

EEW4 External Event Report

Title of the event: "Business perspectives on energy efficiency policy"

Date & location:

Online event:

First session: 27 April 2020, 15:00 – 17:00
Second session: 28 April 2020, 10:00 – 12:00

Organiser(s):

Navigant, supported by the Italian Federation for Energy Efficiency (FIRE - Federazione Italiana per l'uso Razionale dell'Energia)

Summary of the event

The second National Business Stakeholder Workshop gathered over 30 participants from Italy and was held in two interactive sessions on April 27 and April 28 as a virtual meeting due to COVID-19 health restrictions. The participating business representatives and energy auditors shared their insights and discussed on how to make progress on energy efficiency and what is needed to make efficiency policies a success. The event was organized in collaboration with the Italian Federation for Energy Efficiency (FIRE), an independent non-profit organization for promoting sustainability and the efficient use of energy. Daniel Becker from Navigant, a Guidehouse company, presented the results of previous EEW projects, the methodology and workplan of EEW4, and the role of narratives in policy implementation. Dario Di Santo from FIRE underlined the importance of highlighting non-energy benefits in the communication of energy efficiency policies and measures to increase awareness and acceptance also beyond the energy sector business society. The input received through the workshop will feed into in a case study report by the EEW-analysis team to be published on the Energy Efficiency Watch website.

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 Italy and the EU.

Conclusions

The Italian Business Stakeholder Workshop showed that economic arguments are key to convince businesses and industries to implement energy efficiency measures. Promoting the impact of energy efficiency

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measures in monetary terms instead of energy savings can help to convince decision makers. Beyond cost savings, non-energy benefits should also be highlighted in the communication and promotion of energy efficiency measures and policies, as for example, product quality and image improvements or innovation. Instead of offering generic solutions, energy services need to be tailored to the specific needs of potential clients, especially regarding industries and businesses with energy-intensive processes.

The participating business stakeholders called for a holistic and persistent view on energy efficiency. Policies should trigger a cohesive view on energy efficiency to integrate energy efficiency in core business models and processes.

More and new formats for communication between stakeholders and policy makers would be welcomed by the Italian businesses. A platform has been proposed to improve dialogue between policymakers and stakeholders to stimulate trust and to improve predictability of support schemes

A level playing field and predictable instruments are necessary to enable the private sector to develop new business models. Energy efficiency should be connected to policies for digitalisation (e.g. Industry 4.0 programme) and innovation.

Attached:

- Programme
- Pictures





Programme

First session: 27 April 2020, 15:00 – 17:00

Energy Efficiency Watch & sharing business experiences

15:00 – 15:30	Welcome & Input session: Energy efficiency policy & Energy Efficiency Watch 4 project
15:30 – 16:15	Breakout sessions: Business perspectives on best-practices of implementing energy efficiency
16:15 – 16:45	Breakout session presentations
16:45 – 17:00	Reflection and discussion of breakout sessions

Second session: 28 April 2020, 10:00 – 12:00

EU energy efficiency policy & narratives for promoting energy efficiency

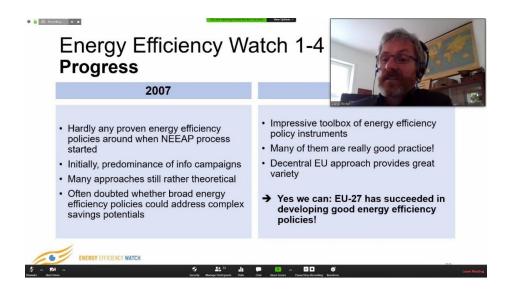
10:00 – 10:30	Input session: Developing narratives for promoting energy efficiency
10:30 – 11:30	Plenary discussions: A policy perspective on implementation and acceptance of energy efficiency
11:30 – 12:00	Wrap-up



Pictures

Input session: Energy Efficiency Watch 4 project





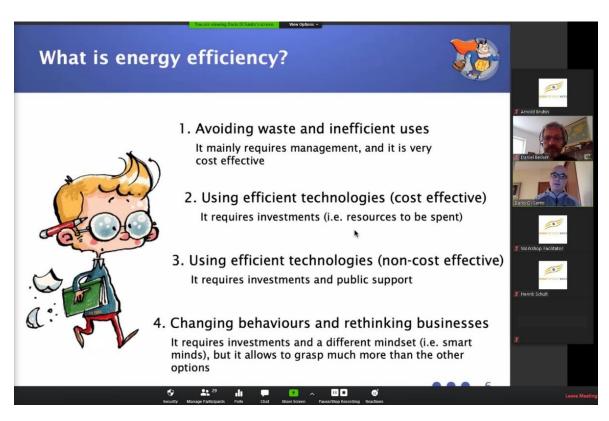
Welcome note Dario Di Santo, Managing Director, FIRE



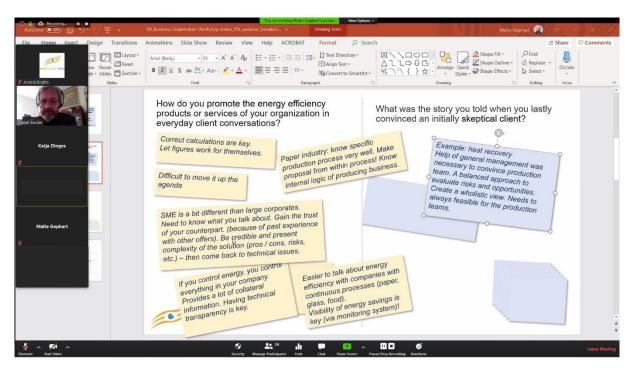
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"The project EEW4 has received funding from the European Union Horizon 2020 research and innovation programme under grant agreement No 847153"





Breakout session presentations



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Wrap-up session

