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Executive summary

This final event evaluation report will condense the findings from the project events. This report gathers and reflects on the impacts of all the individual events organised as part of WP2.



Abbreviations

EEW4: Energy Efficiency Watch 4

EED: Energy Efficiency Directive

EPBD: Energy Performance of Buildings Directive

MS: Member States

EE: energy efficiency

Introduction

The Energy Efficiency Watch 4 (EEW4), aims at enhancing political commitment at Member State level, creating a broader understanding of the benefit of energy efficiency. Moreover, the project wants to support policy instruments with convincing narratives and case studies on good practices (how to combine policy instruments with supportive narratives) and key policy recommendations on how to build narratives.

The main tool employed by the EEW4 project to achieve the abovementioned goals, is the organization of a variety of **events** which EEW4 partners are organizing via their network. These events are closely interlinked with the narrative development and outreach logic, and they address all governance levels: the national, EU, regional and local level.

During the events there is an EEW4 dedicated session used to gather the feedback of external stakeholders and at the same time to communicate the main project findings.

Description of the work

Purpose

The objective of this ‘Consolidated Event Evaluation Report (final)’ is to gather and reflect on the impacts of all the individual events part of WP2, organised until the end of the project.

Methodology

Firstly, the events have been ordered in different sections, each corresponding to the project partner who organized the event. Secondly, the events have been further divided in subsections, which follow the order of the deliverables that can be found on the Contract Agreement. Each deliverable, groups several events according to their typology and target audience.

The methodology used to analyze the findings on each individual event are of qualitative and quantitative nature. The events will be qualitatively evaluated through a content analysis, which consistently gathers the main messages found in each external event report, to obtain an overall overview reflection on the added value of those events. The events will be qualitatively evaluated using the numerical indicator of the Participants List.

The Evaluations section will gather the main feedbacks on the quality of the events and on the impact, they had on the development of our narratives and case studies.



EUFORES

D2.3 EUFORES EP Events 1-2

Context

In view of the amendment of the Energy Efficiency Directive (EED) to implement the ambition of the new 2030 climate target and with the upcoming revision of the Energy Performance of Buildings Directive (EPBD), stakeholders and experts across Europe are taking stock on how energy efficiency can be boosted locally and nationally.

This set of two events are especially organised to share the activities of the EEW4 project in the European Parliament.

One workshop focused on the discussion of a survey undertaken by The Energy Efficiency Watch project presented to MEPs. The first results of this study are important for the narrative building exercise at the national, regional, and local levels.

The second workshop wanted to facilitate the debate between stakeholders on the upcoming EED recast among MEPs and the political groups, to gather high level experts' input and to improve the quality and effectiveness of the political process in order to deliver on the Green Deal and the climate emergency.

Eufores organised a third additional EP event to present the results of the EEW4 project in the form of policy recommendations on the impact of narratives on effective policy implementation. These successful narratives will be illustrated and explained through 10 case studies, a result of the input received by stakeholder's representative of the 27 EU Member States.

Messages

- The EEW4 survey is a required reading for MEPs, to discuss and persuade actors in the field of energy efficiency.
- The narratives can be quite different in the Member States, they can also change with time, indeed from the pandemic crisis all of us must question our messaging.
- The economic arguments are universal but, in some regions, they are more important. We need to learn that the saving argument is often not enough.
- Further difference in narratives can be found at the regional level, there should be further analyzed and that is why ESV will develop a toolbox for regional narratives.
- 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.
- Energy efficiency narratives should be linked more strongly to the topics of jobs, Industrial competitiveness, and innovation.
- From the Commission, we need good numbers on competitiveness and jobs achieved through EE measures.
- We need to push for studies to have numbers to substantiate the reasons why we should move to increased energy efficiency.



- The monitoring of the RED and EED directives, should be made simpler and we need a coherent framework.
- Energy saving needs to be at the forefront of heating and cooling.
- The narrative research we came up with should be entrenched in policies, having more statistics added on the economic advantages of energy efficiency is fundamental.
- The quality of instruments can be improved when the target groups are well known, when target groups have issues on funding.
- More specific on building renovations, the discussion focused on the need of technical assistance and the importance of facilitation.
- We will need people who will help implementing the directive on the ground.
- We should apply meaningful simplification in terms of requirements, otherwise people will try to evade.
- Jutta Paulus focused on the Ukraine crisis and how to better connect the energy security narrative to EE.

Participants

The events saw the total online participation of 52 attendees.

Among those we counted 19 MEPs and 6 representatives from the European Parliament (assistant and policy officers) and EE stakeholders.

Evaluation

The event proved successful, it gathered several MEPs who found the survey results were insightful and the PowerPoint presentation and explanations provided by Christiane Egger were exhaustive. MEP Niels Fuglsang commented that it will be relevant to use the survey outcomes to put the narratives of energy efficiency for policy making high in the MEPs agenda. For the EEW4 project partners it was interesting to receive feedback from MEPs on the initial results presentation.

The second event helped facilitate the debate between stakeholders on the upcoming EED recast among MEPs and the political groups. A lot of insights have been given during the event to improve the expected Commission draft to deliver on the Green Deal and the climate emergency.

The third MEP briefing, was attended by one MEP and the assistant. The event provided further insights and challenged the EEW4 project results as this closed meeting allowed for a very honest exchange. The successful narratives have been illustrated and explained through 10 case studies, a result of the input received by stakeholder's representative of the 27 EU Member States. Special attention was given to the relationship between energy efficiency and energy security, more specifically, the potential of increased energy efficiency to achieve higher energy security in light of the Ukraine crisis. The Mep welcomed the results of the EEW4 project and asked for the PowerPoints presented.

D2.4 EUFORES IPM 1-3

Context

The Inter-Parliamentary Meetings are high level parliamentary meetings that take place in changing EU national Parliaments with the intention to inform and activate MEPs and MPs on the latest state of energy efficiency policies and on the EEW4 results, that contain a dedicated EEW4 session each.

The context of IPM19, is the discussion on the NECPs, especially regarding MS' capacity on reaching climate and energy targets by 2030 and good examples on technological solutions and cooperation that could accelerate energy transition on the future.

During IPM20, the context was that of an enormous challenge: The Covid-19 pandemic on top of the climate emergency. The EU has decided to tackle both existential threats in an integrated approach, the Green Deal. Billions of Euros, which intend to pull the EU out of the Covid-19 crisis, shall in large parts also be dedicated to fight climate change and its devastating consequences. Energy efficiency has been recognised as an important element of the EU's political agenda to reach a green and sustainable recovery. In view of the revision 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 has progressed in the last years.

Messages

- During the National Energy and Climate Plans discussion, Dirk Hendricks, EREF, pointed out that energy efficiency is currently neglected.
- Higher level of electrification will lead to higher overall energy efficiency and that we must improve energy efficiency in buildings to reach 100% renewable energy sources.
- Member States must embed the energy efficiency first principle in the NECPs, monitor the implementation of this principle.
- Benefits of energy savings in terms of decreasing energy bills, creating local jobs, a faster decarbonization and less dependency on gas imports.
- Challenges for energy savings consist on non-economic barriers (lack of skills, split incentives etc), lack of political will to remove barriers, investment gap and energy infrastructure planning orientated towards increasing supply.
- Positive narratives were important on creating a broad consensus on energy efficiency
- Importance of ensuring that energy communities can participate in different activities and across the market and involving them in the energy transition.
- the opportunity the pandemic offers to redesign more sustainable economies that address climate challenges and protect the health of citizens.
- If we all could borrow at a very low rate, how quickly we can bring about the transition we need in buildings.
- We need to involve citizens in the energy transition and to keep in mind the energy efficiency first principle.
- Renovation Wave communication was extremely timely because it is linked to the Recovery and Resilience Plans.
- Europe has the best policies for energy efficiency worldwide; the challenge is to communicate scientific data capturing people's attention.



- Nils Borg leading the ECEEE -European Council for an energy efficient economy, reminded that energy efficiency is a prerequisite for a manageable 100% renewable energy system.
- Adrian Joyce leading EuroACE recommends to ambitiously and rapidly roll out high quality renovation programs that will address the worst performing and non-residential buildings.
- The Energy Performance of Buildings Directive (EPBD) of which MEP & EUFORES President Ciaran Cuffe is the rapporteur, has introduced the Minimum Energy Performance Standards (MEPS) that will require countries to renovate buildings to a certain higher performance level by a fixed deadline.
- Kathrin Goldammer, Rainer Lemoine Institute, highlighted the importance of EE investments saying 'Make investment in energy efficiency and renewable energy as easy as possible for private households'.
- Ciaran Cuffe, MEP & EUFORES President concluded the conference underlining that 'the energy transition is a gentle revolution' with some encouraging final words.

Participants

The first IPM event, was attended by 80 participants, including Members of Parliament from 18 EU Member States plus a delegation of the Western Balkans parliaments. Other attendants of this conference included representatives from national ministries, the European Commission, embassies and selected scientific and industry representatives.

IPM20, took place online in the form of a zoom conference. The conference was also livestreamed via YouTube on the EUFORES channel. The event was attended by 121 participants, including Member of Parliament from 19 EU Member States. The livestreamed video was viewed over 250 times. Other attendants of this conference included energy expert organisations, industry representatives, and the European Commission.

As IPM21 was cancelled due to the continuous Covid-19 pandemic, our last IPM of the project took place in 2022 with the name of IPM22. This IPM took place in the Deutscher Bundestag, Parliament of Germany, Berlin. The event was attended by 81 participants, including Member of Parliament from 15 EU Member States. Other attendants of this conference included energy expert organisations, industry representatives, State Secretary, and the European Commission.

Evaluation

The event was very successful, well attended from representatives from many Member States and Balkan countries. The discussions were interesting and the attendees participative with questions and observations. Having established a good working relationship with the host – in this case the team of MP Saara Sofia Siren and the Parliament's staff - was important to deliver a successful event. Overall, attendees asked for governments to be more ambitious on setting their national targets on the NECPs and be supportive toward changes such as introduction of green buildings and electrification of mobility.

Considering this was the first digital IPM, the event was highly successful. We adapted to the new format integrating some new elements to the event such as the YouTube Live Broadcast, the Live Tweeting, and the comments tool on the Zoom webinar for invitees to pose their questions. The event was well attended from representatives from many Member States and experts. We experienced some difficulty from previous years to have all the registered invitees participating to the Zoom session, however we had a high number of participants through our Live YouTube broadcasting.

Attendees were pleased about the timing of the IPM22 just before COP27. They were happy with the high-level interventions and inspiring speeches from State Secretary, Activist, and other stakeholders. Overall, attendees confirmed to have acquired valuable information for their respective countries, in particular related to EE measures and narratives. They have appreciated the several networking opportunities such as the drinking reception, the gala, the lunch as a great opportunity to meet face to face since the Covid Pandemic.

D2.5 EUFORES Presidency Roundtables 1-7

Context

Environmental issues are now moving to a central stage, strong policies are being implemented for Renewables (RES) and Energy Efficiency (EE), also thanks to the Green Deal.

These series of six events, aim at discussing the Priorities of the incoming EU Council Presidency on renewable energy, energy efficiency and the EU Green Deal and the future of energy efficiency and renewable energy policies in Europe.

Messages

Croatia: The Croatian presidency focused on Energy efficiency and for RES targets, but now we have to focus on implementation and financing which are even more important.

Another priority for Croatia, is to work on a framework for Clean Energy on EU islands, to find a common language in strategies and initiatives that are coming out.

Germany: One of the main priorities of the German Presidency consists on promoting European cooperation on offshore wind as offshore wind will play an important role on the energy mix, especially looking at 2050 targets. A second priority is the decarbonisation of the gas sector with safe and sustainable hydrogen.

