

EEW4 External Event Report

Title of the event: Energy Efficiency Policy Session during FEDARENE General Assembly:
Talking about the right things to the right people

<i>Date & location:</i>	26 November 2020, Online
<i>Organiser(s):</i>	FEDARENE and OÖ Energiesparverband
<i>Summary of the event</i>	<p>During this event local/regional energy agencies, regions and other energy experts :</p> <ul style="list-style-type: none"> - learned about the progress of energy efficiency policies across Europe based on the responses of 1270 energy experts from across Europe; - gained insight on what arguments in favour of energy efficiency could be more effective in their country or at EU level, as well as who are their actual and potential allies in the promotion of energy policies; - exchanged with other fellow agencies and regions on how to better communicate on energy efficiency.
<i>Objective & main programme point</i>	<p>Successful implementation of energy efficiency policies depends to great extent on the existence of an underlying national/regional narrative about the key benefits of energy efficiency. A narrative is a means of political communication compiling arguments in favour of policy action, highlighting and explaining its benefits from more than one angle. The supportive arguments for that policy often come from neighbouring or completely different policy areas (e.g. job creation through EE legislation). This narrative needs to be accepted and shared by stakeholders and also significant parts of the population.</p> <p>How do such narratives appear? How can local/regional energy agencies or public authorities develop and spread such narratives?</p> <p>This workshop focused on answering these specific questions through an analysis of the EEW4 survey results and moderated discussions between sustainable energy experts.</p>
<i>Conclusions</i>	The main conclusions are under development in the frame of the analysis of the EEW4 survey results and will be showcased as part of D.3.3.



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Discussions focused on:

- 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.

Programme

10:30-11:20

PRESENTATION OF THE EEW4 SURVEY RESULTS:

- The progress in energy efficiency policies in the EU27
- Key input factors for energy efficiency narrative development
- Q&A session

11:20-11:50

BREAK OUT GROUP SESSION:

Are we talking about the right things to the right people?

Objectives for the group work:

- Allow participants to become aware of the key survey results for their country.
- Encourage participants to reflect on how these results can be used to improve messaging on the energy transition in their region/country
- Gather input on the kind of support, data, knowledge and skills they would need to change their own messaging

12:00-12:10

PLENARY & HARVESTING OF GROUP OUTPUTS



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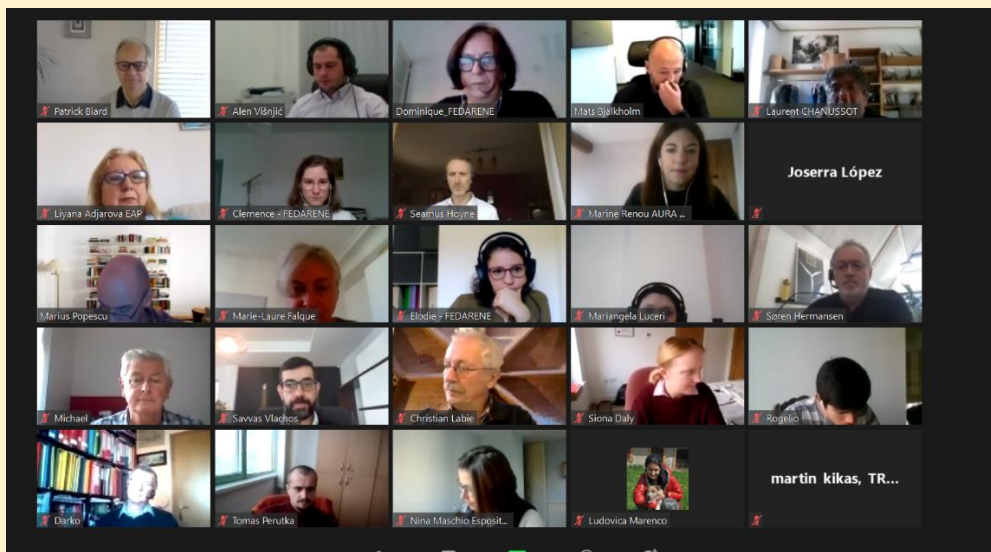
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12:10-12:25

INTERACTION IN PLENARY

Objective: Gather input on potential content for narrative development toolboxes

Pictures



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