



## D5.11 Press releases 1-3

<b>Work Package No</b>	WP5
<b>Work Package Title</b>	Communication and Dissemination
<b>Work Package Leader</b>	EUFORES
<b>Issue Date</b>	21.11.2022





## Disclaimer and acknowledgements

---



*“This project has received funding from the European Union’s Horizon 2020 Research and Innovation Programme under Grant Agreement No. 847153”*

The publication reflects only the authors’ views and not necessarily those of the European Commission. The European Commission is not responsible for any use that may be made of the information it contains.



DOCUMENT INFORMATION	
Acronym	EEW4
Title	Energy Efficiency Watch 4
Grant Agreement Number	847153
Call	H2020-LC-SC3-EE-2018
Project Coordinator	EUROPEAN FORUM FOR RENEWABLE ENERGY SOURCES (EUFORES)
Document Type	Report
Dissemination Level (PU/CO)	Confidential

DOCUMENT HISTORY			
Issue	Date	Comment	Author
V1	21.11.2022	As foreseen on the GA	V.Petetti

ADDITIONAL AUTHOR(S) AND CONTRIBUTION	
Name	Organisation
Kinga Timaru Kast	EUFORES

VERIFICATION AND APPROVAL		
	Date	Name
Verification final Draft by WP leader	21.11.22	V.Petetti
Approval Final Deliverable by Coordinator	22.11.22	J.Geiss

**EEW4 project team**

---

Participant No *	Participant organisation name	Short name	Country	Organisation type
1 COORDIN.	EUROPEAN FORUM FOR RENEWABLE ENERGY SOURCES	EUFORES	BE	NPA
2	GUIDEHOUSE GERMANY GMBH	GUIDEHOUSE	DE	Company
3	OÖ ENERGIESPARVERBAND	ESV	AT	Regional agency
4	BORG & CO AB	BORG & CO AB	SE	Company
5	FEDERATION EUROPEENNE DES AGENCES ET DES REGIONS POUR L'ENERGIE ET L'ENVIRONNMENT	FEDARENE	BE	Federation
6	ENERGY CITIES ASSOCIATION	ENERGY CITIES	FR	NPA

**Deliverable background**

This set of documents will compile the 3 press releases of the project which have been disseminated across project partners.



## Contents

1-Press Release .....	6
Pictures .....	7
2-Press Release .....	8
Pictures .....	9
3-Press Release .....	9
Pictures .....	11

## 1-Press Release

### PRESS RELEASE

Brussels, 5 May 2021

# The missing "WHY" for energy efficiency

**The Energy Efficiency Watch presents the results of its new survey, bringing together the insights of over 1,200 experts on the progress in energy efficiency policies and key factors for narrative development in all EU Member States.**

The energy efficiency community is looking towards June, when the European Commission is expected to publish the Amendment of the Energy Efficiency Directive (EED) to implement the ambition of the new 2030 climate target. The [Energy Efficiency Watch](#) (EEW), an EU-funded project, publishes the results of its new EU-wide experts survey [The missing "WHY" for energy efficiency](#). The survey results compile the opinions and insights of 1,270 energy efficiency experts in all Member States and provides valuable information that can help put the EU on the path to climate neutrality.

The survey presents how energy experts see the "real-life" progress of energy efficiency policies in their own country. It was also designed to contribute to a deeper understanding of what constitutes a successful narrative for energy efficiency and the current positioning of energy efficiency in the public debate.

The study establishes that the perceived energy efficiency progress remains too slow across the EU27 and new dynamics are lacking. Policy ambition seems more strongly maintained, despite political changes, in the countries or regions where a consensus has been reached on "WHY" it should be done. This emphasises how effective and strong narratives are needed to drive the energy transition and achieve Europe's climate neutrality goal. The survey results provide interesting new insights for this process on EU level and in each country.

Christiane Egger, Deputy Manager of the OÖ Energiesparverband (ESV) and main author of the study, commented: *"Across all Member States, the survey results show that more attention needs to be paid to the positive economic impacts of energy efficiency on jobs, industry and competitiveness to gain the buy-in and participation of influential stakeholder groups."* A key finding of the study is that we need to strengthen the link between economic elements and energy efficiency in the public debate, and require better data showing these benefits beyond climate protection and cost savings.

Egger added: *"The EU Recovery Plan and the debate around the revision of the EED present a unique opportunity to reposition energy efficiency as a key recovery strategy and economic driver. We therefore urgently need compelling narratives that can help shape the debate on energy efficiency on local, regional and national level, and create new dynamics for successful implementation of energy efficiency policies in Member States."*



**\*\*END\*\***

Read the full EEW4 survey [report here](#).  
survey [results here](#).