Portugal: The presidency foresees a positive agenda in the field of green products and services and the integration of new jobs with a positive influence on the European economy. Other priorities are on putting energy efficiency at the front of the renovation strategy and to maximize the potential for renewables energy by promoting self-consumption and energy community. Also, that of further developing hydrogen, namely green hydrogen.

Slovenia: The focus of this presidency is on the REDII and the phase out of methane, EED, TEN-E regulation and the Fit for 55 package.

France: The French presidency welcomes the publication of the two directives, and they will be coherent with the Fitfor55. France has an ambitious plan also considering the French election in April which will have an impact in all of EU and have effect in the presidency. France focuses on system renovation, just transition and the bulk will be on EED and RED.



Czech Republic: This event discussed the priorities of the Czech Council Presidency for the next 6 months. EE has been underlined as important as it mitigates the Russian fossil fuels imports. As such the EED and EPBD need political priority. It is a pity that these files have 6-month delay, they should be in dialogue at the same time being the two intertwined we look at them holistically. Everyone is aware that the renovation rate at EU has been low for a long time difficult to fix in a long-time frame.

Sweden: This event with the incoming Swedish EU Council Presidency with Alexander Majer, Energy Counsellor at the Permanent Representation, presented the priorities of the Swedish Council presidency concerning renewable energy, energy efficiency and the Fit for 55 packages. Sweden will focus on system renovation, just transition and EPBD. The Swedish presidency welcomes the publication of the EPBD directive, and they will be coherent with the Fitfor55.

Participants

The events were attended by in total 88 participants, among them 46 representatives from the EU Parliament (MEPs) who actively participated to the event.

Evaluation

The discussions were very fruitful, and it provided a good overview on the agenda and political priorities of the Council Presidency for each country and on the same an opportunity to gather feedback from the Members of the European Parliament on which are key priorities to focus on for the upcoming months. The speakers gave us a very comprehensive overview of the main priorities of the incoming Council Presidency. They presented the main challenges and focus points when it comes to energy transition and the participants (mainly MEPs) interacted with the representatives of each energy attaché.

D2.6 EUFORES National Parliamentary Workshop 1-9

Context

Originally the events planned were 9 however seen the project extension EUFORES manages to organise a 10th National parliamentary workshops. This events discuss the roll-out of the new EU Energy Efficiency Directive and related legislation within the Clean Energy Package into the EU Member States is crucial for the success of efficiency in Europe. These national parliamentary workshops are treating only the national sector of the parliament visited.

The workshops, which are held in the national language with English-interpretation, intend to create an atmosphere open for exchange, and to discuss the status of the national efficiency legislation and instruments and try to elaborate the national strengths and weaknesses with a specific session on the EEW4 survey results to discuss narratives and case studies according to the date in which the workshop takes place which corresponds to a certain WP.

Messages

Italy:



- The Green deal should be the core to restart economic activities after COVID19.
- A very important wave is the building innovation one, important because it will create jobs.
- We must ensure that European national economic, and financial systems are aligned and that we all speak the same language.
- Companies in Italy are considered a benchmark for a sustainable development.
- The automotive sector is important in Italy, new facilities are needed for hybrid cars and electric cars.
- In Italy there are unspent money in energy efficiency, and this fact could be used as a narrative.
- Italy has money to do the necessary innovation, but the money is not labelled for energy efficiency usage.
- We have sold the wrong messages to the users; we should say more that improving energy efficiency means improving the quality of life.
- Training is necessary. Municipalities are not ready for this innovation.

Denmark

- The share of energy sustainability supply in Denmark is very high compared to the European average, and we have been good on decoupling growth
- We just concluded a big housing agreement to renovate the housing sector for 4 billion euros for green and renovation.
- Denmark needs ambitious collaboration in the EU, and ambitious targets to at least 55% of climate target to reach the objective to have a Climate Neutral Europe by 2020.
- First, we need to use corona crisis to invest in energy efficiency. Part of the Recovery Funds will be going to energy efficiency, we have to push on that.
- We should reopen the energy efficiency directive with higher targets, and work on the building renovation wave of the European Commission.
- Right now, the Danish government has focused on how to use renovations to boost the economy in Denmark and create jobs.
- Companies on renewables and energy efficiency in Denmark are now joining forces and working together more than never together.

Finland

- The Finnish government has implemented €1.5 billion worth of measures this year – some include: increasing subsidies for energy efficiency, subsidies for wood construction, renewable energy subsidies.
- Approximately half of the estimated €2.3 billion EU funding to be committed in 2021-2023 will be dedicated to the green transition.
- Finland's target is to become climate neutral by 2035.
- The green recovery package should direct funding for this matter to support a green and smarter rebuilding.
- There are some strategic goals in climate and energy policy that will help us achieve our targets.
- Finland has proved to be very ambitious with their targets to become climate neutral by 2035, 15 years before the rest of Europe. There seems to be a general agreement that the Renovation wave is necessary and important to achieve the Finnish goals.



- We tend to have cold winter, heating is very important in the Finnish discussion, the funding from the EU is crucial.
- The Parliament should make ETS stronger.

Ireland

- Our targets are one of the most ambitious in the world: we want to produce in Ireland 70 % of energy from RES by 2030.
- Offshore technologies and wind energy are at the core of the Irish strategy.
- Energy Efficiency First principle is being applied in renovations of the building stock. It will assure secured well paid jobs and no energy poverty.
- As the island behind the island, we have to make sure we have good energy cooperation with UK and France and Belgium.
- The influential narratives in Ireland which are those of wellbeing and health; and thermo comfort is the biggest trigger for clients to retrofit their homes.
- The younger generations look for comfort as a main driver to renovate buildings.

Greece

- Greece wants to shut down lignite by 2028 but we are on track, and we will manage the decarbonization in 3-4 years.
- Greece has adopted the EE target regarding efficiency, there will be 150.000 new jobs in construction alone. New target for EE raised to 49%.
- Energy efficiency is a win-win situation for all parties involved and contributes to combat climate change.
- our ministry allocated another 6.2 billion on RES. About 1/3 of funding will be for the green circle project managed by the ministry.
- The main narratives used to sustain energy efficiency have been the creation of jobs.
- The main problem behind the low rate of EE values is not due to the political will, but rather the need to diversify and secure further the funding opportunities to reconstruct buildings.
- During the next partnership agreement 21-27, our Ministry allocated another 6.2 billion on RES. About 1/3 of funding will be for the green circle project managed by the Ministry.
- Islands in Greece are a living lab of technological innovation on clean energy transition.

Netherlands

- The NL is a front runner in hydrogen, which should be renewable. That is why it is important to improve in RES electricity to produce green hydrogen.
- On buildings, the Netherlands is doing an impressive job, the Dutch long term renovation strategy should be an example.
- The objective to insulate 1,5 million residential buildings by 2030 to make the gas free, or gas free ready, is a very good strategy.
- We have seen many successful EE projects from different Dutch companies. The main lesson learned is the importance of reliability and transparency, optimisation of infrastructure, and a reduction of life cycle costs and environmental impact.



- As we move from fossil fuels, more flexibility will be required, and more effort should go on a creating a stronger grid.
- Building on the EEW4 project, all speakers have underlined the importance of narratives to advance in EE actions on the ground.
- The narratives used should be based on data and be more transparent.
- We need to get engaged in more discussion on how to combine policy making sustain the energy transition on the ground.
- We need to give more direction on EE to citizens to prevent attentisme.

Slovakia

- The Slovak Parliament, and Member of Parliament Mr. Miroslav Žiak agree that increasing EE is the path, it is the future.
- For Ciaran Cuffe, RES & EE are the main pillars of energy transition
- The Ukrainian war and energy crisis makes us reflect more on EE and the role it should play.
- Slovakia is using heat pumps now if you start with improvement and use investment from the recovery plan, people start to see and to ask. Very often we are inspired by Austria or Germany in the building sector.
- In Slovakia insulation of buildings is a success story, 65% buildings insulated. We are leaders in this area. I can agree with Richard, let's go back to our legislation.

Cyprus

- As for EE, it was clear that the need for a concerted action should be brought higher in the agenda of Cyprus. There is awareness on the importance of energy efficiency from the stakeholders, but we should popularize the role of consumers to become a prosumer.
- All your statement illustrates well how on the one hand there is awareness from the stakeholders and a lot of new political initiatives.
- The role of public buildings, Fanos mentioned the role of businesses and the smart meter problematic that involves the prosumers and improves the lack of popularization for the role of a consumer to become a prosumer.
- If we could think of something to continue the concerted action should be brought higher in the agenda
- We cannot more into depth here, but I hope we have future opportunities.
- Mr. Charalampos Theopemptou, Member of Parliament and host of the event complimented on the organization and content of the workshop. "These are topics that I feel a lot of parliamentarians need to be informed and I would urge you to consider a training type information workshop, documentation."

Belgium

- Ciaran Cuffe, MEP: Energy efficiency is most certainly the elephant in the room



- Maarten Messagie, Managing Director, Electric Vehicle and Energy Research Group -EVERGi mentioned that we do not have an energy problem as such as availability of energy, we live in abundance of energy our problem is there was a dirty cheap alternative in the industrial revolution which is CO2.
- EE important topic elephant in the room, important to understand the definition of EE it starts from basic problem that is not in the correct for in the way we want to digest
- Adrian Joyce, Director, European Alliance of Companies for Energy Efficiency in Buildings – EuroACE, I wondered how time bound are the narratives, was the energy storage let me think?
- Can we as a community build resilient narratives that are more convincing for a longer frame?
- That is a reflection of the EEW4 project which is so powerful as you gathered much information across time
- How can we as a community build a more substation dialogue between EE and RES?
- Quentin Galland, Public and Regulatory Affairs Director, Knauf Insulation said that we should divert investments of energy capacity to insulate homes.
- We citizens will live affordable homes for winter and summer

Malta

- Energy Efficiency should be seen as a resource from itself as Bonnie Attard phrased.
- David Agius, Deputy Speaker & MP called on all citizens to implement energy efficiency as ultimately, we are all consumers. A criticism from the young climate activist came loud and clear, initiatives in the field of energy should be more accessible to people, we must leave none behind.
- The Ministry of Environment stated that in the field of energy efficiency, we need financial support to ensure energy savings, low-income families are supported and can move to cleaner sources of energy. We also need measures that promote EE in buildings that create jobs, growth, and opportunity of export.
- The Commission contributed underlining the importance of the Green Deal, we need to speed up the fit for 55 packages. We all agree on the objectives if we do not have the legislation that allows to go there it is not going to happen. Also, EE will help in this crisis in the immediate and delivery depends on our changed behaviors.
- Bonnie Attard from the Chamber of Engineers, stated engineer should be the reference point and be included in the design to sustainability, it was generally agreed that building energy efficient buildings from day one is easier than renovating.
- Alison Mizzi, President Malta Business Bureau pointed out that businesses will have to rethink the use of materials, water consumption and the waste as they have the potential to increase EE levels. Public authority should invest in capacity building, to support businesses who have limited capacity and knowledge on EE
- The EEW4 survey results were presented by Malte Gephart and well received. Mark Anthony Sammut, agreed that we should take EE seriously and that we need political will to implement.
- Charles Yousif, University Malta stated that the government has made a lot of improvements in the supply side and not on the demand side. In general, he would like to see all public building to lead by example and show their energy consumption online including Commission and Parliament.
- Diane Cassar, Project Manager, MIEMA agreed with Malte Gephart on the role of education to promote EE, they are involved in nationwide educational campaign where they address all households as it is important to engage different actors in society.

