Energy Efficiency Watch 4

The importance of the right message: Effective narratives to make energy efficiency popular

IPM Helsinki, 23 Nov 2019, Daniel Becker, Director at Navigant Energy Germany
1) Energy Efficiency Watch - Overview

- Adoption ESD April 2006
- Deadline NEEAPs June 2007
- Deadline NEEAPs June 2011
- Adoption amended EED November 2012
- Deadline NEEAPs June 2014
- Deadline NEEAPs April 2017
- Clean Energy Package November 2016
- Adoption amended EED Deadline draft NECPs December 2018
- Deadline NECPs December 2019

EEW projects:
- EEW 1
- EEW 2
- EEW 3
- EEW 4

Surveys:
- EEW 2 Survey
- EEW 3 Survey
- EEW 4 Survey

Timeline:
- 2006
- 2007
- 2008
- 2009
- 2010
- 2011
- 2012
- 2013
- 2014
- 2015
- 2016
- 2017
- 2018
- 2019
- 2020
- 2021
- 2022
2) Background: from EEW3 to EEW4
Policy making – major developments 2007-2017

2007
• When NEEAP process was started in 2007, hardly any proven EE policies were around
• Initially, predominance of info campaigns
• Many approaches were still rather theoretical
• It was often doubted whether broad EE policies could address complex savings potentials

2017
• Impressive toolbox of EE policy instruments
• Many of them are really good practice!
• Decentral EU approach provides great variety
=> Yes we can! EU-28 has succeeded in developing good EE policies!
### 3) Implementation indicators 2015 and 2012

"Real life progress by country experts"

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<tr>
<th>Country</th>
<th>2015</th>
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*Note: Arrow (↑) indicates an increase in progress, (↓) indicates a decrease.*
4) From EEW3 to EEW4 – Why is implementation lagging behind?

• Despite our ability to design good policies, our weak part is often implementation
• An instrument is as good as you make it
• If political will is missing, the best instrument will fail
• Changes in the political landscape result in "ups and downs" in energy policy ambition and implementation
• This does not happen in countries where a "positive narrative" was established, convincing to a majority of the public and the stakeholders involved

"This is why we want EE! Let‘s go for it!"

⇒ Often heard: "we have to - Brussels is telling us" or : "We can‘t afford EE-targets"
⇒ National "narrative" is key, broad consensus independent of political majorities
⇒ countries, regions and cities needs to develop own story, comprising multiple benefits of EE: energy security, job creation, regional added value, health, poverty reduction, technological innovation & industrial competitiveness...
5) EEW4 – An approach for narratives

Develop, test and roll-out narratives for the energy transition in member states, regions and cities

Input formats planned:

• Workshops with MPs from the European Parliament and national parliaments (lead: EUFORES)
• Workshops with business stakeholders (lead: Navigant)
• Online survey with energy experts (lead: ESV)
• Inputs from partner networks Energy Cities, FEDARENE, ECEEE (Borg & Co)
• Focus group (lead: Navigant)
Guiding question: Which narratives enable the effective adoption and implementation of energy efficiency policies in the EU?

Intervention logic / working hypotheses:

- **Enabling narrative** ► broad acceptance among stakeholders and society ► adoption of energy efficiency policy

- Adoption of energy efficiency policy ► **enabling narrative** ► broad acceptance among stakeholders and society ► effective policy implementation

- **Focus:** We will analyse the narratives/discourses that enable an effective adoption/implementation of energy efficiency policies. The focus is on the main/structuring discourses/narratives around energy efficiency policies.

Good practice example ➞ Story
(speaks for itself) ➞ Narrative
(spreading info)
(STRATEGIC COMBINATION OF STORY AND ARGUMENTS FROM OTHER AREAS, ‘WIN OVER’-PURPOSE, TARGET GROUP SPECIFIC, BIG PICTURE)
7) Re-define multiple benefits of EE
8) On the way to a successful narrative

Positive narratives need to
- not only convince but win over (not only appeal to rationality)
- Address those for whom climate does not come No 1 (no preaching to the converted)
- Listen & understand their concerns/different priorities
- Couple broader range of topics with climate to bigger picture
- Create examples, show cases, flagship projects
- Tell the success story of those examples & embed in broader narrative
Ideas like **European Green deal** will only be a success if people really believe that they (personally!) will gain (and definitely NOT lose)

The population will critically ask:
- Is it only a project of urban elites?
- Is it only reaching those benefitting from globalization?
- For those who never experienced ruptures in economic structures?

OR

- Is it reaching rural / remote areas?
- Is it beneficial to those who live on small incomes?
- Is there a measurable positive contribution to structural change?
- Is there a positive contribution to problems that needed to be resolved anyhow?
10) Supportive aspects when developing narratives

- Collect & disseminate good practice examples (stories as such can be strong but need to find their audience)

- Coupling of topics based on sociologic analysis (understand what moves the people and connect topics smartly)

- Political formats to build new alliances (speaking to those who are opposed, understanding both concerns and possible common ground)
  - E.g. Parliamentary hearings
  - Broad enrollment of citizen dialogues for acceptance
  - Negotiate benefits with stakeholders

- Bring all elements together under a joint clear vision beyond political battlefields
11) EEW4 – Project set-up

WP1 Project Management (ongoing, overarching)

WP2 Network Activation and Policy Action (ongoing, overarching)

Input Phase

WP3 Narrative Analysis
- 3.1 Methodology
- 3.2 Parliament Event
- 3.3 Survey
- 3.4 Business Workshop
- 3.5 Networks
- 3.6 Focus groups
- 3.7 Synthesis

Testing Phase

WP4 Narrative Testing
- 4.1 Case studies
- 4.2 Parliament Test
- 4.3 Network Tests
- 4.4 Focus Group Tests
- 4.5 Case Studies Final
- 4.6 Key Policy Recomma.

Dissemination Phase

WP5 Dissemination

Tasks 5.1-5.9 ongoing, overarching

5.8 Brochure
12) EEW4 – Key outputs

- **10 case studies** (ten representative cases covering EU-MS and broad spectrum of EE policy areas)
- **Key policy recommendations** on good practice (examples for learning and guiding principles on how to build robust narratives)
- **EEW4 Narrative Brochure** (addressing broader target groups)
- Feedback Loop Report (documentation of detailed outcomes)
- Broad dissemination process (according to WP 5)
13) Narrative development and testing

**Timeline:** May 2020 – May 2021

**Objectives:**

- Developing new narratives based on inputs/analysis from WP3
- Testing reception and impact with broad stakeholder groups
- Have a set of narratives to which different countries, groups, stakeholders can "buy into"
- Outcome: 10 case studies on narrative development and key policy recommendations on how to complement policy instruments by successful narratives.

=> Please be invited to provide us with your experience!
Thank you for your attention

For more information please visit:
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