

# **Energy efficiency as a common objective in EU**

## **The voices of energy efficiency in Brussels**

Susanne Dyrbøl  
President EuroACE

# Outline of presentation

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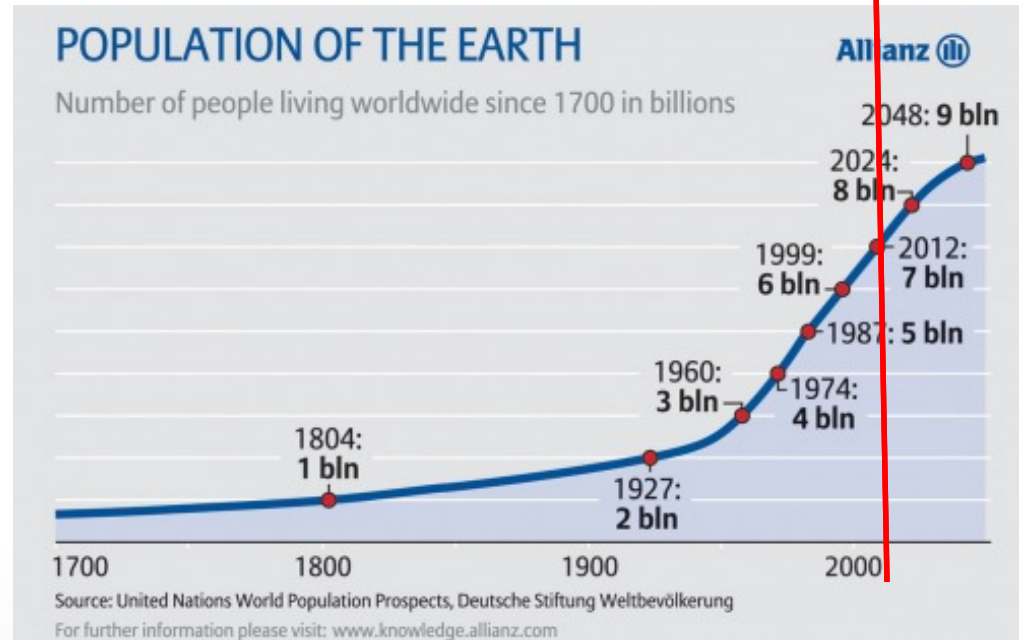
- ✓ Energy Efficiency - What is the challenge and where do we stand?
- ✓ The role of energy efficiency in buildings
- ✓ The voices of energy efficiency in Brussels
- ✓ Conclusion – we need more strong voices for efficiency

# What is the Challenge?



Plus:

Today 



Equals:

# Resource Scarcity

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**What Was That Bump?**

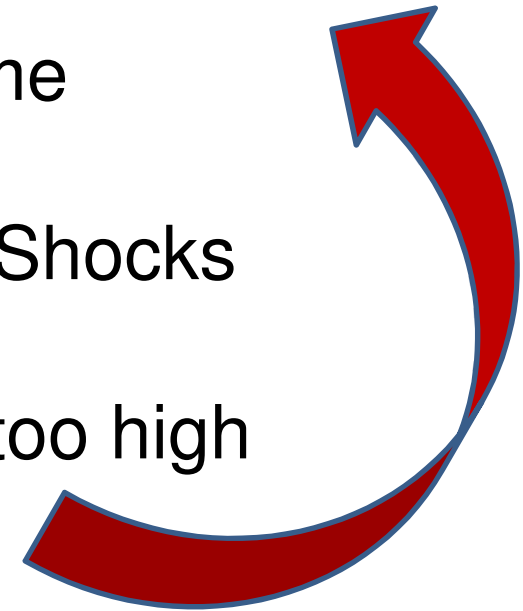
# Energy is Our Most Needed Resource

## But in the EU:

- Steady Increase in Use Over Time
- Heavy Reliance on Imports
- Vulnerability to External Energy Shocks
- Costs Set to Rise Significantly
- The cost of not improving EE is too high