- Also, on the issue of transparency and data, Alexander Tranter stated that we have amount of energy data sitting in the cloud that should be utilized to understand behavioural patterns

Participants

We counted a total of 483 attendees during our ten national Parliamentary Workshops, with a total of 500 additional viewers who followed the workshops from our Live Stream published on the Eufores YouTube account.

Among the speakers and attendees, we had members of the Italian, Danish, Finnish, Irish, Greek, Dutch, Slovakian, Cypriot, Belgian, Maltese Parliament. Other attendants of this conference included representatives from national ministries, the European Commission, embassies and selected scientific and industry representatives.

Evaluation

Overall, the events were very successful, well attended from representatives of the respective Parliaments and representatives of the energy community. The discussions were interesting and the attendees participative with questions and observations. The event gave a good overview of the current situation in the different MS and the government's vision for future energy efficiency measures.

The outcome was positive, attendees affirmed to have acquired valuable information. Speakers agreed on the necessity of focusing on energy efficiency, having more guidance and simplification from the EU level in energy efficiency.

Task 5.4 EUFORES : Policy briefings 1-3

Context

To regularly inform DG ENER about the progress of the project and discuss findings and preliminary results, EEW4 organise 3 briefings, in which the consortium met DG ENER officials virtually. These events served as a short-cut interface to make use of the key findings also in the highest Brussels policy processes. Among the briefings to DG ENER the EUSEW21 event has also been considered as the objective of this session was to present the findings of the extensive EEW4 survey, case studies of narratives and recommendations for more effective narratives. The event also addresses decision makers involved with EE policies at local, regional, national, and European level, energy agencies and the energy efficiency community and experts.

Messages

First event:

- 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 has progressed in the last years. For the future, they answered the questions supporting the development of new narratives to drive energy efficiency on all policy levels. Is the energy efficiency community talking about the right things and to the right stakeholders?



- The Energy Efficiency Watch project has undertaken a major survey in all Member States with over 1,200 energy efficiency experts taking part in it.
- The main objective of this meeting is that to present the results of this survey and the first thoughts on narrative building for the EU, national, regional, and local levels. The meeting also presented the development of case studies: the project partners are currently analysing the impact that positive or negative narratives may have on the acceptance and implementation of EE policies in Member States.
- Christiane Egger, Deputy Manager of Upper Austria Energy Agency explained that over 1,200 stakeholders participated in the survey. The number of respondents gives the survey a more solid conclusion. The interviewees are in the value chain of energy efficiency, from the public sector to the industry and researchers.
 - As every survey also this one is about perceptions, and namely the perception in Member States on the improvement of the energy efficiency policy measures and their implementation since 2017.
 - The perceptions we gathered are country specific. We can see some substantial downward movement notably in Germany, Austria and Belgium and an upward movement for Luxembourg and Greece and Bulgaria.
 - During the survey, the questions asked were based on the European policy instruments which are also the most effective to evaluate policy effectiveness in other countries.
- The main conclusion for Energy Policy Process is that we have overall more of the same data, nothing substantial happened in this last 5 years.
 - We then looked at how the most discussed topic in the EU public debate and compared it to the national levels and looked at the link with energy efficiency.
 - In the EU public debate, investment is the first underlined while we have found a mixed picture across member states where the creation of jobs was overall the number one topic discussed.
 - We also asked participants for the most influential groups: the result is not so obvious, and the most powerful groups are the large industry associations and Trade Union.
 - We then looked at whether these actors are positive or negative about energy efficiency. The results we have found, are balanced.

Second Event:

- Which subjects are important in the general debate?`
- In our survey on the next slide, the three main answers to the most important subjects in the general debate.
- Independent on energy and climate discussion what are the most important topics in the general debate?
- On the poll you can vote on the most popular topics to use in favour of the energy transition?
- Jobs, air quality, affordable healthy housing.
- Air quality is not one of the most voted topics that came up during the survey. But rather jobs and industrial competitiveness.
- We asked then, which subject is EE already linked to in the public debate. What we see here is that investment.
- What are the most influential actor groups? Associations of large industry are on the top, trade unions and chambers of commerce.

- Are we talking about the right things to the right people?
- We need to talk more about the economic impacts of EE.
- We need to get more buy-in from stakeholder groups.
- Q&A
- How is the energy efficiency index defined?
- Bosseboef: We have developed an indicator based on physical indicators, we divided the indicators in 14 subcategories and according to the consumption in the different sectors in ISO standards on energy saving calculation.
- Will energy efficiency be higher with electric vehicles?
- Hybrid is not the solution for EE, hybrid have two motorisations, they are heavy.
- For cars it is disappointing.
- Are you confident that we can develop narratives that bring opponents on board?
- It is not a question of developing one narrative that brings the opponents on board. Political parties will use different narratives depending on the visions in the political parties
- Vlasta Krmelj, I am selling EE with different narratives, health issues and air quality and nice modern buildings. I mention as a side effect that the building will be also energy efficient. We need to have the psychological argument to talk to people.
- Adrian Joyce, The sociological and psychological aspects are elements we have been considering over the years in our EE project. Also, the types of images and colour schemes we project to people. Continuous storytelling is needed, we have seen that in MS there is good communication at the beginning of a good programme and not during the running of it.
- Also, not enough good stories reported in the building sector.
- Wolfgang Eichhammer, EE first principle, may be a high-level slogan in policy. This guideline should help bring this principle more into concrete policies. The multiple benefits of EE.
- Megan Gignac, We need data on the quantitative impacts of EE policy implementation so we can develop the arguments to break down the myths of energy transition.

Third Event: The successful EE narratives developed by the EEW4 have been illustrated and explained through 10 case studies, a result of the input received by stakeholder's representative of the 27 EU Member States. Special attention has been given to the relationship between energy efficiency and energy security, more specifically, the potential of increased energy efficiency to achieve higher energy security in light of the Ukraine crisis.

- o Canevari: Lots of food of thought. Extremely helpful input. New approaches indeed needed. Will read the EEW4 report
- o Pierluca Merola: Did you involve all 27 national parliaments?
- o Geiss: Yes, we go to even more MS in EEW5. in EEW4 we went to 10 MS
- o Margot Pinot: A heat pump will never be attractive as a Tesla to consumers. How could this be addressed?
 - Which tools could help here? Integrate it in to the energy providers services?
- o Becker: Yes, we look into this. We see a rapidly changing picture. At the beginning, noone understood narratives as a concept. This has changed a lot.



- Also on heat pump. Awareness of clients is growing. Trigger points matter. What is their motivation to build a heat pump? Not cost many times, but visibility to neighbours? Maintain value of your property?
 - o Egger: ESV experience in advising households. Current crisis has special connotation, but also before we looked into heating. Important: Do market segmentation: early adopters, main, laggards. Early ones have done this. Different arguments for each group. adieuÖl: öl is not modern anymore. Many want to be linked to modern life. Specific narrative for each segment. Also energy companies: need an own narrative: in the past: we lose our business - resistance. Now new narrative: you have to, MS need to push. But the economic narrative is NOT about "you will save money". Energy companies: we will only stay in business, if we adapt our business model. That is strong.
 - o Eduardo Antunes: So many things can hinder EE to move forward.
- Lots of room of counternarratives to hinder EE.
- o Egger: Often when commission puts forward benefits, no numbers are linked to it. Numbers are missing. Like on jobs. Still a lack of facts support. We need these data.
- RES are more successful because they can back up with number: energy produced, installations established etc.
 - So, get numbers on efficiency into commission communication.
 - Multibenefits need figures
- o Becker: Important to break up only sectoral view.
- Broader economic benefits needed to be shown.
- What touched me most about narratives: we need to put focus on quantification and figures.
- Luckily with new digital tech we have more data
- Quality of data will dramatically improve
- You should emphasise quality of data, in relation to buildings
- o Becker: Absolutely. Often existing data is NOT used, even though they are there.
- o Egger: Many times, data is still anecdotal, not empirical and sound.

Participants

The events were attended by over 130 participants (online and presential). The biggest success was that of the EUSEW 21 event which gathered around 100 online participants.

Evaluation

The event gathered several stakeholders, the event started with a round of presentation that was useful to break the ice. In general, the presentation was interesting and insightful, and it stimulated some questions. Cecile Karabel from EASME, found the findings interesting. She stated that it is great to see new topics coming out of this survey and it was surprising to have a focus on infrastructure and industrial competitiveness.

This event helped to get a bigger picture of the EE values in time and how the policies improved. We found out that the energy efficiency levels did not improve due to lack of technological advances especially in the transport sector. However, from the policy perspective we have seen that there have been some improvements, we need to keep on the work on good narratives. We also enriched our narratives thanks to the perspective from each expert speaker. More speakers, in the context of narratives talked about considering the sociological and psychological aspect of people. This session addresses the narratives needed for successful policies needed to drive the energy transition and achieve Europe's climate neutrality goal. The objective of this session is to establish an overview of energy efficiency progress trends in the EU, to present the findings of the extensive EEW4 survey, case studies of narratives and recommendations for more effective narratives. The event addresses decision makers involved with EE policies at local, regional, national, and European level, energy agencies and the energy efficiency community and experts.

The final event presented the results of the EEW4 project in the form of policy recommendations on the impact of narratives on effective policy implementation. The event gave a lot of food of thought. According to Claudia Canevari, EASME, the event was extremely helpful input. New approaches are indeed needed, and she will look forward to reading the EEW4 report.

Additional EUFORES event: MEP Academy with Kadri Simson

Context

The objective of this event was an exchange on the Revision of RED II and EED in light of the adaptations due to the Green Deal. Commissioner Simson presented the proposals that the Commission has prepared and to receive cross-party feedback from leading MEPs on the potential adaptations of RED II and EED. The event took place in the framework of the EEW4.

Messages

- President of EUFORES Ciaran Cuffe opened the session stressing the importance of these two pieces of legislation to ensure our European law is fit to match our climate ambition.
- He also underlined the importance of these files to EUFORES.
- Commissioner Kadri Simson guided us through the plans to present a package of 12 proposals in June, the “Fit for 55 package”.
- Reducing carbon emissions by at least 55% by 2030 means an increase in energy efficiency efforts. It also means a progressive phase out of coal. This meeting focuses on how we plan to get there and what this means for the review of the EED and RED.
- Meeting our targets require an increase in renewables in all sectors; this would imply at least doubling the share of RES. Wind energy needs to grow from 200 GW to about 430 GW in 2030. Solar PV needs to double to 320 GW during this decade and then triple for 2050. By 2030, this is just 9 years from now, renewables will generate around 60% of the electricity. The energy system will change without precedent. There is still much to be done, if we look at the share of renewables in the cooling and heating sector, the progress is slow.
- In the energy efficiency front, it is possible that the EU has met the 2020 target, but only due to the reduced energy demand caused by the pandemic.



