? How will future policies and instruments have to be improved in order to make Europe more energy efficient on the ground and not only in the policy papers? This input will be complemented by feedback from the industry, regional and local stakeholders and city representatives.

As companies play a crucial role in implementing energy efficiency policies, EEW3 wants to bring in the business perspective to the project. Companies are expected to develop new business models, services and energy efficiency solutions. They are sometimes very reluctant to invest in energy efficiency because they need to see an energy efficiency market and credible policies first. Within EEW3, the business perspective should help us understand why businesses do not sufficiently invest in and roll-out energy efficiency, why certain policies, instruments and tools are not working well on the ground and do not fit the

* Amounts excluding VAT



needs of businesses. This information is very helpful in understanding what the market needs are in order to fully implement energy efficiency policies and tap the energy savings potential in industry and businesses.

Based on the collected feedback EEW3 will deliver 28 national reports on progress in energy efficiency policies in every EU Member State, 10 case studies of well-established policy packages, a brochure on strategic policy and business conclusions and a Feedback Loop Report. It thereby intends to improve the implementation of European energy efficiency policies on the energy demand side, such as the new Energy Efficiency Directive (EED), but also related policies like the Energy Performance in Buildings Directive (EPBD) and the Eco-Design (EuP) Directive on the national, regional and local level.

The constant feedback loop is especially important for European policy makers who have no or scarce information on the implementation of the policies which they draft. The feedback on the implementation of energy efficiency policies in the EU Member States, especially with the view to the new Energy Efficiency Directive, is essential for facilitating Europe's transition to a low-carbon economy.

The EEW3 project started on 19 August 2014 and will last until 18 August 2017.

EUFORES offers three different sponsorship packages **Platinum, Gold and Silver** with different levels of participation and visibility advantages.

The detailed activities of the EEW project are defined in the project contract with EASME (Executive Agency for Small and Medium-sized Enterprises). The sponsors will not be sub-contractors to the EASME-contract and therefore will not fulfil any administrative tasks.

WHO IS BEHIND THE PROJECT?

The project is coordinated by [EUFORES](#), the European Forum for Renewable Energy Sources, and implemented by six partners:

- [Wuppertal Institute for Climate, Environment and Energy](#)
- [ECOFYS](#)
- [European Council for a Energy Efficient Economy - ECEEE](#)
- [European Federation of Agencies and Regions for Energy and the Environment – FEDARENE](#)
- [Energy Cities](#)
- [OÖ Energiesparverband – ESV](#)



EUFORES is the European parliamentary network for renewable energy and energy efficiency with members from all major political groups in the European Parliament as well as in the EU 28 national Parliaments.

EUFORES promotes the deployment of renewable energy and energy efficiency within Europe. Among other activities, EUFORES coordinates the Energy Efficiency Watch 3 project.

Parliamentarians are key actors when it comes to drafting legislation for renewable energy and energy efficiency, which is crucial for developing an effective and stable legislative framework for market development in those sectors.

BACKGROUND OF THE EEW3

Energy efficiency is, together with renewable energy sources, a core pillar of the European energy transition towards a sustainable energy system. Energy efficiency provides an answer to climate change and environmental issues and opens up a field of technological innovation.

The Energy Efficiency Directive as the latest core directive on efficiency is one major step forward. But it still requires strong implementation by Member States, driven by a clear motivation.

The current situation shows that many policy and decision makers have not fully understood the potential of energy efficiency. They perceive energy efficiency as a burden to their public budgets, not as a solution how to fill in the financial gaps. Some policy makers from some Member States would also see European directives as imposing policies on Member States which have to comply with them. EEW3 wants to address the perception of energy efficiency in order to spur more action on the ground.

EEW3 wants to facilitate the implementation of the Energy Efficiency Directive and support market transition by collecting information on the implementation of energy efficiency policies and providing this information as a constant feedback loop to a variety of stakeholders such as European Parliament, European Commission, national, regional, local policy makers and experts.

EEW3 aims to support the political process in the field of energy efficiency and intends to sharpen the understanding of success or failure of policies, show reasons for discrepancies between legislation and reality by creating an ongoing feedback process all over Europe. EEW3 intends to motivate political action among decision makers.

EEW3 follows-up on previous EEW projects initiated by the call of Members of European Parliament and national parliaments in 2006.



WHY SPONSOR?