Read the executive summary of the EEW4

On the Energy Efficiency Watch project: [energy-efficiency-watch.org](http://energy-efficiency-watch.org)

Pictures



 ENERGY EFFICIENCY WATCH

**“Across all Member States, the survey results show that more attention needs to be paid to the positive economic impacts of energy efficiency on jobs, industry and competitiveness to gain the buy-in and participation of influential stakeholder groups.”**

---

**RESULTS FROM THE LARGEST ENERGY EFFICIENCY EXPERT SURVEY IN EUROPE**



## 2-Press Release

### PRESS RELEASE

Brussels, 30 May 2022

# 10 case studies to support energy efficiency narratives

This set of ten case studies analyses and consolidates enabling narratives for energy efficiency which resonate in different national and regional contexts. The chosen ten case studies are the result of the input received by stakeholders representative of the 27 EU Member States, they touch upon different sectors (e.g. building or industry related policies and respective narratives) to provide key policy recommendations to the EU on how to complement policy instruments by successful narratives.

The [Energy Efficiency Watch](#) (EEW), an EU-funded project, [publishes](#) ten exemplary case studies representative of the EU 27, to provide key policy recommendations to the EU on how to complement policy instruments by successful narratives.

The cases are illustrated with the relevant input received and the narrative's functioning principle and rationale.

The narratives chosen are transferable to different national or regional contexts by linking to recognised benefits that, beyond energy and costs savings, may include aspects such as competitiveness through technological innovation, modernisation of buildings, job creation, climate protection, or energy security.

### 10 Case Studies:

1. **Communication, Dialogue and Participation** - read more [here](#)
2. **Independent and transparent data** - read more [here](#)
3. **What makes a real business case for energy efficiency** - read more [here](#)
4. **The image of technologies** - read more [here](#)
5. **'Good to be a front-runner'** - read more [here](#)
6. **Energy efficiency as integral improvement of the production cycle** - read more [here](#)
7. **Empowering research and innovation for energy efficiency** - read more [here](#)
8. **Education, training and upskilling** - read more [here](#)
9. **Transformation in line with social justice** - read more [here](#)
10. **'Just Transition'** - read more [here](#)

\*\*END\*\*

Read the full EEW4 10 Case Studies [document here](#).



On the Energy Efficiency Watch project: [energy-efficiency-watch.org](https://energy-efficiency-watch.org)

Pictures



### 3-Press Release

#### PRESS RELEASE

Brussels, 28 September 2022

## The missing ‘why’ – how narratives can improve energy efficiency and security in Europe

The Energy Efficiency Watch 4 project will soon come to an end. This press release will present the key results of the project. Overall, the project outcomes intend to improve the level of communication on energy efficiency identifying narratives for energy efficiency that resonate in different national or regional contexts. In this context the project offers supporting tools for policy makers.

The [Energy Efficiency Watch](https://energy-efficiency-watch.org) (EEW), an EU-funded project [publishes](#) the conclusions on the missing “why” and how narratives can improve energy efficiency and security in Europe. The main conclusions



have been condensed in a Narratives Brochure in the form of overarching policy recommendations for policy makers, based on the EEW4 survey and narrative cases, also in view of the ‘Green Deal’.

- Overall policy makers should **think and act beyond fragmented traditional policy areas**, considering that in the public debate the connotation of change decides about the success or failure of the energy transition. To develop the right communicative framing, comprehensive policy package must be developed across sectors and policy areas, combining for instance energy, education, research & innovation. A more concerted action between energy policy and key players such as educational institutions, branch associations is needed.
- **Strategic planning of policy implementation** is required from the very start, considering supportive narratives to flank all new and ongoing policy and by promoting measures for participation and dialogue to target specific groups and stakeholders to increase their understanding and potential buy-in.
- The **economic relevance of energy efficiency** as part of the energy transition must be strengthened, by the evolution of new business models and the creation of favourable market conditions. There needs to be a broader understanding of economic benefits, specifically the role that audits can play to incorporate their results in the financial key performance indicators of companies. Overcoming the predominance of the supply side is another important point to strengthen the synergies with energy efficiency, to that regard different target groups’ patterns of economic behaviour should be analysed, and policy instruments should be tailored accordingly. A comprehensive definition of the economic dimension of energy efficiency should be established to increase geo-political resilience.
- The **energy crisis related to the Ukraine war** shows that **energy efficiency has a high potential for energy security**. Starting EEW4, we expected the contribution of energy efficiency to energy security to play a role in our discussions with stakeholders, to our surprise, the argument did not make it to the top five topics of the survey. This does not mean that EEW4 results are outdated, but on the contrary allows for insightful additional conclusions: energy security has not been taken serious in the past, this is caused by a structural predominance of the supply side in the perception of what constitutes energy security, and a deep-rooted belief in economically rational behaviour as guiding principle for international energy relations. The EU must live up to its “energy efficiency first” principle and must aspire to more ambitious policies and according narratives.

**\*\*END\*\***

Read the full EEW4 Narratives Brochure document [here](#).

Pictures