€ € € €

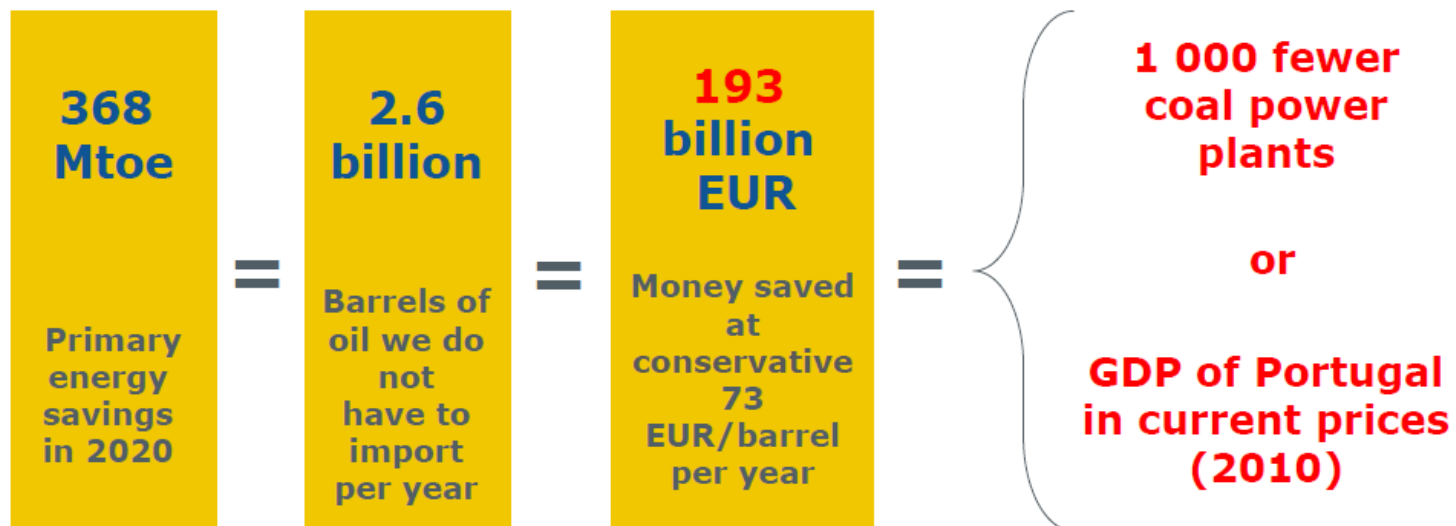
€ €



## Clear Need for Common Action!



## Benefits of meeting the 20% efficiency target are enormous



Source: DG Energy, 2012

## Buildings are the biggest energy consumer and a major CO<sub>2</sub> polluter

**32%**

of all energy in EU is  
used for **transport**



**25%**

of all energy in EU is  
used by **industry**



**40%**

of all energy in EU is  
used by **buildings**



Source: DG Energy: EU Energy in Figures 2012

2/3 of energy consumption in  
buildings is used for heating  
and cooling

Up to 90% of this expensive  
energy is needlessly wasted

# Energy efficiency a common objective in EU

## Efficiency part of the climate package for 2020

### BUT

- ✓ 20% reduction in GHG emissions
- ✓ 20% share of Renewables
- ÷ 20% cut in Europe's annual primary energy consumption

## Efficiency must be de-couples from the climate agenda

- ✓ We need more and strong voices for efficiency





# Voices for energy efficiency in Brussels



The Coalition for  
**ENERGY SAVINGS**

*Trade associations and NGOs*

**EuroACE**

The European Alliance of Companies  
for Energy Efficiency in Buildings



*A political communication campaign initiated  
by EuroACE*



**eurima**

European Insulation Manufacturers Association

# Voices for energy efficiency in Brussels



A political communication campaign initiated by EuroACE



Mineral wool association:  
EU energy and climate policy  
Sustainable buildings  
Technical aspects

# Voices for energy efficiency in Brussels



Coalition of Industry associations and NGOs: EU energy policy



A political communication campaign initiated by EuroACE



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## Coalition for Energy Savings and President Van Rompuy discuss benefits of 2030 energy savings target - before March Council meeting 2014



- Europe's **leading companies** involved with the manufacture, distribution and installation of energy efficiency equipment and services in buildings
- **Objective:**  
To promote **energy efficiency in buildings** on the EU political agenda, raise awareness, provide research data and communicate on available solutions and policies
- We believe that improving the energy efficiency of buildings is the most **cost-effective** way to:
  - ✓ Achieve energy security
  - ✓ Create employment and secure economic recovery
  - ✓ Reduce fuel poverty
  - ✓ Meet carbon reduction targets



# Members

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# Cross-Sector Representation



