



Mission Efficiency Charrette

— missionefficiency.org

20/09/2024
Lisbon, Portugal



Breakout Groups

Our objective



Agência para a Energia




Make energy efficiency visible and appealing to policymakers, consumers, and industry in order to double the annual rate of energy efficiency improvements this decade.

Breakout groups




 **Challenges:** What are the main obstacles encountered in convincing others—and yourself—to make energy-efficient decisions?

 **Addressing challenges:** How can we overcome these obstacles from a narrative perspective?

 **Leverage the power of data:** What type of data is needed? What collaborations should we foster? What available indicators are readily available?

 **Core messages:** What are the key core messages for your group? What is missing in the current energy efficiency narrative?

 **Get the message through:** How do we ensure that these messages drive energy efficiency progress and do not oppose to other messages? How do we ensure energy efficiency is present in energy, climate and development agenda? (create innovative strategies, G7, G20, COP, NDCs and any other relevant fora)

 **Incentives:** How do we engage with all key stakeholders? How do we interact with other groups?

 **Avoid duplication:** How can we leverage the knowledge from the first part of the day? What resources are missing?

 **Next steps:** What should be our next milestone and how should we keep track? How can we use the Narrative Taskforce?



Breakout Groups

Key highlights

Mission Efficiency Charrette 2024



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POLICYMAKERS



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ENERGY EFFICIENCY IS NOT A PRIORITY

Solutions:

- Unified Advocacy Group: Establish an unified advocacy group to ensure energy efficiency remains at the forefront of the energy, climate, and development agenda. This group can advocate for energy efficiency in key international forums such as the G7, G20, COP, and within NDCs.
- Prioritize Energy Efficiency Alongside Renewables: Ensure messaging around energy efficiency and renewable energy are cohesive and not in conflict. For every megawatt (MW) of investment in renewables, a corresponding investment in energy efficiency is essential.**

Messaging strategy

- Develop a comprehensive messaging strategy that highlights success stories to demonstrate how energy efficiency can be implemented successfully.
- Engage celebrities or other influential figures to amplify the message and reach a broader audience.
- Link energy efficiency to its benefits: It's not only improving energy efficiency to reduce energy bills, but energy efficiency also brings wider benefits, energy security, fights inflation, energy poverty, etc.
- Position energy efficiency as a vital service or supply for policymakers to ensure it receives the attention it deserves.

LACK OF INVESTMENT IN ENERGY EFFICIENCY

Solutions:

- Municipal and local governments must collaborate more effectively with national governments to drive investment in energy efficiency. This requires not only policy alignment but also shared goals.
- For every megawatt (MW) of investment in renewables, a corresponding investment in energy efficiency is essential.**
- There is a need to engage the private sector more deeply and expand partnerships to scale up energy efficiency efforts. Private sector involvement can drive innovation and investment.
- The economic, social, and environmental benefits of energy efficiency often go unrecognized. These benefits must be internalized and monetized to attract investment and support. → Call to action to gather relevant data. Partner with key stakeholders: IEA, CLASP, OECD, etc.
- Energy efficiency should be integrated into cost-benefit analyses to showcase its value in energy systems.

What should be our next milestone and how should we keep track?

- Identify success stories to showcase how it can be done.
- **Collective statement at COP29**
 - 2x efficiency stock-take: Highlight progress (or lack of progress on pledge) – hold governments accountable
 - **Offer support** in defining the next steps
 - Secure **specific commitments for doubling goal**
 - **Explore opportunities in key pavilions for this announcement: India Pavilion for example.**
 - **Energy Efficiency Champions campaign (sectors and regions)**

INDUSTRY



Challenges:

Lack of Priority and Awareness

- EE often overlooked in favor of short-term goals and immediate concerns.
- Absence of clear energy performance standards and national transition plans.
- Companies lack knowledge and capacity for EE implementation.

Financial and Investment Barriers

- Limited CapEx and long payback periods hinder investment in EE.
- Underutilization of available EE funds due to complex processes.

Coordination and Collaboration Issues

- Weak public-private partnerships and lack of engagement with key stakeholders.
- MDBs and IDFs are not fully leveraged for large-scale EE projects.

Asset Lifespan and Investment Costs

- Long asset lifecycles and high upfront costs discourage investments in new, efficient technologies.

