How to leverage Energy Efficiency for Europe's competitiveness and economic growth

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Philips Brand Today: "innovation and you"

In 2013, Philips unveiled its brand positioning that builds on the company's legacy of creating innovations that matter to people. As part of its new positioning, Philips introduced the new brand line "innovation and you", which is rooted in Philips' strong belief that innovation is only meaningful if it is based on a deep understanding of people's needs and desires. The design of the Philips shield was also modernized for use in digital and mobile channels, while retaining its heritage of the stars and waves. The brand direction was brought to life by the launch of a digital storytelling platform, showcasing a wide range of Philips innovations that make a real difference to people across the globe.
Global Trends & Challenges

We live and operate in a fast changing world, where a number of global trends pose new challenges to government, business and society, resulting in the need (and opportunities) for new solutions and business models that address economic growth with accompanying improvements in quality of life.
By adopting an ambitious and mandatory energy saving target for 2030, Europe could...

- **Reduce Energy Prices**
  Reduced demand through energy efficiency will push down the cost of energy, leading to a reduced price tag for energy of €30 billion by 2030. This figure is equivalent to the electricity sales in France for 2011.

- **Create Jobs**
  Throughout the period up to 2030, 1,500,000 Full Time Equivalent direct jobs per year will be created and sustained.

- **Decrease Energy Consumption**
  By 2030 Europeans would be saving €200 billion net a year from energy efficiency, taking into account both investment costs in energy efficiency and energy cost savings.

- **Cut Energy Imports**
  Europe currently (2018) imports €573 billion in energy. This amount can be cut by 40% through energy efficiency measures.

- **Decrease CO2 Emissions**
  CO2 savings would amount to 1.5 billion tons a year by 2030, which would decrease total EU emissions by roughly a third.

- **European Energy Infrastructure**
  Over the period to 2030, energy efficiency can offset the investments needed in Europe for energy infrastructure by €30 billion a year.

- **Boost Growth**
  A minimum increase of 1% in European GDP is expected by 2030 through energy efficiency measures.
• **REDUCE ENERGY PRICES**  
  o reduced price tag for energy of €50 billion by 2030

• **CREATE JOBS**  
  o up to 2030, 1,500,000 direct jobs

• **DECREASE ENERGY CONSUMPTION**  
  o saving €200 billion/yr (reduced investment & energy saving)

• **CUT ENERGY IMPORTS**  
  o 40% of €573 billion in energy

• **DECREASE CO2 EMISSIONS**  
  o 1.5 billion tons a year by 2030

• **OFFSET INVESTMENTS NEEDED FOR EUROPEAN ENERGY INFRASTRUCTURES**  
  o Over the period to 2030 energy infrastructure savings of €30 billion/yr

• **BOOST GROWTH** - A minimum increase of 1% in European GDP by 2030

Source: European Alliance to Save Energy (EU-ASE) with the support of the research group Ecofys, “The case for a European energy saving target for 2030”, February 2013
Philips supports the EU Energy and Climate goals

Catching 4 birds with one stone

Rising energy prices

Climate Change

Security of energy supply

Economic growth
Key focus - CITIES

Cities are growing and transforming

Sustainable

Liveable

Connected

Funding supportive tools
What is a sustainable city?

- Lighting accounts for more than 19% of the world’s total electricity consumption.
- Globally, simply switching to existing LED lighting solutions mean up to 40% savings in energy usage and up to 80% with smart controls.
- The transition to energy efficient lighting technologies is financially one of the most attractive and simplest energy efficiency initiatives.
Ex: Santander (Spain)

Contributing to energy savings with ‘Lumimotion’
The importance of building renovation

• **Economic Benefits:** A revenue-generating activity which creates local non-exportable jobs and has a positive impact on public finances through reduced energy costs.

• **Social Benefits:** A significant contribution to boost urban renewal in disaffected areas and to reduce fuel poverty.

• **Health Benefits:** An effective way of improving indoor climate and thereby reducing hospitalisations.

• **Environmental Benefits:** A cost-effective means of reducing air pollution and CO2 emissions.

• **Political Benefits:** An efficient strategy for getting your country back on track to meeting its 2020 climate, energy and growth objectives.
What is a liveable city?

Liveable cities are:
• Attractive to their citizens
• Attractive to tourists and businesses
• With their own image/identity
• Where people are welcomed & feel safe
• Where public spaces share history and culture with their citizens and visitors
Ex: Rios de Luz (Valladolid, Spain)

The architectural heritage as night mover

- 45% Energy savings
- 20% Staying overnight
- City Museum
- Light as city branding

Ruta de Rios de Luz Valladolid: http://valladolidriosdeluz.es
Bastions of Light Badajoz: http://www.youtube.com/watch?v=yzNAuWpH-58
What is a connected city?
Ericsson and Philips unite to brighten...  
**connectivity**  
Smart street light integrates mobile broadband infrastructure  

**Mobile operators**
Can densify mobile networks without cluttering a city

- **3x**
  - At least 3x as many cell sites will be needed to meet demand
  - 2-in-1 solution that takes up no additional space
  - Better mobile experience for their customers

**Citizens**
Better mobile connectivity and data communications

- **10x**
  - Mobile traffic is expected to grow 10 times by 2019
  - Brighter, safer streets with white light from LEDs

**Cities**
Lower energy costs

- **LED can generate energy savings of up to 80% with smart controls**
- Innovative business model makes city infrastructure more affordable
- Space in the smart street light pole can be rented to mobile operators

Sources: Ericsson, The Climate Group, Philips
Energy Efficiency Management system Palencia (Spain)

- Application based in maps
- Failure detection and notification
- Adjustment of light levels
- Energy measurement
Why an international year of light?

- **Light-based technology is a major economic driver** with the potential to revolutionize the 21st century

- The Proclamation of an International Year of Light will ensure the importance of Light and its potential applications are appreciated by all

Why Philips?

Innovation & You - Improving people’s lives with light
Philips EE / Lighting Partnerships
EU funding 2014-2020

Development and Innovation
ICT
Competitiveness for SMEs
Transition to a low carbon economy
Philips supports the 3 target approach for the EU 2030 climate and energy package. This package must include provisions addressing EE in buildings, appliances and cities given their high potential

Call to Action

1. Promote an ambitious regulatory framework to realize the potential of EE in buildings, infrastructure and appliances

2. Accelerate infrastructure renovation through public procurement based on ‘life cycle costing

3. Reinforce compliance with EU legislation and enforce implementation

4. Support innovative financial incentives and new business models (circular economy)

5. Invest in innovation, including through public private partnership

6. Communicate and increase public awareness about what can be done, showing tangible benefits

Europe’s economic competitiveness is not based on the amount of energy we consume, but rather on what we do with it, i.e. the productive use of energy
Thank you / Obrigada
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