1. Air Cooled Chiller
2. Heat Pump
3. Automated Roller Blind
4. Glazing
5. Regenerative Drive Elevator
6. Floor Insulation
7. Heating Controls: Room Thermostat
8. Automated Exterior Venetian Blind
9. Insulation
10. Insulated Wall System
11. Heating Controls: Radiator Thermostat
12. Heat Recovery Ventilation
13. Humidity Sensitive Air Inlets
14. Heat Pump
15. Automated Roller Blind
16. Humidity Controlled Extract Unit
17. Lighting
18. Sunspace
19. Automated Awning
20. Insulation
21. Sealants
22. Roof Window
23. Solar-control/ Low E-window Film
24. Air Tightness Membrane

# EuroACE Policy Priorities

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## **Climate and Energy Policy 2030:**

- Call for an overall binding target for energy efficiency
- Work to ensure at least a sectoral target for buildings
- Seek to ensure its a step on the road to 2050

## **Energy Efficiency Directive:**

- Track implementation at Member State level
- Engage in European Commission review in 2014

## **Energy Performance of Buildings Directive (EPBD):**

- Work to ensure that review leads to an all-encompassing directive on buildings – focus on demand drivers and enforcement



# The Renovate Europe Campaign

A Political  
Communications  
Campaign with

32 Partner  
Companies and  
Associations in 2014

Aim at a broad  
stakeholder  
involvement – EU,  
national and regional  
level



## European Contributing Partners



## National Contributing Partners



## European Supporting Partners

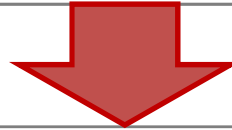


## National Supporting Partners





**Reduce the Energy Demand of the Existing Building Stock by 80% by 2050 Compared to 2005 Levels**



**Raise the Renovation Rate of the Existing Building Stock to 3% Per Year by 2020 and Maintain that Rate to 2050**



**Ensure that all renovations are deep or staged deep renovations to avoid “lock-in”**



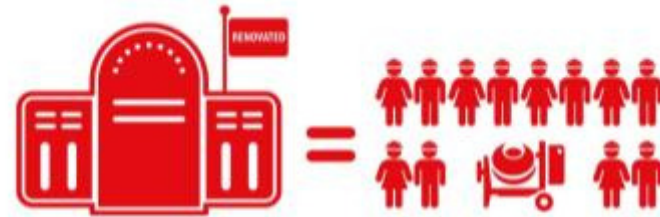
**Drive the Formulation and Implementation of an Effective Policy and Legal Framework for the Achievement of our Ambition**



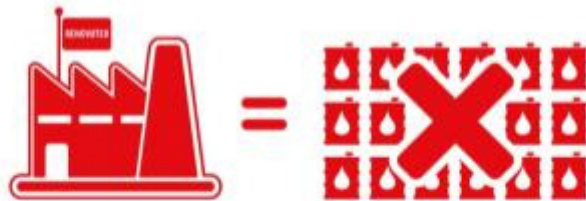
# Renovate Europe Messages



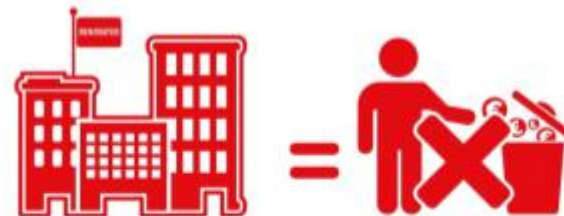
Energy Efficient Renovations  
Boost Public Finances



Deep Renovation of the EU  
building stock could create local  
jobs and stimulate the economy



Improving efficiency through  
deep renovation reduces  
our dependence on foreign  
imports



Deep renovation of homes and  
businesses reduces energy bills  
whilst reducing Europe's CO2  
footprint

Watch the Campaign update at [www.renovate-europe.eu/](http://www.renovate-europe.eu/)

The screenshot shows the homepage of the RENOVATE EUROPE website. At the top, there is a search bar and a navigation menu with links for HOME, MANIFESTO, THE CAMPAIGN, NATIONAL INITIATIVES, RESOURCES, and CONTACT. Below the navigation is a red banner with a graphic of a building icon and a group of people icons, with the text: "Deep renovation of the EU building stock could create up to two million jobs and kick start the economy".

The main content area features a central section with a photo of a woman and the text: "RENOVATE EUROPE MANIFESTO GET YOUR MEP TO SIGN! MEP's are supporting us. What about yours? Read more". To the right of this section is a list of media items: "Renovate Europe Campaign Tune" and "RE Day 2013 - Herman Van Rompuy Video Address". Below this list is a red arrow graphic pointing right with the text "REDAY ANNUAL EVENT".

