



Mission Efficiency Charrette

— missionefficiency.org

20/09/2024
Lisbon, Portugal

Mission Efficiency Charrette 2024

Charrette

Collaborative and interdisciplinary problem-solving process aimed at producing a final plan or solution in a short time".



Agenda



9:00 – 9:20	Opening remarks
9:20 – 9:30	Outcomes & Objectives of the day Tiago Vicente, ADENE
9:30 – 9:40	Setting the scene: What does doubling energy efficiency mean? Rosa Garcia, Mission Efficiency/SEforALL
9:40 – 11:30	Harnessing Collective Efforts: Maximizing Impact Together! 5 minutes pitches of amazing projects that promote energy efficiency
11:30 – 11:50	Effective tools and narratives that trigger energy efficient behaviors Rebecca Vanleeuwen, European Energy Network
11:50 – 13:00	Breakout session: Empowering individuals and countries with energy efficiency Breakout Groups: <ul style="list-style-type: none">• Policy makers, Consumers, Industry
13:00 – 14:00	Lunch break
14:00 – 16:00	Continuation from breakout session: Empowering individuals and countries with energy efficiency
16:00 – 16:15	Coffee break
16:15 – 16:45	Report back from breakout rooms
16:45 – 17:00	Closing remarks + next steps
19:30	Network dinner at Zambeze restaurant

Who are we? The ecosystem to date



- 2013** ○ **Copenhagen Centre on Energy Efficiency**
SEforALL Energy Efficiency Hub, supporting action towards doubling the global rate of energy efficiency improvement
- 2014** ○ **SEforALL Global Energy Efficiency Accelerator Platform**
Public-private partnerships helping countries and cities to build capacity and enabling environment for energy efficiency action in key energy using sectors
- 2014** ○ **IEA Energy Efficiency in Emerging Economies Programme**
Programme for IEA to work closely with six of the world's largest emerging economies on energy efficiency
- 2019** ○ **Three Percent Club** 
A collaboration of governments and organizations launched at the Global Climate Action Summit with the goal to put the world on a path to three percent annual efficiency improvement
- 2022** ○ **Mission Efficiency**
The Three Percent was rebranded. Campaign, Commitments and Partnership launched at SEforALL Forum
- 2022** ○ **Energy Efficiency Financing Charrette**
The Market Readiness Action Plan is created and four workstreams commence action

- 2023** ○ **Local community of practice in Ghana and Kenya**
A platform of dialogue with key stakeholders across all sectors is created in both countries
- 2023** ○ **India's G20 Presidency**
India's regional and global energy efficiency leadership is reaffirmed
- 2023** ○ **Narrative Charrette in New Delhi and Paris**
A new emotion-based narrative is being created by key stakeholders including policy makers and communicators
- 2023** ○ **COP28 Global Renewables and Energy Efficiency Pledge and Mission Efficiency Call to Action**
A call to endorse the COP28 Pledge is launched. Over 120 countries signed the pledge and committed to work together to double energy efficiency progress
- 2023** ○ **Global Ambition Taskforce**
The taskforce elevated energy efficiency at COP28 and provided support to some country delegations
- 2023** ○ **Mission Efficiency Pledge**
Countries and organizations are encouraged to specify energy efficiency commitments through the Mission Efficiency pledge
- 2024** ○ **Support to Brazil's G20 Presidency**
Collaboration and support for the upcoming and subsequent G20 presidency continue

Mission Efficiency is a global collective of actions, commitments and goals on energy efficiency by a coalition of governments, organizations and initiatives. Energy efficiency represents the largest share of cost-effective actions to achieve the Paris Agreement. Mission Efficiency unites these partners and actions to accelerate the transition towards energy efficient economies worldwide.



Mission Efficiency
Elevate. Support. Invest.

Learn more at missionefficiency.org



Photo: Energy efficiency financing charette hosted at the UNEP Copenhagen Climate Centre, June 2022

An Energy Efficiency Ecosystem



non-exhaustive list of ecosystem partners

An Energy Efficiency Ecosystem. Accelerators and Initiatives



Energy Efficiency Accelerators



Appliances and Equipment and Lighting Accelerator



Building Efficiency Accelerator



District Energy in Cities Initiative



Global Fuel Economy Initiative



Industrial Energy Accelerator

Partner Initiatives



GRID EFFICIENCY
Grid Efficiency and Resilience (GEAR)