- We expect Europe will experience a quick speed in energy consumption as soon the economy picks up again. We are not on track to achieve our 2030 target of 32.5%.
- The revision of EED is needed to achieve the increased climate ambition. Energy savings lead to co-benefits that contribute to other EED objectives, such as healthy ecosystems.
- Heating and cooling account to ¾ of supply of fossil fuels now. In 2019 only 21% of heating and cooling was coming from RES and this needs to go up to 40% by 2030. Member States might lack sufficient incentives to increase RES in heating and cooling systems.
- Buildings are responsible for 40% energy consumption and we should reduce emissions by 60% compared to 2015 level, and existing legislation is not enough.
- The preliminary findings of the EED recast, show energy efficiency improvements have come from renovation of public buildings. We have announced a strategy and we are looking at extending this obligation for all levels of public administration.
- Maria Spyraiki, MEP: What is your approach on gas? I would like to ask also about buildings certification.
- Kadri Simson, Commissioner for Energy: On gas, we will later this year present another initiative with the gas market.
- For EE targets, we need to help MS use less fossil fuels by increasing deep renovations leading to less need on import gas.
- Ignazio Corrao, MEP: Is there the possibility of reopening the article on self-consumption and energy communities?
- Niels Fuglsang, MEP :We need more action when it comes to boosting energy infrastructure. Should we have minimum requirements for how good the infrastructure should be?
- Revisions are crucial elements to achieve our ambitions. Two are close interlinked, as I told you reduction in energy consumption and the use of more renewables, bring us to energy efficiency in our energy system.
- Building renovations is one of our flagships. We need energy infrastructure, and that needs longer planning procedures.
- Fuglsang, MEP: On the stability and growth pact, many MS are lacking on EE and it is important we live up to these targets.
- Kadri Simson, Commissioner for Energy: There are no national targets in EE. In our calculations we see that they could do more. With additional funding, there is no MS that cannot raise their EE target as the funds will be aimed for this.

Participation

The event was virtually attended by 63 people.

Evaluation

The event had a very high-level participation with 13 MEPs attending, 18 EP MEP assistants, EP policy advisors, with a total of 63 attendees. MEPs were really engaged in the Q&A with Commissioner Kadri Simson. We created a very open space for discussion were the participants felt stimulated to ask questions and Commissioner for Energy has answered to all the questions posed related to the RED and EE Directives.

FEDARENE

D2.7 General Assembly 1-3

Context

These three events, integrate an EEW4-sessions into the FEDARENE annual General Assembly. The discussions focus on the EEW4 national country report and the implementation of Energy efficiency directives at regional and local levels. And how to increase Energy Efficiency at territorial level, what are the barriers.

Messages

- The need for 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.

- **Better narratives should:**
 - Create pathways to show Government how to achieve their targets
 - Have stronger role on supporting stakeholders to the best use of funds
 - Be communicated as a key driver for future competitiveness and innovative solutions
- **Beneficial to facilitate the narratives:**
 - We would need trainings and data on competitiveness & messaging skills
 - Getting together with the major stakeholders and influencing them through public debate
 - A structured scheme for the debate, like a (movie) script
 - Toolbox to counter the "fake arguments" from opposition
 - Training on industrial competitiveness
 - Easier access to funding on regional level, share of know-how and best practice examples
 - Financing tools for the public sector & for small scale projects
 - PR data / marketing material to sell the value of getting involved with Energy Agencies for Industry
 - We would need learning by doing for energy modelling,
 - Calculate socio economic benefits of investments

Participants through interactive discussion worked on identifying the existing “killer arguments” within their regions that form counter-narratives, that block or slow down the energy transition, and worked together on countering them.



- **Killer arguments:**

- Everything becomes too expensive, especially for vulnerable people
- Competitiveness of industry in danger!
- Compared to other countries, we don't pollute as much, China and USA should be the first ones to make their energy transition efforts
- France only account for 1% of emission, let's see what China & USA does, we'll act after
- We can wait longer, no need to rush now
- We can't do anything, it's too late anyway!
- Technology will save us (hydrogen, zero carbon trains/aircrafts...)
- We can't do this now; we have to do it later because we won't have enough energy we need and industry needs
- Heaters & cars consume less and less oil, soon they won't consumer anything at all!
- Taxing or banning people from doing something is counterproductive, people must volunteer
- If energy efficiency is not making a significant contribution, it shouldn't be a priority
- Impact on environment and humans, bird, ecosystem noise.
- Health, air quality
- Bioenergy is bad for air quality
- Negative influence on exploitation
- Gas is reliable, oil is reliable, storable, dispatchable
- No infrastructure to transport energy from new sources of production
- No wind, no sun, intermittence
- Are we ready for energy transition? how will our private sector survive?

- **Input on current situation:**

- rise of energy prices well before the Russian crisis
- Lack of staff
- Fuel poverty increasing
- 2030 quickly approaching
- Policy changes, new policies and New programmes – REPowerEU
- Old business models do not work anymore
- Citizens are more engaged/concerned
- More investments are made and even more needed
- For most participants there's a booming demand of support from energy users; funding also available
- How can we frame the energy transition as an economic survival strategy? Even more relevant since the Russian crisis.

- **Input collection & brainstorming**

- Adapting the communication of agencies/regions: which narratives? which messages? (focus on 0 CO2 option and clear messaging of phase-out with dates; jobs & money key interests; better segmentation; multiple benefits; rebrand existing services...);
- New services & new target groups (climate Neutrality toolbox; OSS renovation support & facilitation services; develop a branch focused on training of elected
- Representatives).

Participants

The events counted a total of 122 attendees. Among the participants there were local/regional energy agencies, regions and other energy experts. While the first and last events took place on site, the second event took place in the hybrid modality counting 10 online participants and 25 on site, seen the sanitary crisis.

Evaluation

The first event's objective was to confront the local and regional energy agencies with the survey results of the EEW4. The discussions focused on how these results could be used by regions and regional/local energy agencies to enhance existing or develop new enabling narratives for the energy transition in their territories. The input gathered from the members was extremely valuable and was used to develop the main conclusions in the frame of the analysis of the EEW4 survey results.

The second event's objective was for each participant to identify the 2 most painful/frequent "killer arguments" and together, find counterarguments (trying to put an emphasis on other benefits than climate/environment protection and energy cost reduction). As evidenced in the input collection section of this report, the exercise was extremely fruitful, and participants followed up with more input and ideas.

The third event was particularly effective as it enabled to test the EEW4 preliminary narratives and understanding on how they emerge and adapt to contexts. This was a highly interactive workshop with the active participation of all the regions and agency representatives present. 47 participants from 30 regions in Europe participated in the workshop.

The event's objective was to embed the "narrative" know-how of EEW4 within the fabric and operations of regions and energy agencies, with particular consideration given to the adaptation of narratives to the current energy crisis as well as to the "Climate Neutrality" new paradigm.

ENERGY CITIES

D2.8 Rendezvous 1-3

Context

These three Rendezvous webinars aimed to highlight the role that cities can play in achieving the 55% reduction in CO₂ emissions by 2030, provided that the revised RED and EED deliver the appropriate support mechanisms and frameworks.

The first event mainly focused on the recast EED and its implementation in the different Member states, the webinar also aimed at comparing different national situations.

The second event was seeking successful municipal narratives and stories on how to keep up with energy efficiency investments and moving on with the energy transition in the unprecedented context of the

pandemic. Participants also shared their views on the momentum to change business models towards a circular economy, the need of direct EU support for cities and engaging citizens for a lasting change.

The third event aimed to highlight the role that cities can play in achieving the 55% reduction in CO2 emissions by 2030, provided that the revised RED and EED deliver the appropriate support mechanisms and frameworks. Particular attention was paid to the notion of mandatory heat planning proposed in Article 23 of the recast EED; as well as to the efficiency of public buildings and the needs of cities to implement these measures. In view with the recast EED and its implementation in the different Member states, the webinar also aimed at comparing different national situation and in particular Germany, Sweden and France regarding our guest speakers.

Messages

First RDV webinar:

- LAs have a great role in the new EED recast and their need for support is in some extent recognized.
- Building renovation new provisions are perceived as quite ambitious by Local authorities
- The GREENS/EFA wishes to:
 - Lower the threshold in art 23.6 EED recast
 - Strengthen art 6 to foster at a *deep* renovation wave
 - Exclude fossils fuels from the definition of efficient cogeneration art 23
 - Strengthen the art 7 on public procurement
- The access to data is a key issue that should be looked at in the EED
- The EED has a great potential to reduce energy poverty
- Flexibility should be at the local level

Second RDV event

- Ada Amon, Head of Climate Mitigation and Adaptation, the Mayors' Cabinet, City of Budapest
- Said that in Budapest they are developing an ambitious programme of urban building renovation and integrating large-scale renewable technology.
- The programme addresses a key environmental concern: the consumption of energy in buildings – especially poorly insulated buildings – is a major source of greenhouse gas emissions.
- A key concern for her going forward, which will also be addressed through her building renovation programme, is air pollution as cleaner air has been shown to reduce or even prevent numerous health problems.
- The importance of air quality has been even more important during the pandemic and cutting air pollution must be in the centre of any green recovery – she said.
- The pandemic has changed both priorities and autonomy of the city; the government – ruling by decree in the declared emergency – has suspended some local taxes; thus hampering municipal autonomy among others of Budapest.
- Budapest – in line with 3 other Central European capitals – sees the most important potential support by the EU is to earmark and raise direct EU funding for cities – who are not only in the front line in the fight against COVID, but also in climate change and energy efficiency.
- Yann Françoise, Head of climate, energy and circular economy strategies at City of Paris, shared his priorities and how is it re-written by the pandemic.
- Although their financial autonomy is not limited in the way Budapest reported, their priorities change also with the pandemic.



- Their efforts implementing a circular economy in Paris and creating ('la ville du quart d'heure'), are seen even more critical to reduce inner-city emissions and limit air pollution.
- However, proximity is in opposition with the pandemic and it is observed a serious cut in public transport (also in Budapest), while individual traffic (both cars and bikes) are on the rise.
- This rebounds effect – after a drop in traffic related emissions during the first lockdown period – generates even more emission in the city.
- Both Yann and Ada remained dedicated to engage citizens for a long-term change. This pandemic has to create urgency and not moving back.

Third RDV event:

- LAs have a great role in the new EED recast and their need for support is in some extent recognized.
- Building renovation new provisions (art 6 – 3% NZEB level per year for public authorities' buildings) are perceived as quite ambitious by Local authorities
- Jutta PAULUS states that the GREENS/EFA wishes to:
 - lower the threshold in art 23.6 EED recast
 - Strengthen art 6 to foster at a deep renovation wave
 - Exclude fossils fuels from the definition of efficient cogeneration art 23
 - Strengthen the art 7 on public procurement

The GREENS/EFA are very aware of LAs important role

- The access to data is a key issue that should be looked at in the EED
- The EED has a great potential to reduce energy poverty
- Flexibility should be at the local level to implement the measures depending on the context, not so much at the national level

Participants

The events counted 117 participants and over 100 additional online attendees.

Evaluation

The events have brought valuable input collection from high level municipal speakers and important exchanges in the panel with good learning points. Possibly the lockdown's 'online fatigue' or the timeframe (13h-14h) was the reason of a lower number of attendees compared to registrations. Nevertheless, the second session was recorded and made available later online for municipalities and the third event was well attended.



D2.9 Webinar for the Covenant of Mayors 1-2

Context

The webinar was co-organised with the Covenant of Mayors Office and the ORFEE project and subscribed to support the Renovation Wave. Combining the themes of narratives and financing energy efficiency raised interest of Covenant signatories and ensured a lively exchange among CoM signatories and experts and provided valuable feedback for the EEW4 narratives development.

Messages

- (38%) of participating CoM signatories responded that cost savings or fundraising are their first priority in their municipality at the moment.
- Improving air quality (20%)
- Improving attractiveness of their municipality (15%)
- Creating jobs (15%) came out only second.

Major killer arguments against investing in energy efficiency:

- 51% of respondents said that it is considered 'too costly / having a slow return on investment' in their municipalities
- Others face 'we have other priorities' as key argument against these sustainable energy investments.

Further issues that slow down the energy transition in their municipalities:\

- the lack of competences in the public sector
- regulations slow down or block processes
- local decision-making processes too slow

Key motivation for engaging in the energy transition:

- to 'lower energy consumption and hence become independent in energy'
- 'More affordable and healthier built environment' (47%)
- and creating / protecting jobs (44%)

Most influential local stakeholder groups to influence decisions related to the energy transition:

- 'citizens and citizens groups' (63%)
- 'local industries and entrepreneurs' (63%)
- NGOs (only 31%).

