Energy Efficiency Watch 4 - The impact of **narratives** on **effective policy implementation**

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22 September 2022
### Background: Energy Efficiency Watch 1-4

From policy analysis to the role of narratives

<table>
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<tr>
<th>2007</th>
<th>Today</th>
<th>Why narratives?</th>
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<td>• Hardly any proven energy efficiency policies around when NEEAP process started</td>
<td>• Impressive toolbox of energy efficiency policy instruments</td>
<td>• Insufficient implementation requires an understanding of ‘why are things not happening?’</td>
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<td>• Many approaches still rather theoretical</td>
<td>• Many of them are good practice</td>
<td>• Key role: perception &amp; connotation of policy instruments / energy transition</td>
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<td>• Decentral EU approach provides great variety</td>
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Key Narratives around EE

Participation and Transparency

• Case 1: Communication, Dialogue and Participation
• Case 2: Independent and transparent data base

Economic Aspects

• Case 3: Only talk about the real business case for energy efficiency
• Case 4: The image of technologies
• Case 5: Energy Efficiency as integral improvement of the production cycle

Connotation of Change

• Case 6: Good to be a front-runner
• Case 7: Empowering Research and Innovation for Energy Efficiency
• Case 8: Education, training and upskilling

Social Acceptance

• Case 9: Communicate on price effects and social compensation
• Case 10: Just transition
# Overarching policy recommendations

## The mechanisms

- Insufficient implementation → understanding *why are things not happening?*
- Key role: perception & connotation of policy instruments / energy transition
- Full picture of impact factors
  - Communicative strategies
  - Participation of relevant target groups / stakeholders
  - Broader understanding of economic EE potential (beyond just *saving*)
  - Important links to other policy fields (e.g. education, research)

## The “to-do’s”

- Comprehensive policy packages
- Strategic planning of implementation
- Break the predominance of the supply side
- Foster evolvement of business
Remarks on implications of Ukraine crisis

• Potential of EE for energy security is significant, but not yet taken seriously
• Energy security ranked low in expert survey and in stakeholder workshops
• Discussions mostly dominated by supply side, EE seen as the 'little sister'

• Current gas dependence is high due to lack of integrated strategic planning (supply and demand)
• To strengthen strategic energy planning, EE must get an appropriate role in it
THANK YOU

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