As a sponsor of Energy Efficiency Watch you will have numerous sponsorship advantages:

- **EEW3 events (up to 40 events) provide you with an outstanding networking opportunity to get into contact and discuss the potentials and needs of your sector with national and European Parliamentarians as well as government representatives and other stakeholders in the field of energy efficiency.**
- **Take advantage of the extraordinary access to Parliamentarians and other decision makers during the EEW3 events and influence Europe's energy future.**
- **Increase your visibility on the European level through the EEW website and other related EEW communication tools like newsletters.**
- **Be part of an active energy efficiency community, eager to make Europe's energy future more efficient and sustainable.**

Please note that EUFORES events are upon invitation only for Members of the European Parliament and national parliaments. European Commission representatives and government officials as well as all non-parliamentary members of EUFORES are invited. Only few carefully selected additional stakeholders are invited. Therefore the sponsorship offers you a rare opportunity to participate in EUFORES events.

For detailed information on all your advantages including participation and visibility opportunities, please find on the next pages the sponsorship offer for the Energy Efficiency Watch 3 Project.

The packages will be given on a first come first serve basis.

Do not wait, book your package now!

If you wish to acquire a package please sign the contract at the end of this document. Once the sponsorship contract has been signed, you will receive the first out of three invoices.

Please, do not hesitate to contact us if you have any questions:

Lucia Bayer
EEW3 Project Manager, EUFORES
Tel.: +32-2-4001026
E-mail: lucia.bayer@eufores.org

Dr. Jan Geiss
EUFORES Secretary Manager
Tel.: +32-2-5461948
E-mail: jan.geiss@eufores.org

EUFORES - European Forum for Renewable Energy Sources

* Amounts excluding VAT



OVERVIEW OF SPONSORSHIP PACKAGES

Platinum sponsorship of the EEW3 project: 54,000 Euro* → 2 packages available

Gold Sponsorship of the EEW3 project: 42,000 Euro* → 6 packages available

Silver Sponsorship of the EEW3 project: 21,000 Euro* → 12 packages available

Each sponsorship package is valid for the project duration of three years¹

Only the two “Platinum” sponsorships offer the exceptional opportunity to present your organisation’s and your sector’s opinion in a **5-10 minutes presentation** at the beginning of the event.

| I. Key-note speech of one high-level representative in one of the following events | Platinum | Gold | Silver |
|--|-----------|------|--------|
| <p>1. High-level events in the European Parliament, Brussels (2 events) Intention: Members of European Parliament (MEPs) and other invited experts shall be offered a platform for discussion and be briefed on the latest developments and results of the EEW3. Invited guests: About 70-100 participants (MEPs, European Commission, Representatives of Permanent Representations, NEEAPs civil servants, Mayors of the Covenant of Mayors, project partners, energy experts).</p> | | | |
| <ul style="list-style-type: none"> • EEW3 Brussels High-Level Conference | Package A | | |
| <ul style="list-style-type: none"> • EEW3 Final High-Level Conference with Covenant of Mayors | Package B | | |

¹ You will receive one invoice per year, each invoice for the amount of 18,000 Euro* (Platinum), 14,000 Euro* (Gold), 7,000 Euro* (Silver) respectively. The first invoice will be sent in January 2015.

* Amounts excluding VAT



| II. Participation of representatives per sponsor in the following events | Platinum | Gold | Silver |
|--|--|------|--------|
| <p>2. High-level events in the European Parliament, Brussels (2 events) Intention: Members of European Parliament (MEPs) and other invited experts shall be offered a platform for discussion and be briefed on the latest developments and results of the EEW3. Invited participants: About 70-100 participants (MEPs, European Commission, Representatives of Permanent Representations, NEEAPs civil servants, Mayors of the Covenant of Mayors, project partners, energy experts).</p> | Number of representatives per sponsor: | | |
| <ul style="list-style-type: none"> • EEW3 Brussels High-Level Conference | 2 | 1 | - |
| <ul style="list-style-type: none"> • EEW3 Final High-Level Conference with Covenant of Mayors | 2 | 1 | - |
| <p>3. National parliamentary workshops on energy efficiency (10 events) Intention: Ten national workshops will be held in the parliaments of selected Member States and will discuss the implementation of the Energy Efficiency Directive, national policies for energy efficiency, the actual state of implementation and good practice policies. They intend to create an open discussion atmosphere and to discuss the status of the national efficiency legislation and instruments and try to elaborate on the national strengths and weaknesses. EEW3 tries to create a better understanding of efficiency and good practice policies in the respective country as well as to bring feedback from the national level back to Brussels. The workshops are held in the national language with simultaneous interpretation to English. Invited participants: Members of Parliament (MPs), government officials, industry associations, NGOs, scientific staff. Number of participants: 30-50 participants.</p> | | | |
| <ul style="list-style-type: none"> • 1st national parliamentary workshop | 1 | 1 | - |
| <ul style="list-style-type: none"> • 2nd national parliamentary workshop | 1 | 1 | - |
| <ul style="list-style-type: none"> • 3rd national parliamentary workshop | 1 | 1 | - |
| <ul style="list-style-type: none"> • 4th national parliamentary workshop | 1 | 1 | - |
| <ul style="list-style-type: none"> • 5th national parliamentary workshop | 1 | 1 | - |
| <ul style="list-style-type: none"> • 6th national parliamentary workshop | 1 | 1 | - |
| <ul style="list-style-type: none"> • 7th national parliamentary workshop | 1 | 1 | - |
| <ul style="list-style-type: none"> • 8th national parliamentary workshop | 1 | 1 | - |
| <ul style="list-style-type: none"> • 9th national parliamentary workshop | 1 | 1 | - |
| <ul style="list-style-type: none"> • 10th national parliamentary workshop | 1 | 1 | - |
| <p>4. Inter-Parliamentary Meetings organised by EUFORES (3 events) During the regular EUFORES Inter-Parliamentary Meetings, specific 2-hour sessions will be held solely focusing on the topic of the EEW3. EUFORES Inter-Parliamentary Meetings are organised once each year in different EU national</p> | | | |



