

EEW4 EVENT REPORT

Project Partner:

Guidehouse

Title of the event:

National Business Stakeholder Workshop, Greece: Business perspectives on energy efficiency policy

Date & location:

Online event:

First session: 22 March 2021, 11:00 - 13:00 (Athens time)Second session: 23 March 2021, 11:00 - 13:00 (Athens time)

Organiser(s):

Guidehouse with support of the Centre for Renewable Energy and Savings (CRES)

Number of Participants:

Session 1: 24 Session 2: 22

Summary of the event

The virtual Business Stakeholder Workshop in Greece set out to discuss the enabling factors for successful energy efficiency measures and policies on national and EU level.

A broad range of Greek stakeholders attended the workshop and participated in the virtual discussions. Narratives elaborated in previous Energy Efficiency Watch National Business Stakeholder Workshops were tested and discussed with the participants. The interactive workshop was moderated by Daniel Becker from Guidehouse, supported by Evi Tzanakaki from the Centre for Renewable Energy and Savings (CRES).

Objective & main programme point

The aim of the workshop was to 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 Poland and the EU. Insights and pointed narratives from previous business stakeholder workshops also fed into the discussion.

Input Collection

Narrative elements identified, challenges and recommendations for promoting energy efficiency

Key factors and challenges for successful energy efficiency implementation:



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- Cost is key for consumers: low-quality Energy Performance Certificates are available at very cheap prices, undermining the uptake of serious offers.
- Markets and authorities need to ensure availability of robust and comprehensive solutions for consumers.
- 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. Low levels of trust in co-owners, high cost sensitivity and low energy prices impede household investment. Strong economic volatility and uncertainties for long-term investments. Owners of commercial and tourism buildings have greater incentives to invest in energy efficiency.
- Need to decentralise the energy sector and to manage grid congestions for energy and solar as a service.

There have been extended discussions about the energy renovation of residential buildings, specifically the *Exoikonomo-autonomo* scheme for improving energy efficiency in residential buildings.

Success factors identified:

- The program experienced very wide communication throughout the supply chain, e.g. through public communication, industry advertisement, word of mouth advertisement by households. The scheme is established as a key reference in the market.
- Broad scope, easy access and long duration of the scheme allowed for wide communication and have improved acceptance
- Good match between needs and programme
- "Green DNA" of the scheme
- Found to be good example and very popular scheme throughout the buildings value chain



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- increased transparency for the costs and benefits of energy
- The programme also benefited and received support from the construction industry, particularly in the beginning.

Potential for improvement identified:

- Develop better award criteria to enhance credibility
- Expand scope, potentially to commercial buildings
- Shorter intervals of calls for projects or introduce continuous process
- Improve design of selection process, e.g. through better alignment with the main target of the policy and stronger focus on quality in eligibility and selection criteria; better criteria will improve the acceptance of the scheme
- Improve communication and transparency on the use of funds, e.g. "first come, first served" is not the approach anymore which is still not known broadly; also technical details are not yet well known by the public
- Establishing a feedback platform would be helpful to further expand the application and to improve acceptance
- Exclude support for fossil energy sources as single measures (e.g. for gas meter only in combination with a renewable solution)
- Financial products require further development

In summary, the overarching key themes identified and discussed by participants include:

- Reinforcing the requirements and triggers for energy audits and energy performance certificates
- Enhancing communication between policies/ programmes, stakeholders and consumers
- Differentiating approaches / programmes per target group consider role of real estate for households & economic situation
- Adapting regulatory framework to enable new business models

Attached:

- Programme
- Pictures
- PowerPoint presentation (as separate file)



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Agenda

First session: 22 March 2021, 11:00 - 13:00

11:00 – 11:05	Check-in & Welcome (Guidehouse)
11:05 – 11:20	Welcome note (CRES)
11:20 – 11:30	Background on Energy Efficiency Watch (Guidehouse)
11:30 – 11:45	Icebreaker discussion: Successful energy efficiency policies Which energy efficiency policies, instruments or measures have been successful in Greece?
11:45 – 12:30	<u>Discussion in breakout groups:</u> Divers for successful energy efficiency implementation: key factors, focus points in public debate, evaluation over time
12:30 – 12:45	Summary presentations form breakout groups
12:45 – 13:00	Reflection and outlook

Second session: 23 March 2021, 11:00 - 13:00

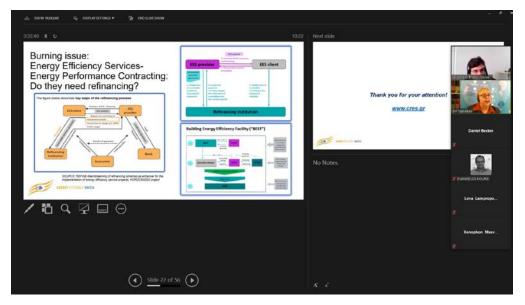
11:00 – 11:05	Check-in & Welcome
11:05 – 11:20	Background: Role of narratives for promoting energy efficiency
11:20 – 11:50	Joint reflection on argumentative drivers for acceptance of energy efficiency policies and measures
11:50 – 12:50	Consolidation of joint conclusion: Key messages to decision-makers
12:50 – 13:00	Wrap-up



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Photos

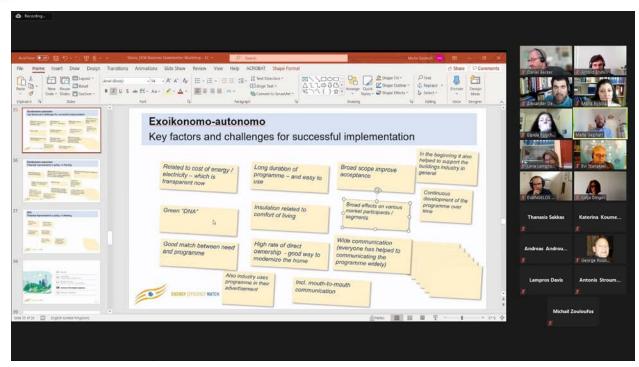






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