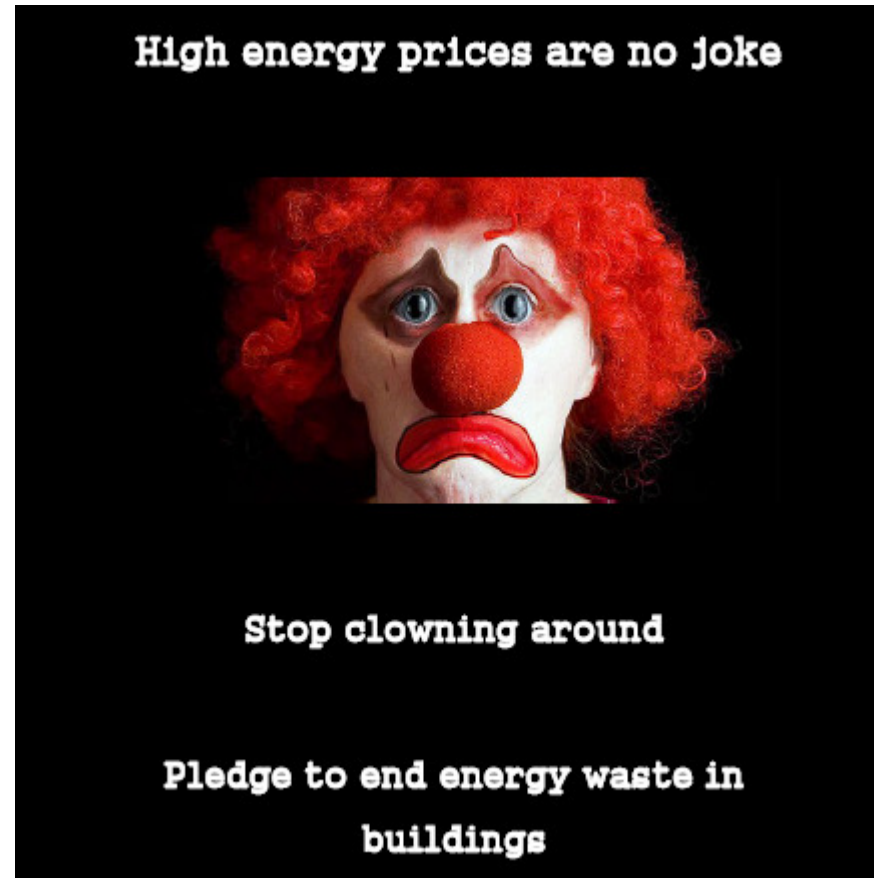
Below the main content area, there are three columns: "Partners" with logos for Danfoss, ELA, and EuroACE; "Latest News" with a headline "! Action !" and a sub-headline "The Renovate Europe Campaign has sent a Letter to the Head of State ahead of the EU Summit on the 20th and 21st March! Read More"; and "From Twitter" with a tweet from Ingrid Reumert (@IngridReumert) dated 18 Mar, which reads: "Business: We urge #eu heads of state to take ambitious measures on #EnergyEfficiency".

Red circles are drawn around the central manifesto section, the "REDAY ANNUAL EVENT" graphic, the "Latest News" section, and the "From Twitter" section.



# Renovate Europe – actions towards MEP election

- 12. March Launch of Manifesto **"STOP ENERGY WASTE IN BUILDINGS"** - *Plenary meeting with National partners & colleagues*
- 1-3 April *"Days on actions in EP"* followed by actions from national partners
- June – meet new MEPs
- Questioning the new Commissionaires
- Renovate Europe Day 2014 (November 5<sup>th</sup> afternoon!)



## Is the Campaign Successful?



**What does the President Say?**



# The face of Renovate Europe

**Mr Theodoros Christopoulos,**  
Energy Attaché  
of the Greek  
Presidency of  
the EU



**Mr Adrian Joyce,** Renovate  
Europe  
Campaign  
Director

# Congratulation







Rond Point Schuman, 6 - 8th floor  
B-1040 Brussels

Tel.: +32 (0) 2 639 10 10

Fax: +32 (0) 2 639 10 15

Email: [adrian.joyce@euroace.org](mailto:adrian.joyce@euroace.org)

<http://www.euroace.org> and <http://www.renovate-europe.eu>