

# Benchmarking Member States' energy efficiency strategies

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ENERGY EFFICIENCY WATCH



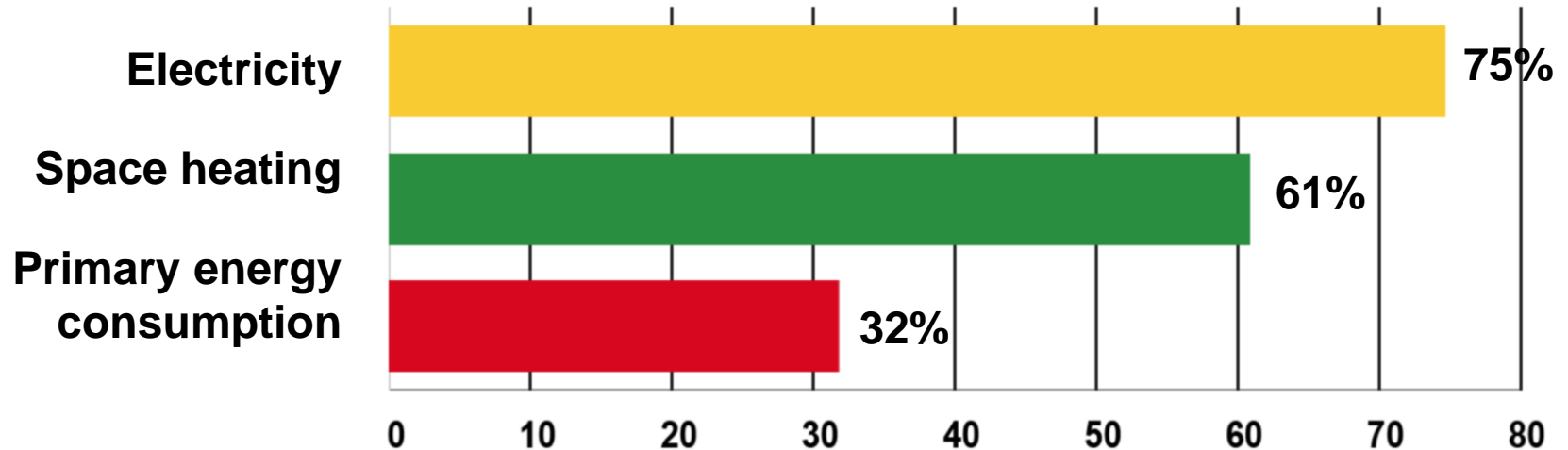
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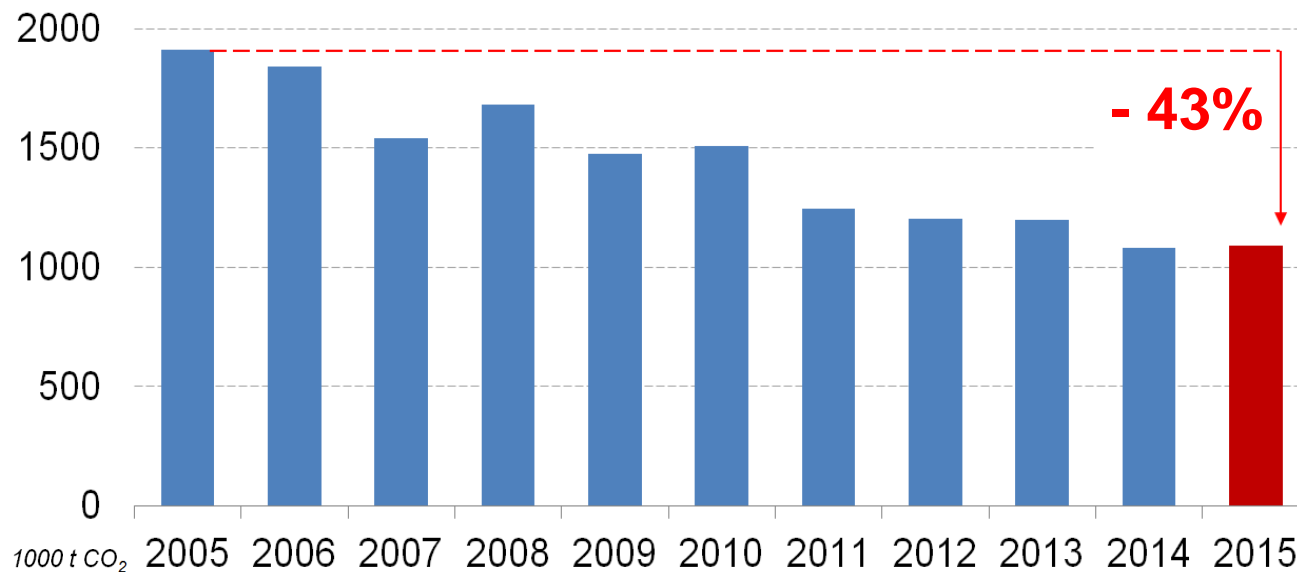
# Clean energy transition in Upper Austria

## energy efficiency & renewables as a "winning team"

### Renewable energy in Upper Austria



### Greenhouse gas emissions from buildings



# The Energy Efficiency Watch Project

## Progress of energy efficiency policies the EU Member States

- **Expert Survey:**

More than 1100 energy experts from all 28 MS consulted

→ how they see the actual, "real-life" progress in energy efficiency policies in their respective country

→ similar survey carried out in 2012

- **28 Country Reports**

- **10 Case Studies**

- **Business Stakeholder Consultation**

- **Extensive communication and networking**



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Key issue: how can we **speed up energy efficiency** in Europe?