Input from the second event:

- The municipality of Budapest can control only some 5% of their total CO₂ emissions. They will invest heavily in public lighting EE investments; and invest in public buildings' energy savings. Energy security has never been a concern
- for the capital; but as it uses some 25% of the country's electricity demand; now Budapest decided to invest more in its energy independence (both via PV and energy efficiency). Some 350 000 buildings were mapped; and a technical potential of some



- 2.5 times as Hungary's nuclear power plant's production. Budapest's key narrative is to achieve 'energy independence' and thus financial independence (currently their financial autonomy is largely cut by the national government, in political opposition).
- Bucharest has also increased its focus on energy security, aiming at reaching more independence; the municipality extended its large scale residential building refurbishment program with RES installations to ensure supply independence. Their 900 refurbished buildings would not be stopped; rather even accelerated in the context of high inflation (18%) and doubled energy prices.
- Vienna's key challenge is the relative old building stocks and switching their supply from fossil to renewables. 50% of energy demand is used for heating (40% is supplied by natural gas; 33% by district heating). Over half a million households using individual gas boilers are also a major challenge. Using heat pumps and waste heat is considered and planned to put in place. Supporting key narratives towards citizens and local business are: climate protection; air quality and local energy security / energy independence and naturally the cost argument (price competitiveness of these alternative solutions) is the decisive argument.

Participants

168– from Covenant of Mayors signatories.

Evaluation

The webinar has reached its double purpose in sharing knowledge on financing available for municipalities in the Renovation Wave, while discussing narratives and gathering valuable feedback from Covenant signatories for the narrative development process. Using poll questions, commented by active municipalities in live and via chat, while receiving and sharing poll results from a larger audience of the webinar was also an effective combination of gathering input from municipalities, whose scarce resources and limited availability in this pandemic period does not allow extensive feedback.

The second webinar featured strategies and discussed narratives of three capital cities in Europe: Vienna, Budapest and Bucharest. With different historical backgrounds and financial authority, the three cities have different possibilities and capacities for action; yet, their aim is similar: achieving energy independence and decarbonise their cities in parallel. An active discussion on potential solutions and supporting narratives took place with the involvement of the audience – via chat and polls.

D2.10 National multi-level governance roundtable 1-8

Context

Originally the number of workshops planned were 8, but due to the COVID; some workshops (the Romanian, Hungarian and Bulgarian ones) required a double organisation; the originally planned on-site workshops needed to be re-organised online or in a hybrid format; often seeking new timeframe and new venue; hence they took more time to be delivered. Due to a boom of online events in the emergency period; potential participants lost interest in those events; so Energy Cities intended to limit number of those events; rather aiming at combining different themes and events to attract more participants from a country or broadening the audience in a region with similar challenges and interest.



Hence the seven national and regional workshops achieved their original goal in terms of participants and intense debates; providing valuable feedback to narratives development and testing.

These events seek to take stock of the respective national climate and energy efficiency policies and their implementation, with a focus on building renovations. Panellists were discussing success stories and backlogs in municipalities and seeking successful narratives and business models on how to accelerate local energy efficiency investments. Because one of the national partners cancelled the event last minute Energy Cities was not to deliver the last and 8th event.

Messages

Slovakia

As for the narratives:

- quality of the indoor environment is very important, and it is appreciated – often much better than energy savings –
- eligible measures should include those aimed at improving the quality of the indoor environment and facilitating adaptation to climate change.

Poland

How to effectively shape the energy transition and climate neutrality narratives and policies in Poland / CEE?

- Self-sufficiency in energy and converting mining jobs into green ones are strong arguments to leverage upon.
- Simplification and higher efficiency in municipal procedures (eg. Online consultation and online tendering)
- Creating the sense of urgency: playing on parallels of the pandemic and climate crisis – while supporting further positive changes (eg. cycling)
- Fostering and re-gaining subsidiarity: it is the municipality in the front line; both in pandemic and the climate crisis.

Hungary

- energy efficiency in buildings was considered the most serious issue by all participants
- Renovators will be supported with up to HUF 1 million and an energy efficiency consulting office is planned to open.
- For energy efficiency goals, they are part of the Build Upon2 project, which is also working with other municipalities to increase the number of renovations.
- Municipal employees were trained, energy efficiency renovation roadmaps were prepared, which contains tips and recommendations for municipalities.

Romania

The reasons to engage in energy efficiency:

- Engage in energy efficiency was to gather data and gaining ownership
- Their first motivation to engage in energy efficiency was to gather data and gaining ownership; they are also updating their renovation strategies right now.
- Keep the image of a 'green city, a clean city'; where building renovations contribute largely to this
- 64% of poll respondents opted for energy independence through lower energy consumption alongside with 'improved air quality'
- 'Creating more affordable and healthier built environment' came second by 56% of respondents.
- Reach energy self-sufficiency of their buildings; they managed to reach so far more than 80% savings on their heat and electricity bills

Czech Republic

- Prague only accounts for 10% of the total CO2 emissions of the Czech Republic, but aims to lead by example.
- The city's share projects is a biogas plant producing up to 30GWh / year.
- Heat generated from water treatment plant – up to 150 MW – could cover up to 20-25% of heat consumption.
- School buildings insulations and further energy efficiency investments are also part of the SECAP.
- The city's deputy mayor is very much convinced and engaged for climate mitigation and the capital is working closely with groups of citizens, NGOs and civil organizations.
- Fundraising and/or costs savings (47%) have been largely the key priority in this post-Covid period of almost half of Czech municipalities present.
- Improving the attractiveness of their city (24%) or job creation (12%) came only far after.
- When discussing investments in energy efficiency or the energy transition in municipalities, the most popular (killer) argument of its opponents is that its 'too costly, too slow return on investment' (50%) followed by that 'we have other priorities' (22% of responses).
- EU subsidies are not supportive enough; the state contributes only 20% to municipal investments.
- When discussing key interest groups influencing local energy policies or investments, participants considered citizens (50%) and local industries and entrepreneurs (56%) the most influential.
- Local investments in energy efficiency are determined primarily by available funding opportunities (77%), but also local or national elections (62%) are very influential on those municipal decisions.

Bulgaria

- The public sector in Bulgaria should be slowly switching from 100% subsidies to hybrid / mixed forms of financing.
- Bulgaria has allocated vast funding (2bn lev in the first phase) and now additional sources added for housing refurbishment in the Recovery.
- Partial refurbishment should not be allowed in EU countries; at least 5%-10% of those 2bn LEV should be allocated to knowledge generation mechanisms

Municipalities expressed their main priority being to increase the attractiveness of their cities

- (74% of respondents) strongly linked to local job creation
- (36%) and improved air quality
- (57%) motivation of Bulgarian
- lower energy consumption (69%)
- creating a healthier and more affordable built environment (62%)

Most influential groups:

- their citizens and local civil organisations (46%)
- available financing opportunities (83%)

Central and Eastern Europe

- This webinar was aiming to discuss potentials for EE modernisation and circular solutions for district heating in Central and Eastern Europe. Involving key district heating operators in CEEC and targeting municipalities.
- FOTAV, Budapest / HU - The urban DH company shared their experiences on
- their EE efforts in modernising their systems:
 - - 92% of the DH uses natural gas (which makes it vulnerable today); 8%
 - comes from municipal waste incineration plant
 - - 11% own production, while 89% purchased heat (waste heat from power plants and waste incineration plant)
 - - Cheapest solution to heat Budapest flats; 1/3 or ¼ the price of gas heating costs; so there is an interest to extend the system
- Croatian speakers from REGEA and EIHP stressed the importance of available data and quality heat maps for appropriate planning of DH systems modernization.
- AEEPМ, the local energy agency of Bucharest shared their experience with
- their thermal rehabilitation program (2009-2020).
- Despite the obvious advantages, the refurbishment project was facing
- several concerns and backlogs in its implementation.
- Supporting narratives for the modernization were clearly the enhanced comfort and property value as well as reduced housing costs.

Participants

During this series of five events there have been 361 participants, among them: municipalities, business stakeholders, NGOs, associations, scientific sphere

Evaluation

The events gathered a high number of participants from municipalities and those involved with municipal sustainable energy investments. Quality information on financing was shared and timely questions of municipalities discussed. Interactivity was ensured by a provocative moderation of speakers and the audience. The webinar has reached its goals in presenting and discussing / gathering valuable feedback from respective national municipalities for the narrative development process.

A good participation in online polling was ensured and quality feedback on narratives gathered both from municipal speakers in the live event and from online participants via Zoom.

D2.11 National webinars for the Energy Cities network 1-5

Context

The sessions discuss challenges of municipal climate action and energy efficiency investments in the unprecedented context of the pandemic. Integrated in the Network of Energy Cities' annual conference, this event gathered a large number of active municipalities in the field and generated a valuable discussion in the panel and with the audience. The originally planned 5 webinars however, Energy Cities's co-organising Czech partner had to cancel the last webinar; thus ultimately delivered 4 out of 5 reports. Nevertheless, the remaining 4 webinars achieved their goals in terms of disseminating and testing results of narratives development; for the Czech Republic we have achieved valuable input for the narrative development.

Messages

Romania

- Seeking positive narratives and success stories in the current phase of the project for successful implementation of energy efficiency policies.
- Building renovation is the greatest opportunity ty in relaunching our economies in the current pandemic crises; we can protect the most vulnerable by investing in energy efficiency.
- Buildings are the most important asset we have.
- Emissions come mostly from heating; thus we need to invest in efficient renovation as renovating will create local jobs and lower the energy bill. Energy.
- Participants expressed their preference for a shift from quick renovations with quick returns (short ROI) towards more complex refurbishments, with longer term returns
- As well I, considering the purposes for buildings renovation, most participants pointed on air quality and climate mitigation; as well as quality of homes and higher comfort (as personal reasons) behind the need for an accelerated renovation rate.
- The Polls suggested that 65% of participants represented municipalities or energy agencies;
- More than half of participants would undertake deeper renovations (incl. insulation) in their houses.
- Better quality of homes and higher comfort were the leading argument for renovations (82%)

Poland

How to effectively shape the energy transition and climate neutrality narratives and policies in Poland / CEE?

- Self-sufficiency in energy and converting mining jobs into green ones are strong arguments to leverage upon.
- Simplification and higher efficiency in municipal procedures (eg. Online consultation and online tendering).



- Creating the sense of urgency: playing on parallels of the pandemic and climate crisis – while supporting further positive changes (eg. cycling)
- Fostering and re-gaining subsidiarity: it is the municipality in the front line; both in pandemic and the climate crisis.

Hungary

- EU fundings available and planned distribution of the EU recovery and resilience fund. Concluding that plans are still not final, it seems to be rushed and investments target again public buildings.
- The current economic framework does not favor EPC projects (artificially low, state subsidized energy prices and high intensity subsidies for public buildings).
- Most municipalities are lacking financing and expert knowledge, ownership for energy management
- Most municipalities exclusively apply subsidies to finance their investments;

Czech Republic

- The city's deputy mayor is very much convincing and engaged for climate mitigation and the capital is working closely with groups of citizens, NGOs and civil organizations.
- When discussing investments in energy efficiency or the energy transition in municipalities, the most popular (killer) argument of its opponents is that its *'too costly, too slow return on investment'* (50%)
- followed by that *'we have other priorities'* (22% of responses).
- EU subsidies are not supportive enough; the state contributes only 20% to municipal investments.
- Discussing the key motivations (beyond costs savings) to engage in the energy transition.
- 78% of participants would engage in EE / Energy transition in order to reach energy independence through lower energy consumption.
- 61% would argue by creating a more affordable and healthier built environment – linked closely with improving the image and attractiveness of their city (56% answered).
- When discussing key interest groups influencing local energy policies or investments, participants considered citizens (50%) and local industries and entrepreneurs (56%) the most influential.
- Local investments in energy efficiency are determined primarily by available funding opportunities (77%)
- But also local or national elections (62%) are very influential on those municipal decisions.