| II. Participation of representatives per sponsor in the following events | Platinum | Gold | Silver |
|--|--|------|--------|
| Parliaments. Intention: Inform and activate MEPs and MPs on the implementation progress of energy efficiency policies and the EEW3 results. Invited participants: Main guests are MEPs and MPs from all over Europe. Selected experts will join the meeting. Number of participants: 100-130 each event. | Number of representatives per sponsor: | | |
| <ul style="list-style-type: none"> IPM 2014 | 2 | 1 | - |
| <ul style="list-style-type: none"> IPM 2015 | 2 | 1 | - |
| <ul style="list-style-type: none"> IPM 2016 | 2 | 1 | - |
| 5. Presidency Briefings EUFORES organises regular breakfast roundtables with a representative of the incoming Presidency of the Council in order to learn about the Council agenda with regard to energy efficiency policies. Invited participants: MEPs, EEW3 project partners | | | |
| <ul style="list-style-type: none"> Briefing with an incoming Council presidency of Luxembourg | 1 | 1 | - |
| <ul style="list-style-type: none"> Briefing with an incoming Council presidency of the Netherlands | 1 | 1 | - |
| <ul style="list-style-type: none"> Briefing with an incoming Council presidency of Slovakia | 1 | 1 | - |
| <ul style="list-style-type: none"> Briefing with an incoming Council presidency of Malta | 1 | 1 | - |
| <ul style="list-style-type: none"> Briefing with an incoming Council presidency of United Kingdom | 1 | 1 | - |
| 6. Reference Group Meetings (2 events) EUFORES will organise 2 reference group meetings in Brussels in order to gain feedback from various European networks and industry representatives. | | | |
| <ul style="list-style-type: none"> 1st reference group meeting | 2 | 1 | 1 |
| <ul style="list-style-type: none"> 2nd reference group meeting | 2 | 1 | 1 |
| 7. Energy Efficiency Watch Conference V, VI, VII in Wels (3 events) ESV will organise the Energy Efficiency Watch Conference in the framework of its annual World Sustainable Energy Days in Wels in Austria. World Sustainable Energy Days is one of the core conferences on energy efficiency all over Europe. 3 half-day conferences will gather about 200 participants each. Invited participants: Experts and decision makers from all over the world. Number of participants: 750 at the whole conference, around 200 each EEW conference. | | | |
| <ul style="list-style-type: none"> EEW Conference V in 2015 | 1 | 1 | 1 |
| <ul style="list-style-type: none"> EEW Conference VI in 2016 | 1 | 1 | 1 |
| <ul style="list-style-type: none"> EEW Conference VII in 2017 | 1 | 1 | 1 |



| II. Participation of representatives per sponsor in the following events | Platinum | Gold | Silver |
|--|----------|------|--------|
| 8. Energy Cities Events (3 events) Energy Cities will integrate 2-hour EEW3-sessions into the Energy Cities annual Rendezvous. Invited guests: Energy Cities network members, experts; number of participants: 75-100. | | | |
| <ul style="list-style-type: none"> • Energy Cities annual Rendezvous 2015 | 1 | 1 | 1 |
| <ul style="list-style-type: none"> • Energy Cities annual Rendezvous 2016 | 1 | 1 | 1 |
| <ul style="list-style-type: none"> • Energy Cities annual Rendezvous 2017 | 1 | 1 | 1 |
| 9. eceee Events (4 events) ECEEE will integrate 2-hour EEW3-sessions into two summer studies and two Brussels policy seminars. Invited guests: eceee network members, experts; number of participants: 50-70. | | | |
| <ul style="list-style-type: none"> • EEW3 workshop during eceee summer study 2015 | 1 | 1 | 1 |
| <ul style="list-style-type: none"> • EEW3 industry session during eceee industry summer study 2016 | 1 | 1 | 1 |
| <ul style="list-style-type: none"> • eceee Brussels policy seminar 2015 | 1 | 1 | 1 |
| <ul style="list-style-type: none"> • eceee Brussels policy seminar 2016 | 1 | 1 | 1 |
| 10. “Business Witness Workshops” in Brussels (2 events) Ecofys will hold 2 events in Brussels with national business representatives and representatives of EU institutions. The events will discuss perceptions, expectations and restrictions of companies and innovators in relation to efficiency. The prerequisites of innovation and new business models as well as the right legislation as “business incubators” for new energy efficiency products and services shall be developed among the business leaders and the institutions. Expected participants: 50 | | | |
| <ul style="list-style-type: none"> • 1st Business Witness Workshop in 2015 | 1 | 1 | 1 |
| <ul style="list-style-type: none"> • 2nd Business Witness Workshop in 2016 | 1 | 1 | 1 |