Solutions:

Align EE with Industry and National Goals

- Prioritize EE in national agendas and align with industry productivity and competitiveness goals.

Enhance Capacity Building and Knowledge Sharing

- Showcase case studies and success stories to highlight benefits and encourage adoption.

Improve Financial Mechanisms

- Offer public funding, tax incentives, and simplified access to EE financial tools.

Strengthen Public-Private Partnerships

- Facilitate collaboration between government and private sectors to promote EE adoption.

Core Messages for a Campaign

EE Reduces Costs and Emissions

- Improve EE to lower operational costs, reduce CO₂ emissions, and improve sustainability.

EE is a High-Return Investment

- Highlight EE as an investment that enhances long-term performance and profitability.

Collaboration is Key

- Encourage industries to collaborate with policymakers for EE progress.

Data-Driven Decision Making

- Collect data on GHG reductions, ROI, and energy savings to showcase EE's tangible benefits.

Next Steps:

Collect Data to Assess Industry Readiness

- Obtain data on the capacity of industries to adopt EE technologies and invest in EE projects.

Map Existing Efforts and Stakeholders

- Identify who is working on EE initiatives and coordinate efforts to avoid duplication.

Promote Knowledge Sharing and Collaboration

- Share best practices from successful EE implementations to encourage broad adoption.

CONSUMERS



Challenges

Lack of Information

- Difficulty in understanding the long-term impacts of changing energy habits.
- Limited awareness of available energy efficiency solutions and how they can address specific needs.

Lack of Trust

- Skepticism toward the information provided about energy efficiency.
- Distrust in institutions promoting energy-efficient practices.

Low Income

- The initial investment required for energy-efficient upgrades is beyond the reach of many low-income households.

Lack of Interest / Inertia

- Immediate benefits of energy efficiency are often unclear or undervalued.
- Doubt about whether the upfront costs will result in future savings.

Solutions:

Create Engaging Narratives Beyond Rational Reasons

- Present energy efficiency as a lifestyle change that is achievable without significant sacrifice.
- Showcase the comfort and convenience it provides, rather than focusing solely on rational arguments or cost savings.

Leverage the Power of Data and Partnerships

- Quantify the impact and benefits of energy-efficient solutions (cost savings, environmental impact).
- Provide clear, accessible information about available solutions to meet consumer needs.
- Create a gamified approach, such as an app ranking actions from easy to difficult, encouraging participation.
- Foster partnerships with community projects to make energy efficiency more relatable and accessible.
- Leverage local community centers or energy kiosks as spaces for informal education on energy efficiency.

Core Messages for a campaign

Community and Engagement

- Foster a sense of collective action by emphasizing community-driven projects and the shared benefits of energy efficiency.

Resilience and Proximity

- Highlight how energy efficiency builds resilience against rising energy costs and promotes proximity to local solutions.

Transparency and Comfort

- Ensure transparency in communicating the benefits, while positioning energy efficiency as a way to improve comfort and living conditions.

Savings and Solidarity

- Emphasize the cost savings from energy-efficient measures, and introduce solidarity mechanisms where surplus energy can benefit those in need.

Innovative Strategies for Promoting Energy Efficiency

- Use local events (e.g., food markets, festivals) to spread key messages in a natural, informal setting.
- Create campaigns that position energy efficiency as not only cost-saving but also enhancing comfort and lifestyle.

Capacitation and Engagement of Consumers

- Equip consumers with technical skills and incentivize their participation in energy efficiency initiatives through small rewards or recognition.

Next Steps:

Replicate Success Stories

Identify and replicate local and global success stories in energy efficiency to inspire broader adoption.

Strengthen Local Engagement

Build closer relationships between local NGOs, municipalities, and citizens to foster greater participation and give communities a stronger voice in decision-making.

Participants included:



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Policymakers

ADENE
Câmara Municipal Almada
CLASP
E3G
ICA
INESCC – IPCoimbra
LNEG
Naturaleza-Portugal
Netherlands
OECD
WWF
SEforALL

Consumers

ADENE
CENSE, FCT-NOVA
Coopernico
Earth Watchers
ENERGAIA
ICS – ULisboa
Nova University of Lisbon
Oxford University
Rede DLBC Lisboa

Industry

ABB
ADENE
Denmark
EPBC
FELPT/Linklaters
ICA
U4E
World Economic Forum