Bulgaria

- Key messages of the event included that municipalities are key to the implementation of sustainable energy and climate policies. However, to implement these policies successfully and to gain trust of citizens and local businesses, they need clear policy signals at the national level, a functioning regulatory framework and access to financing instruments, including through the long-delayed financial decentralisation reform.
- Local government representatives shared the challenges they face in their efforts to put sustainable energy policies into practice, coming up with possible solutions, and the necessary

measures expected from the state to effectively implement quality local projects with verifiable outcomes.

- Sofia:
 - Municipalities suffer from the governance centralisation in Bulgaria;
 - There is a lack of ownership of energy and climate issues in the Bulgarian government (but also in many municipalities); that makes those thematic multi-governance relations more difficult;
 - In crisis situations as now; municipalities do not dispose of the necessary means to tackle the situation; hence they should be even more innovative and find new solutions;
 - As municipalities do not have the means on their own; they should create a supportive environment for best available technologies in order to go climate neutral;
 - Old habits are dying hard; this is why municipalities have to be even more innovative; develop local competences;
 - Climate change is a 'horizontal' issue that needs to connect all municipal bodies;
 - In Bulgaria, many EU funded projects are too highly subsidized (often 100%); hence undermining potential market based solutions (eg. ESCOs);
 - Gabrovo modernized its street lighting system – using only 30% subsidies; an optimal ratio of co-funding.
 - Collaboration with citizens and all local stakeholders is essential: hence hosting Gabrovo municipality aims at reaching out as many ordinary citizens as possible; convincing them one by one; creating one stop shops.
 - In terms of narratives; innovation and competitiveness are still important; but even more; a major driver today to tackle the energy crisis is energy security and energy independence.

Participants

The events so far counted a total of 233 participants, among them the majority came from municipalities but also national government, NGO, associative and scientific participants.

Evaluation

The events proved a valuable contributions and output from the panel discussion, with a satisfactory, active involvement of the audience. A very high number of municipal presences was reached, despite the very recent pandemic lockdown.

Energy Cities was setting the scene with a thought-provoking presentation and interacted in the following panel discussion via Zoom, the event went smoothly, and it was well appreciated by both the local organisers, panellists, and the audience.

BORG & CO

D2.12 National policy seminars 1-3

This is a set of three Eceee national policy seminars.

Messages:

First event:

- EuroACE: Is there a difference between big and small companies in terms of motivation?
- Guidehouse: Large industry usually have established their own training programmes for new employees. The building industry, where often much smaller value chains apply, it is more of a challenge, and going more slowly.
- Smaller companies can be more affected if their business sector, while larger companies can balance this out by their portfolio. In none of the workshop there was a final disagreement.
- Borg&Co: Will there be clustering and mapping of the case studies?
- Guidehouse: When the analysis is finalized, we will come up with recommendations, where there will be a sort of clustering/group formation of the case studies.
- It is necessary to see that the benefits are perceived differently and that it has to be distributed differently at different levels.
- ESV: In terms of energy efficiency, you have to look at the whole picture within decarbonization. In some Member States, voluntary agreements have a mayor role to play. If you have a policy instrument, you have stability. It is a momentum to keep EE under the radar.
- Guidehouse: SMEs have not, even while understanding, the management time to implement. There is a lack of capacity (time) for energy management This applies to case number 2: It makes a huge difference if the result is stamped paper or where people really want to implement.
- Borg & Co: The Multiple Benefits project provides a systematic methodology to investigate whether it matches with the real business case. This is a mean to avoid the notion of greenwashing, in terms of “doing not only talking”. There is usually only talk about real business when applying the methodology.
- Guidehouse: Important to be precise when talking benefits: Is there anything reinforcing the business case? Is it a marketing argument or does it not apply?
- Criticism from industry: Unwillingness from policy makers to change fundamental market structures, for example energy price structures, which led to stagnation of many promising business cases. “Let’s not be distracted by the talk of co-benefits from the correlation between setting the right market condition and thus develop and reinforce the right business model” (strong message in the case studies).
- Resources for the EEW4 group: Multiple Benefits case studies, showing different angles. EEFIG, Industry 5.0 may provide example narratives
- Borg & Co: Decarbonisation as an infrastructure: How do we treat these infrastructure long-term investments that require long term thinking/investments and backing from national governments?
- Guidehouse: the analyses will also take into account the whole framework, not only energy efficiency.

Second Event:

- OÖ Energisparverband : Energy transition leaders is a group of 15 leaders of manufacturing companies, pioneers of energy transition, targeting the goal of achieving climate neutrality, need strategic strategies. Learnings: there are two levels for a fast transition; we need the engineers and the management. We need a two-level approach, and we will see a large push by the Taxonomy, when CFO's want to get loans from the bank. However, we need to empower the engineers and CEOs to make the right decisions. They need quite different policy instruments to make that happen.
- Nils Borg, Borg & Co: How do we pitch energy efficiency, and not get stuck with the concept of more renewables. How do we visualise energy efficiency?
- Brian Motherway, IEA: From a consumer perspective there is a strong message for energy efficient appliances and labelling etc. Standards and labels really work.
- OÖ Energisparverband: We use modernization more and more, because we find that even the most conservative people also want to be modern. In our campaign to terminate oil heating we talk a lot about being modern and it's amazingly effective.
- Another aspect; if you have a goal, let's call it "neutrality", a clear and evident target, you find the means to do it. People start calculating with the renewable options given and soon they come to a point when they realize that the renewable options cannot achieve this alone.
- Daniel Becker, Guidehouse: Regarding the visualization, the smart systemic approaches are possible to visualize. One of the things we need to get across is that it has been too much focus on thriftiness of EE, assuming that people will be keen on saving kWh, which per se is quite abstract. The smartness of a system is more convincing, for example a smart home, if the intelligent aspects are well presented. If we manage to popularise that more, that could be a big achievement. It's closely connected to being modern and wanting to get rid of outdated equipment. We need to investigate the mental triggers (could be aesthetics) here.
- Nils Borg: Issues that come up in the chat: EE networks, peer to peer, to create confidence. Institutionalization of EE, such as management systems importance for practice in SMEs.
- Daniel Becker, Guidehouse: The peer-to-peer places a key role. Mutual learning is an overarching benefit, and to discover that we are stronger if we are doing this jointly. The importance of transferring data should be recognized, it really matters. We need to communicate our successes, share our experiences and jointly understand the progress from which everyone will benefit. It's not a sort of business secret, but really something that need to be shared with society. The transparency of data foundations and thus the achievements through management systems and using audit results smartly, is closely connected. We need to recognize that.
- Brian Motherway, IEA: Efficient equipment needs to be built in the management systems, we can't expect everyone to be aware of the latest developments, especially for the large number of smaller firms.
- Nils Borg: Networks can have other focus than EE. You can have other benefits that motivates the cost of participation and maybe have EE as a part of the whole peer-to-peer context.
- Market invitation is key: Large, small and mid-size companies are three different things. Residential programmes with targeted information on smart solutions for homes can reach out easily. Some residents refer to their contacts in companies, who also need advice in these
- Nils Borg; What do you want to wish for 2022?
- Christane Egger: The whole area including EE should stop talking about benefits but mention data instead.



- Brian Motherway: Let's see governments turning their aspirations into concrete plans now, not in 2026, 2027 etc. Let's see them do it in integrated policies bringing the maximum benefits into it and deliver the fastest, cheapest and most robust emissions reduction. If that is pursued, EE is in front and the centre, there's no other way.
- Daniel Becker: A more positive communication, saying "yes, we can" and "yes, it would be good for us".

Third Event

- The event held in Antwerp discussed the topic of deep decarbonisation of industry – eceee's Zero Carbon Industry 2022.
- Input from EU Commission Oronzo Daloiso, Project Adviser: Updated binding EU energy efficiency target of 9% reduction in primary and final energy consumption (against 2020 reference scenario)
- Indicative Member State contributions to the EU-level energy efficiency target
- Strengthen annual national energy saving obligations (.g white certificateds) to 1,5% and exclusion of savings from direct fossil fuels combustion
- Revising the Energy Efficiency Directive: Update the definition of energy efficient district heating and cooling to promote RES
- introduce local heating and cooling plans for municipalities (over 50.000)
- Increase the exemplary role from the public sector: annual reduction of 1.7% of public sector energy consumptions and increase the annual renovation rates to 3% of the public buildings over 250 m2.
- Reinforcement of the Energy Efficiency First Principle, guidelines and recommendations for application
- Introducing measures to alleviate energy poverty and boost consumer empowerment
- Reinforces provisions on financing to leverage further private capitals

- Robin Barkhausen, Fraunhofer ISI National initiatives:
- National Initiatives: giving audits leverage An overview of the situation in various countries
- Extremely diverse policy landscape in the EU :
- Regulatory agreements: Bulgaria, Croatia, CZ, Ireland, Italy, Luxemburg, Portugal , Romania and Slovenia
- Voluntary agreements: Bulgaria, Finland, Malta, Netherlands
- Industrial agreements: Austria, Bulgaria, Croatia, Denmark, France, Germany, Italy, Lux, Malta, Poland, Portugal, Slovakia, Sweden
- Financial Instruments: Flanders and Germany

Participants:

The events were well attended with a variety of stakeholders attending from Commission to Industry to Scientific Community and saw 179 participants (online and presential).

Evaluation:

This first event was a 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 have 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.

The second event was a useful seminar with presentations from experts who presented the EEW survey and case studies, showing interesting findings communicated to a larger audience. Having Brian Motherway from the IEA as a speaker provided an important frame to the project. The discussion provided some new aspects, for example energy efficiency as being easier to grasp when attached to a certain goal or as a starting point. The net zero target also creates an opportunity, and energy efficiency needs to be a core part of this path. We need to inform governments on how to implement energy efficiency and to tell people how to install, use and maintain energy efficiency, not just talk about it as a shiny object you want to buy. Another interesting aspect was the need for attention of SMEs and the need for different approaches to different sectors. The access to data is important and once again it was stressed that it is better to work on the political framework to encourage more robust business cases and use the green arguments “on top”.

The third event Zero Carbon Industry Pre-Conference, was successful as it saw the attendance of over 70 participants. The event touched upon a variety of discussions: “The case for urgency – the European context” which informed the participants with news from the European Commission provided by Oronzo Dalloiso. This event also discussed National Initiatives giving audits lavarage in various EU countries. The last session discussed toolbox solutions in energy efficiency: the potential of storage tank farms, the internal TIPCHECK programme TIP4Best, savings solutions with heat recovery units to cooling equipment, the application efficiency of heat pumps as a solution that can be applied immediately and finally data to get actionable input to optimize an industrial company’s energy use. The event gathered many relevant information on energy efficiency which add up to the EEW4 conclusions.

D2.13 Summer study 1-1

This event is called Eeeee summer study which took place in summer 2022 in France. The main objectives of the Energy Efficiency Policy Conference included, offering an update on energy efficiency policy in Europe and presenting concrete measures of the EU Green Deal, disseminating the results of the EEW expert survey and key input elements for narrative development

And presenting the case studies on narrative building that are being developed in the EEW project as well as first policy considerations on how to complement policy instruments with successful narratives.