| III. Visibility of Sponsor Logo | Platinum | Gold | Silver |
|---|----------|------|--------|
| 11. EEW-Website | | | |
| <ul style="list-style-type: none"> Integration of your logo on the EEW-website with the note “Platinum”, “Gold” and “Silver” respectively with link to your website | X | X | X |
| 12. Events | | | |
| <ul style="list-style-type: none"> Possibility for one stand-up banner in front of the event room – provided by sponsor <ul style="list-style-type: none"> High-level Events in the European Parliament, Brussels (2) Energy Efficiency Watch Conference V, VI, VII in Wels (3) | X | | |
| <ul style="list-style-type: none"> Possibility to lay out one corporate brochure – provided by sponsor <ul style="list-style-type: none"> High-level Events in the European Parliament, Brussels (2) Energy Efficiency Watch Conference V, VI, VII in Wels (3) | X | X | |
| <ul style="list-style-type: none"> Logo as “Platinum”, “Gold”, “Silver” Sponsor respectively in the events programme at following events: <ul style="list-style-type: none"> High-level events in the European Parliament, Brussels (2) | X | X | |
| 13. EEW Banner for use in EEW events | | | |
| <ul style="list-style-type: none"> Logo as “Platinum Sponsor” on EEW project banner to be used in all major events | X | | |
| <ul style="list-style-type: none"> Logo as “Gold Sponsor” on EEW project banner to be used in all major events | | X | |
| <ul style="list-style-type: none"> Logo as “Silver Sponsor” on EEW project banner to be used in all major events | | | X |
| 14. Communication related to the EEW3 project | | | |
| <ul style="list-style-type: none"> 3 EEW newsletters (2015, 2016, 2017): EUFORES will produce and disseminate 3 electronic EEW3-project newsletters. It will contain the latest information on the project, the results and the upcoming events. It will be disseminated to EUFORES parliamentary contact database (1500 contacts), to the EEW civil servants database (300 contacts) as well as to all project partners networks (total 10,000 contacts). | X | X | X |
| 15. Brochure “European Policy and Business Conclusions” | | | |
| <p>The brochure will present the project results in an easy-to-read brochure available in English, German and French. The brochure will be also printed (only English version) and widely disseminated.</p> | X | X | X |

**SPONSORSHIP CONTRACT**

Fax back to +32 2 546 1934

Sponsorship contract for the “Energy Efficiency Watch 3 Project”

Hereby, I would like to acquire the following package: [Please check box]

- **1 of 2 packages (A, B) for EEW3 “Platinum Sponsor”**
54,000 Euro*: 18,000 Euro* per year** Package A
- **1 of 6 packages (C-H) for EEW3 “Gold Sponsor”**
42,000 Euro*: 14,000 Euro* per year**
- **1 of 12 packages (I-T) for EEW3 “Silver Sponsor”**
21,000 Euro*: 7,000 Euro* per year**

| | | | | | |
|-------------------|----------------|---------|---------|--|--|
| ORGANISATION NAME | | | | | |
| CONTACT PERSON | MR./ MS./ MRS. | | | | |
| ADDRESS | | | | | |
| POSTCODE | TOWN | | COUNTRY | | |
| TELEPHONE | | FAX | | | |
| EMAIL | | | | | |
| WEBSITE | | VAT NO. | | | |
| DATE | | | | | |
| SIGNATURE | | STAMP | | | |

EUFORES Bank Information:

BNP PARIBAS FORTIS Bank
Quartier-Léopold
Place du Luxembourg 14
B - 1050 Brussels
Belgium

Account Name: EUFORES
Account Number: 210-0786979-70

Swift Code: GEBABEBB
IBAN: BE60 2100 7869 7970

* Amounts excluding VAT

** EUFORES will send three invoices:

- The first one right in January 2015
- The second one in January 2016.
- The third one in January 2017.