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# Progress indicators 2015 and 2012

## "Real life progress by country experts"

	Austria	5	13	↗
	Belgium	13	18	↗
	Bulgaria	23	16	↘
	Croatia	10		
	Cyprus	5	22	↑
	Czech Rep.	15	25	↑
	<b>Denmark</b>	<b>1</b>	<b>2</b>	
	<b>Estonia</b>	<b>3</b>	<b>3</b>	
	<b>Finland</b>	<b>2</b>	<b>1</b>	
	France	12	10	
	Germany	5	6	
	Greece	24	16	↘
	Hungary	26	20	↘
	Ireland	15	11	↘

	Italy	13	27	↑
	Latvia	15	12	
	Lithuania	9	18	↗
	Lux	10	3	↘
	Malta	25	3	↓
	NL	19	24	↗
	Poland	22	21	
	Portugal	21	6	↓
	Romania	20	23	
	Slovak Rep.	15	26	↑
	Slovenia	5	7	
	Spain	28	15	↓
	Sweden	4	9	↗
	UK	27	13	↓



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# Against "ups and downs": a "positive narrative" for energy efficiency



- Energy efficiency policies work over a longer period and despite political changes, because a consensus has been reached on **why it is a reasonable thing to do**
- They have found convincing answers to the question:  
**"Why should we want energy efficiency?" (positive narrative)**  
And not: "**We must because Brussels tells us so**"
- Narratives differ significantly between Member States/regions/cities: energy independence and security, innovation, social and health benefits, industrial competitiveness, climate change etc.
- A good narrative is based on strong numbers!
- And: political decision makers can support the development and spreading of narratives!



# Policy instruments: what works and what does not?

How effective are the following policy instruments in your country?



No. of countries

	 Over 70 % see them as <b>effective</b>	 Over 30 % see them as <b><u>not</u> effective</b>
EE requirements for <u>new buildings</u>	26	1
Energy <u>labelling</u> of products	26	0
EE requirements for <u>renovated buildings</u>	22	1
Energy <u>certification</u> of buildings	15	6
Programmes for <u>local energy planning</u>	12	10
Financial incentives for <u>private households</u>	11	9
Financial incentives for <u>SMEs</u>	6	11
Energy <u>audits</u> for companies	6	12
Targeted <u>advice</u> for households	6	13
Inspection <u>heating/air-conditioning</u>	3	16
Smart metering	2	17

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**strong, EU regulatory, longer-term policies**



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# Making energy efficiency your business

- Without the right framework, it is hard to make **energy efficiency the main business** of a company (rather than an additional "sales argument" for a product or service)
- This resulted in markets where energy efficiency potentials were **not systematically addressed** by specialised **energy efficiency companies**
- Examples show that the right policy framework resulted in innovative business models with many new market entrants, many of them SMEs. **Their main business is energy efficiency.**
- By identifying economic potentials, they create business for companies with efficient products and solutions





# Carrots, sticks and tambourines



# Policy packages

## Example: Sustainable Energy Action Plan Upper Austria

### "sticks"

#### Regulatory measures

- Emission & efficiency standards
- Fuel requirements
- Renewable heating obligations
- Minimum requirements heating & cooling

### "carrots"

#### Financial measures

- Investment grant programs
- Renewable heating as a program requirement
- Contracting program
- Regional R & D program, pilot projects

### "tambourines"

#### Information & training

- Energy advice
- Training programs
- Publications, campaigns & competitions
- Local energy action plans
- CTC - clean energy business network

stimulate demand

**Policy Packages**

support supply

# EU energy efficiency policies - what the experts want

- ambitious **targets** and **strong** EU energy efficiency and renewable energy **policy and regulation**
- **policy packages** that combine regulatory, financial and information/training measures to speed up market developments
- more important than the type of the policy is its **reliability** (long term, transparent, at reasonable transaction cost)
- market frameworks that allow SMEs to make energy efficiency their **main business**
- good European, national, regional and local **narratives** for energy efficiency bring stability to sustainable energy policies - less dependent on political fluctuation and an inherent part of energy and industry policies

**Yes, we can make Europe the global leader in sustainable energy efficiency markets and technologies"!**



## EU 28: measures which should be introduced on EU level