Messages:

- Reinventing energy efficiency for Net Zero (Jan Rosenow, The Regulatory Assistance Project (RAP)
Five challenges for energy efficiency:
 - Full decarbonisation
 - Flexibility
 - Hydrogen
 - Cheaper renewables
 - Electrification
 - Most European countries still subsidize fossil fuel heat: Share of electricity

- Share of electricity expected to increase to almost 50% by 2050
- Radoš Horáček gave an overview of energy efficiency as now being in the centre or strongly relevant for basically all directives and policy initiatives in the EU.
 - Main elements of the Energy Efficiency Directive (EED)
 - Binding EU energy efficiency target & indicative national contributions
 - 9 % as compared to 2020 Reference Scenario for 2030
 - 'Energy Efficiency First' Principle
 - Integral part of energy related policy and investment decisions
 - Strengthened energy savings obligation in end-use
 - 1.5 % of annual FEC saved, cumulatively, new fossil fuels do not count
- Additional proposal to Fit for 55
 - Energy Efficiency Directive: EU energy efficiency target 13%
 - Achieving short-term energy savings through behavioural change
 - Key sectors: heating in households and services, transportation
 - Information campaigns on individual actions : turn down heating, encouraging train and cycle use
 - Supporting actions: rebates on energy-efficient appliance purchase, reduced VAT on high efficiency heating systems and to replace fossil fuels
 - Accelerating mid- to long-term energy efficiency measures
 - Strengthen regulatory framework through FitFor55
 - Incentivise acting on energy audits
 - Smart controls in buildings and district heating
 - Increase energy efficiency in transport e.g. motorway speed limits,
 - minimum share of electric vehicles
- **Claude Turmes (Minister for Energy and Spatial Planning, Luxembourg)**
 - EU is now a climate and energy efficiency leader, even if most of us present in the room would like to see higher ambition. Some chuckles in the audience as he said this, but Mr Turmes remained firm on this.
 - He pointed out that we cannot afford to drag our feet: We must quickly and ambitiously implement the various policy measures outlined previously by Radoš Horáček.
 - The Russian invasion and the energy repercussions will generate a very large blow to the EU (and global) economy. Mr Turmes said he fears a recession like that after the Lehman crash, but that massive energy efficiency investments may be able to serve as a cushion and keep us off another crash.
 - It is crucial not to get stuck on hydrogen but to forcefully move forward on energy efficiency. Hydrogen is important, according to Mr Turmes, but it must be used for the right purposes. The same is true for new nuclear: it is expensive and takes too long time, and if anything, this is a serious distraction from the things we need to do now.

Participants:

The event counted a total number of 384 participants. Roughly 300 summer study participants had arrived in time for the opening plenary.

Evaluation:

The summer study allowed to exchange valuable information on European policies and measures. This was gained from the high-level presentations and shared among the participants. In addition, the

conference was an opportunity for the EEW4 team to gather insights on the link between energy policies and narratives. Thanks to a strong feedback loop, this information will flow into and enrich the scientific process on narrative.

D2.14 Industrial efficiency event 1-2

This deliverable originally gathered two industrial efficiency event reports according to the project extension. Unfortunately, due to the current context with the COP27 and experts being busy with negotiations the third event did not take place before the end of the project. However, the second event has been a very impactful event, with great participation and good impact for the EEW4 project.

Messages:

- **Erwin Cornelis** presented the policy drivers for change Financial levers for industrial decarbonisation
- **Daniel Becker presented the EEW4 project results and the conclusions from narrative cases:**
- 1 Participation and Transparency: An engaged and well-informed public is more inclined to actively support ambitious policies
- When highlighting the multiple benefits of energy efficiency and the energy transition, economic arguments need to be in the focus. Here, a wider and forward-looking perspective on what economic means (beyond just accounting for energy savings) is required.
- 2 What makes a real business case?
- ensure that real business cases (economically sustainable and expandable) can evolve
- level playing field for EE (conventional technologies: price signals; RE: synergies with EE)
- 3 create favourable environment for specialized firms => develop / amplify business cases => cost degression through upscaling
- Accompany by convincing narrative that EE, despite comparatively higher complexity, is new mainstream
- 4 The image of technologies
- target groups of EE policies are often fragmented and accordingly have different motivations to act
- 5 Analyse what will determine economic behaviour and willingness to adopt new technologies of different target groups
- It is good to be a frontrunner: identify why / in which area / by which concrete measures a country wants to be front-runner => build supportive narratives around this
- 6: Energy Efficiency as integral improvement of the production cycle
- Communication on benefits of EE must focus not only on (energy and thus cost-) saving aspect of EE measures
- Show overarching potential for optimizing production processes, reducing input of resources and optimizing financial performance
- Empowering Research and Innovation for Energy Efficiency
- o technological research and innovation = agent and promotor of change => create supportive narratives
- 7 Education, training and upskilling alliances with educational / training institutions / branch associations => successful rollout => use momentum for narratives
- 8 Communicate on price effects and social compensation

- 9 Empirical insights show that monetary compensation under CO₂-tax regimes are often wrongfully perceived as insufficient, mainly due to the complexity of influencing factors on energy prices
- compensation for vulnerable societal groups must be well communicated: what is related price increase and level of support provided
- 10 Just transition is easily misinterpreted => (too) large parts of society claim to be on losing side => 'race for highest compensation'
- Remark on implications of war in Ukraine and energy crisis: The current crisis shows: potential of EE for energy security high but so far not taken seriously.
- **Joris Recko from the Flemish Energy and Climate Agency** presented the Energy Policy Agreement Flanders between 2023 – 2026
- Third generation of voluntary agreements in Flanders
- Dual objective of the energy policy agreement
- Short-term: Further/lasting improvement of energy efficiency
- Expansion themes: climate roadmaps & data collection potential use of residual heat Balancing act
- Additionality versus Feasibility:
- Sufficient compensation
- Additionality
- Perform an energy audit + climate audit
- Make an Energy plan
- Implement cost-effective measures (IRR > 12% - IRR > 10,5%)
- Recalculate potentially profitable measures (12% > IRR > 10% - 10,5% > IRR > 9%)
- Collect data for the potential use of residual heat
- Implement an Energy Management System
- Make a climate roadmap Compensations
- Legal stability during 4 years for the companies that sign the new energy policy agreement = no additional Flemish regulation on energy efficiency or CO₂ reduction
- Tax reduction on natural gas Flexibility
- Replace measures of the energy plan by other measures that improve:
- → Supply chain efficiency
- → Production and use of renewable energy
- → Climate measures
- Avoiding lock in of fossil technology
- Cost effective choice between energy-efficiency existing

Participants:

The event was successful as it saw the attendance of over 70 participants.

Evaluation:

The event held in Antwerp discussed the topic of deep decarbonisation of industry – eceee's Zero Carbon Industry 2022. The event was successful as it saw the attendance of over 70 participants. The event touched upon a variety of discussions: From the financial levers for industrial decarbonization to the



conclusion of the EEW4 project results which focused on successful energy efficiency narratives. Finally the event discussed the Energy Policy Agreement in Flanders and the policies of interest.

GUIDEHOUSE

D3.6 Business Stakeholder WS 1-10

Context

These ten Business Stakeholder Workshops, collect input on existing narratives around energy efficiency and to receive input from business stakeholders with a view to developing narratives for enabling implementation of energy efficiency policies and measures in the countries in question and the EU.

Messages

Germany

- Mainly quantitative and economic narratives are being used in the current debate on energy efficiency policies and measures.
- Business stakeholders do not perceive it to be easy to translate key benefits into comprehensive or appealing narratives.
- Energy efficiency is part of the new generation's lifestyle that embraces environmental awareness, health, and new technologies.
- There are opportunities to connect energy efficiency with the benefits of the new lifestyle, e.g. home office implying less traffic and more available office space and comfort, no commuting time, etc.
- Energy efficiency is something everyone can do and could be contextualized as a bottom-up movement.
- An enabling narrative could be developed to illustrate the benefits of regulation for the purpose of climate protection in general and for energy efficiency.
- Each day that we do not change our current way of living, e.g. by decreasing our carbon footprint, will further restrict our freedom in the future.
- By their nature, energy efficiency projects typically promote local value creation, jobs, and other benefits especially for small- and medium-sized business and refurbishes the infrastructure.
- This can therefore be highlighted as an opportunity especially for rural communities.
- Energy efficiency allows stable return on investment in times of zero interest rates.
- The communication by the European Commission of the Green Deal as Europe's man-on-the-moon moment was widely and positively received by the energy efficiency business community.

Italy

- Predictability in the costs and benefits is key to stimulate businesses' interest in investing in energy efficiency measures
- Energy efficiency services need to be differentiated and tailored to broad range of use cases.
- Non-energy benefits of energy efficiency should receive more attention in the communication of energy efficiency
- The implementation of innovative and energy efficient processes can contribute to a company's positive image, e.g. quality improvements through digitalization and automation.

- Most of the people do not know that particular energy efficiency instruments exist, e.g. low-cost loans in Italy.
- Policy makers and business stakeholders need to improve the communication to increase awareness on these instruments.
- Energy efficiency is not in need of protective policy measures but needs recognition in political and public debate.
- A dialogue between industry, policy makers and ESCOs is necessary to rebuild mutual trust.
- Investment support is essential for reaching ambitious energy efficiency targets.
- Incentives, audits, and communication are useful instruments to increase awareness for energy efficiency.
- Energy efficiency policies are needed, particularly for non-energy intensive industries.
- Energy efficiency should be connected to policies for digitalization.
- Support capacity building for energy management in SMEs.

Ireland

- Grants and tax breaks smartly coupled with effective measures support implementation.
- Long-term stable policy instruments that improve over time are needed, e.g. carbon tax with effective and long-term predictable price level.
- Energy efficiency should be framed as a chance to decrease costs for gaining a strategic advantage in the long run.
- Energy savings are a contribution to profit and image.
- Mandatory corporate carbon reporting modelled on Art. 5 EED can be a lever to increase awareness for energy efficiency in companies.
- Monitoring and verification of measures play an important role for showing the broader relevance of energy efficiency for profitability.
- Energy efficiency decreases energy import dependency.
- Profit and cost aspects are the overarching argument for energy efficiency in Ireland.
- Connect energy efficiency with profitability and image not with savings.
- Climate change creates a necessity to deal with carbon and energy, better early than too late to increase the profit from energy cost savings.
- Successful narratives need to address *the head and the heart* and include relevant examples and stories tailored to audience.

Slovenia

Arguments and challenges highlighted with regards to businesses and investors:

- Costs reductions and improving competitiveness
- Improving energy efficiency in production processes can also improve product quality.
- A holistic perspective is needed on overall energy use and production processes.
- Social responsibility/ performance in sustainability is an additional incentive for energy efficiency measures

Arguments and challenges highlighted with regards to authorities and decisionmakers:

- Appealing to political/ PR benefits of energy efficiency measures can be key vector, notably vis-à-vis local decision-makers
- Consultation or dialogue formats between local authorities and stakeholders are not structurally implemented in the political processes



- Local energy plans are key instruments to drive the energy transition and fulfill national and EU targets
- Advances in building's efficiency are hampered by insufficient expertise of renovation contractors.
- Biomass energy from wood and timber production have potential for development
- For biomass heating, would need to address bad image as polluting energy source/ energy of the poor.

Arguments and challenges highlighted with regards to households:

- Shifting to electric vehicles (EV) often triggers holistic reflection of energy use and sources by households and enterprises.
- Strong government narrative emphasizing provision of social welfare and 'leaving no one behind' found to impede somewhat the debate on and recognition of energy poverty as an issue.

