

## EEW4 External Event Report

### Title of the event **Energy Efficiency Policy Conference 2020**

<i>Date &amp; location</i>	5 March 2020, Wels/Austria
<i>Organiser</i>	OÖ Energiesparverband
<i>Summary of the event</i>	<p>The "Energy Efficiency Policy Conference" was held in the context of the annual international conference World Sustainable Energy Days (WSED, <a href="http://www.wsed.at">www.wsed.at</a>) on 5 March 2020 in Wels/Austria. 250 participants took part.</p> <p>The event 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.</p> <p>Radoš Horáček of the EU Commission, DG Energy, presented first measures of the New Green Deal. He also kindly stepped in for Anette Jahn/Ulrike Nuscheler from EASME (unable to join on short notice due to Covid circumstances) and presented results from EU funded projects that offer valuable input for the development of narratives.</p> <p>Participants heard about real-life stories where narratives are supporting achievements in the energy transition and how these narratives were developed and used to increase energy efficiency and the uptake of renewables. Young energy professionals from around Europe expressed which concrete energy policies could increase the impact of their work and help them in shaping a better future. These presentations contained inspiring insights for potential narratives.</p> <p>An important programme point was gathering inputs for the EEW4 survey. Conference participants took part in the survey through hand-held voting devices.</p>
<i>Objective &amp; main programme points</i>	<p>The main objectives of the Energy Efficiency Policy Conference included:</p> <ul style="list-style-type: none"> <li>• offering an update on energy efficiency policy in Europe and presenting the first concrete measures of the EU Green Deal,</li> </ul>



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- gathering new insights on the link between policies and narratives for the energy transition and on narrative development,
- serving as a platform to carry out the Energy Efficiency Watch Survey with an audience of energy experts.

The event started with the session on "Europe's new Green Deal: Energy efficiency at the centre". Radoš Horáček of the EU Commission, DG Energy, gave an update on the status of energy efficiency policy in Europe and an outlook on what the Green Deal will bring. EASME's presentation "Beyond energy efficiency: results from EU projects" gave concrete examples of how 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). This offered valuable input for the development of narratives. Radoš Horáček kindly stepped in for Anette Jahn/Ulrike Nuscheler (unable to join on short notice due to Covid circumstances). Jeremy Sung of the International Energy Agency presented key results from the IEA Energy Efficiency Report 2019. Finally, the Energy Commissioner of Upper Austria outlined the region's ambitious goals and actions for the energy transition.

This was followed by the "Narrative Session: 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, and about how these narratives were developed and used to increase energy efficiency and the uptake of renewables. Vlasta Krmelj of the Energy Agency of Podravje (Slovenia) presented how the energy transition is leading to the creation of a better community image. Nina Riehle from the Municipality of Ras Al Khaimah (United Arab Emirates) reported how increasing energy efficiency has enabled a significant increase in competitiveness and better use of public funds. Young energy professionals from around Europe were expressed which concrete energy policies could help them in their careers and in shaping a better future. Young energy professionals from around Europe expressed which concrete energy policies could increase the impact of their work and help them in shaping a better future. These presentations contained inspiring insights for potential narratives.

An important programme point in the Narrative Session was carrying out the EEW4 survey. Conference participants took part in the survey through hand-held voting devices. They shared their views on the ambition and progress of energy efficiency policies in their country as well as on key factors for

	<p>narrative development. The answers were shown to the audience right away, which allowed for direct feedback. The input was also collected and integrated into the data compilation for the overall survey, thus increasing the survey's outreach and the quality of its results.</p> <p>As addition element to the main programme points, the Regional Minister for Economy and Energy of Upper Austria presented the annual Young Energy Efficiency Researcher Award.</p>
<p><i>Conclusions</i></p>	<p>The strength of using narratives for energy efficiency and the energy transition is a field that is just starting to be explored. 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.</p> <p>The conference was held as a compact half-day event embedded in the WSED, one of Europe's major conferences on energy efficiency. Participants took the opportunity to also attend other events of the WSED such as the Industrial Energy Efficiency Conference, Green financing workshop, Smart E-Mobility Conference, technical site visits, a major energy tradeshow, networking events and more.</p> <p>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.</p> <p>Overall, the event was considered a success by the organisers and attendees.</p>
<p><i>Programme</i></p>	<p><b>09:00 - Europe's new Green Deal: Energy efficiency at the centre</b></p> <ul style="list-style-type: none"> <li>• <b>Opening &amp; Welcome</b> Gerhard Dell, OÖ Energiesparverband, Austria</li> <li>• <b>A Green Deal for Europe</b> Radoš Horáček, European Commission, DG Energy</li> <li>• <b>The IEA Energy Efficiency Report 2019</b> Jeremy Sung, International Energy Agency</li> </ul>

- **A Green Deal for Upper Austria**

Gerhard Dell, OÖ Energiesparverband, Austria

- **Beyond energy efficiency: results from EU projects**

Radoš Horáček, European Commission, DG Energy (on behalf of Anette Jahn/Ulrike Nuscheler, EASME who were unable to join on short notice due to Covid circumstances)

**11:00 - Narrative Session: Creating a better society through the local energy transition**

- **Young voices for the energy transition**

- Lakshmishree Venugopal, India / Germany
- Lurian Pires Klein, Brasil / Portugal
- Alex Epik, Ukraine
- Meri Olenius, Finland
- Irene di Padua, Italy / Belgium

- **Your opinions and views: the Energy Efficiency Watch Survey live**

Christiane Egger, OÖ Energiesparverband, Austria

- **Creating a better community image**

Vlasta Krmelj, Energy Agency of Podravje, Slovenia

- **Competitiveness through energy efficiency**

Nina Riehle, Ras Al Khaimah, United Arab Emirates

- **Presentation of the annual Young Energy Efficiency Researcher Award**

Markus Achleitner, Regional Minister for Economy and Energy, Upper Austria

**13:00 End of the conference**