Cyprus

Narrative elements for EEW case studies:

- A holistic view on energy that includes its multiple benefits such as improved health is needed.
- Energy poverty has been named to be an issue in Cyprus that cannot be dealt with sufficiently due to the lack of financial and technical capacity in banks.
- Bureaucracy in public authorities is considered a key barrier to many projects and energy efficiency implementation.
- Procedures should be simplified as far as possible to enable households SMEs and other businesses to take energy efficiency measures.
- New business models need to be promoted that embrace the economics of climate change and consider the role of energy efficiency.
- The EU energy strategy contributes to energy independence, especially through expanding renewable energy production, which is welcomed by stakeholders in Cyprus.
- Imports of energy carriers and raw materials should be decreased.
- Stakeholders pointed out interest in circular economy and an efficient use of local resources.
- Narratives and communication strategies highlighting the benefits of energy efficiency for the tourism industry would be of great value in Cyprus.
- COVID-19 can be a chance for the tourism sector to develop new business models, campaigns focusing on energy efficiency and sustainability could raise awareness for the Topic, e.g. in the hotel and travel industry.

Poland

Suggestions elaborated jointly with Polish business stakeholders during the workshop:

- Transparency: predictability of energy market and price structures, transparent baseline data for policymaking, dialogue between stakeholders and government / meaningful public consultations & roundtables; clear benchmarks.
- For effectiveness, combine regulatory policy with support programmes and information campaigns (e.g. energy advisors for Clean Air Programme, link audit obligations with audit support)
- Develop one-stop shops (e.g. for energy renovation), address horizontal nature of energy efficiency and engage target groups; link it to EPC and ESCO schemes; preference for effective private business models. Need for ESCO guarantee.



- Reliability (make savings visible; reliable audits; instrument design, realistic estimation of benefits; quality standards & clear rules and enforcement for energy audits)
- Amplified view on costs and benefits (e.g. through guidelines for translating multiple benefits in economic/business terms)
- Recognize horizontal dimension of energy efficiency measures. Need to establish joint platforms/ one-stop shops to address local needs, incl. automated online platforms.

Lithuania

Arguments and challenges highlighted in the breakout session by the participants with regards to the successful implementation of energy efficiency policies:

- Differentiating the message & address motivation per target group
- Recognizing the issue of energy scarcity and the social dimension
- Expectation management regarding energy savings and return on investment
- Strengthening requirements for monitoring and verification
- Clear vision for implementation
- Integrated energy planning
- C-level attention for audit results

Athens

Key factors and challenges for successful energy efficiency implementation:

- Cost is key for consumers: low-quality Energy Performance Certificates are available at very cheap prices, undermining the uptake of serious offers.
- Educate consumers to become prosumers and on new technologies to better tap into potential for solar energy and develop energy as a service business models.
- Adapt regulatory framework for smart metering, e.g., third-party owners.
- Tailored policies and measures are needed to address different target groups.
- Authorities are often lagging behind, market developments regarding updating funding programs and regulation.
- Need to align programmes and support to infrastructure development and technologies with overarching climate and energy targets to avoid lock-ins (e.g., regarding support to gas network development)
- Communication between stakeholders and policy makers needs to be improved, e.g., through structured participation and consultation formats.
- Existing building stock should be more in focus rather than new constructions as there is a large share of vacant buildings in Greece.
- Generally strong own home ownership in Greece and real estate market heavily fragmented.
- Need to decentralise the energy sector and to manage grid congestions for energy and solar as a service.

Bulgaria

Arguments and entry points highlighted in the breakout session:



- Developing research and innovation potential, better involving businesses in funding programs and incentives structures
- Addressing energy poverty in promotion policies and programs for energy efficiency to achieve a just transition
- Reducing regulatory barriers for home-installed photovoltaics and energy renovation; enhancing communication towards consumers
- Building on the just transition process and market/business support for improved coal phase-out for the local communities

France

- Trust must be regained since the old narrative of the savings paying for the costs did not (always) deliver, as participants found.
- The financial perspective is not a focus and therefore needs to be followed upon in the discussion.
- The job impact of energy efficiency needs to be better communicated
- Energy efficiency and energy savings measures should be a focus of education and training.
- Energy poverty is regarded as one of the central issues in France.
- There is a need to aggregate multifamily houses for upscaling energy renovations and to develop approaches
- Stimulating behavioral change is seen as a further component of addressing energy poverty.
- Positive compensation of the individuals should be a focus, as well as developing attractive attributes.
- Maintenance requirements (operated by service providers) and associated costs for smart homes.
- For a holistic approach, the link between circular economy and energy efficiency should be kept in mind, especially concerning insulation materials.

Participants

During the seven national events there has been a total participation of more than 230 attendees among them, national business stakeholders.

Evaluation

The events received positive feedback from participants and collaborators for the concept and organisation. The workshop concept was understood and has been picked up with interest by the audience, especially the opportunity to transmit feedback from the business community to decision makers through the project have been welcomed. The discussions delivered valuable input that will be condensed in one of the EEW case studies.

The event received positive feedback from participants and collaborators for the concept and organisation of a virtual format that allowed for a vivid exchange in times of social distancing using the option of breakout sessions, polls and live notes were used as tools to accompany the discussions.

ESV

D5.9 EEW4 conferences 1-3

Context

The "Energy Efficiency Policy Conference" is held in the context of the annual international conference World Sustainable Energy Days. The events offered an update on energy efficiency policy in Europe, provided insights on the link between policies and narratives for the energy transition, and served as a platform to carry out the Energy Efficiency Watch Survey with an audience of energy experts.

Messages

First event

- The energy transition is already contributing to a better society on a multitude of levels (e.g. higher quality of life, greater competitiveness, job creation, health, better property value, innovation).
- Creating a better society through the local energy transition".
- In this session, participants learnt about real-life stories where narratives are supporting achievements in the energy transition,
- the energy transition is leading to the creation of a better community image.
- increasing energy efficiency has enable a significant increase in competitiveness and better use of public funds.

Second event

- The conference started with the session "Policy and Financing: A green recovery through the energy transition". The opening speech was held by Upper Austria's Regional Minister for Economy and Energy.
- Carlos Sánchez Rivero from DG Energy presented the European Commission's energy efficiency policies and programmes for a green recovery. Brian Motherway from the IEA gave a global update on progress in energy efficiency and an outlook to 2020.
- The second part of the session focussed on triggering more investments in the energy transition and financing solutions to achieve this. Christophe Milin from the European Commission (CINEA) presented how "Integrated Home Renovation Services" are key to increasing the renovation rate and moving towards climate goals.
- Gerhard Dell, Manager of the regional energy agency (OÖ Energiesparverband) and Energy Commissioner of Upper Austria, explained how increased investments in the energy transition are being triggered in Upper Austria.
- Helena Mölter from the Wuppertal Institute presented findings from the "Green Recovery Tracker" on whether EU member states' national recovery plans are sufficiently contributing to the green transition.
- The second session of the conference was titled "Best practices in energy efficiency policy - solutions for the post-pandemic era". The pandemic and resulting societal changes offer opportunities for new narratives for energy efficiency and the energy transition. In this session, participants learnt about how such narratives can be developed and how innovative policies can make energy efficiency the new normal.
- An important programme point in this session was the dissemination of EEW project activities and results. Christiane Egger (OÖ Energiesparverband) presented key input factors for developing narratives for the energy transition from the extensive EEW4 expert survey.



- Daniel Becker (Guidehouse) presented case studies on narrative building that are being developed in the EEW project as well as first policy considerations on how to complement policy instruments with successful narratives.

Third event

- Claudia Canevari from DG Energy presented the "Fit for 55" package and how this new and comprehensive policy framework supports energy efficiency.
- Kevin Lane from the IEA offered insights on energy efficiency progress on the path to Paris targets.
- Michael Aumer from the Austrian Federal Ministry for Climate Action, Environment, Energy, Mobility, Innovation and Technology presented Austria's renewable heat strategy and its key role in achieving the energy transition.
- Miranda Schreurs from the Technical University of Munich held an interesting talk on narratives for the energy transition from a global perspective.
- The second conference session "Driving energy efficiency investments" showcased well-designed recovery plans which lead the way forward in using clean energy as an agent for economic revival.
- Nadine Müller from the European Commission Recovery and Resilience Task Force. This session showed how to make clean energy investments happen at national and regional levels in Europe and beyond and presented different narratives for the energy transition that are having a positive impact.
- The third part of the conference, "Engaging and empowering citizens", took a closer look on the key role citizens play in energy efficiency and the policy framework and opportunities for engaging and empowering them. Participants heard about CEER's strategic vision for empowering consumers in the energy transition. REScoop.eu presented how cooperatives are leading to successful citizen-led renovation in the buildings sector.

Participants

During these events the participation was extremely successful with 1,110 participants (onsite and online) including energy experts from various sectors.

The first event saw 250 onsite participants, the second and third events were organised as hybrid event, to allow for valuable networking and interaction between on-site speakers and participants.

The second event saw 426 participants (among them mostly online and a small number on site), including energy experts from various sectors.

The third event saw 434 participants among them about 60% were on-site.

Evaluation

From the first event, the turnout of 250 experts from a range of backgrounds highlights the high level of interest in the presented topics. Positive feedback was received from participants. In addition to offering them a comprehensive update on energy efficiency policies in Europe, the event was an opportunity to gather input on the link between energy policies and narratives. Thanks to a feedback loop, these insights

will flow into and enrich the scientific process on narrative development within the EEW4 project. Bringing together energy experts from various sectors allowed for networking and an exchange of experience. The conference also offered a platform to carry out the Energy Efficiency Watch survey with a range of energy experts from many EU Member States. The Energy Efficiency Policy Conference was the last large event to take place in Austria before many countries went into lockdown in response to the covid pandemic. Continuously tighter travel restrictions required adaptations to the planned programme, as some speakers were unable to attend on short notice. Despite these challenges, the conference could be held under strict hygiene safety measures. Overall, the event was considered a success by the organisers and attendees.

Regarding the second event, it was attended by over 400 experts from a range of backgrounds, mostly online and a small number on site.

This turnout shows the high level of interest in the presented topics. The conference also offered a platform for disseminating results of the extensive EEW4 survey of experts, as well as other project activities. The World Sustainable Energy Days 2021 were held during the covid pandemic. On-site networking and interaction between speakers and participants greatly contribute to the impact and outreach of an event. Therefore, the organisers decided to hold the event in June (rather than the foreseen date in February) to allow on-site participation. Despite the much higher efforts required, a complex hybrid structure was adopted. Participants and speakers could take part online and on site. Strict hygiene safety measures were applied on site. Overall, the event was considered a success by the organisers and attendees.

The third event saw over 400 experts from a range of backgrounds attended the event. This turnout shows the high level of interest in the presented topics. Around 60 % were present on-site, taking full advantage of networking opportunities. The decision to offer a hybrid format again in 2022 permitted contributions from key speakers who were not able to travel. It also allowed participants to follow the sessions online and benefit from the event. The conference was held as a compact half-day event embedded in the WSED, a leading conference on the energy transition and climate neutrality. Participants took the opportunity to also attend other events of the WSED such as the Industrial Energy Efficiency Conference, Smart E-Mobility Conference, Innovation Workshops and more. On-site networking and interaction between speakers and participants greatly contribute to the impact and outreach of an event. Due to the situation of the pandemic in early Spring 2022, the decision was taken to postpone the event to April (rather than the foreseen date of starting of March). This allowed for a higher on-site participation. Despite the much higher efforts required, the complex hybrid structure first used at the WSED 2021 was maintained. On-site present was encouraged, but participants and speakers could also take part online, if needed. The hygiene safety measures in place at the time were applied on site. Overall, the event was considered a success by the organisers and attendees.