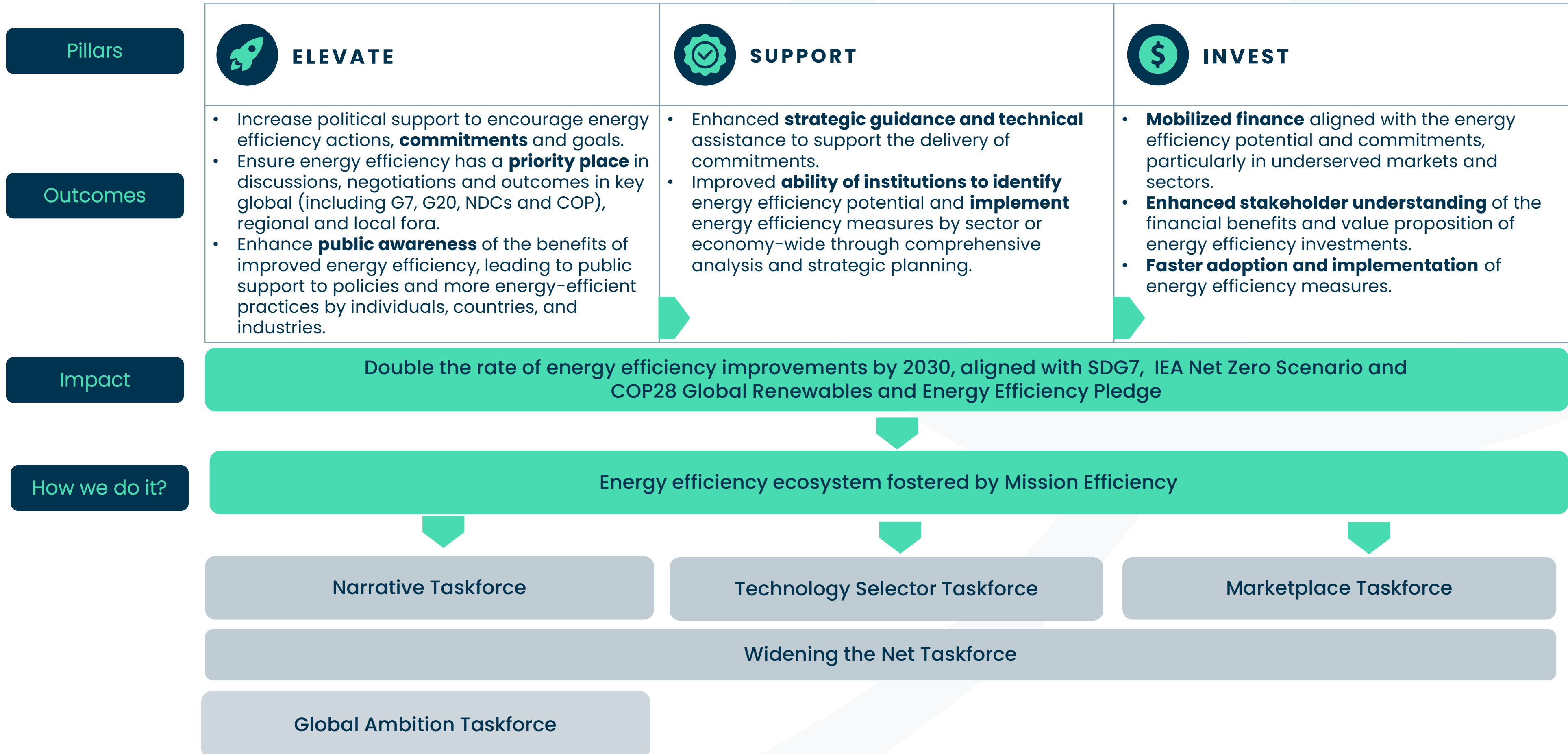
MOTOR
Motor Efficiency Global Alliance (MEGA)



CORNERSTONE OF RURAL ELECTRIFICATION
Cornerstone of Rural Electrification (CORE)



We work across sectors and countries to:





We work across sectors and countries to:



ELEVATE



SUPPORT



INVEST

Energy Efficiency Ecosystem fostered by Mission Efficiency



- Energy Efficient LiFE**, people-focused communication & engagement strategies. (in progress)
- **The Power of Energy Efficiency**, knowledge and resources for policy makers for stronger commitments and actions. (in progress)
 - **Convening** of key actors in strategic fora, workshops and other advocacy activities.



- **Capacity building and Technical Assistance** including grid efficiency, demand flexibility, energy audits, development of MEPS etc.
- **South-South and North-South knowledge sharing**, providing platforms



- **Mission Efficiency Marketplace**, connecting energy efficiency projects with de-risking instruments and funding opportunities.

Local community of practice in select countries

Energy Efficiency Narrative Taskforce

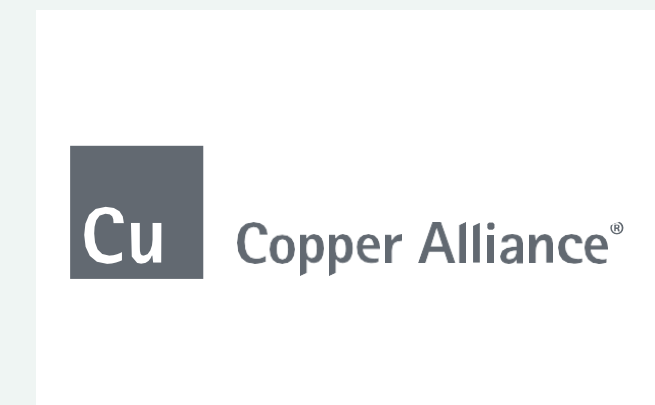
ACTIVITIES

- Reframe key messages for a range of audiences to induce an emotional response on the benefits, experiences and feelings received from energy efficiency.
- Use the new narrative to motivate new energy efficiency commitments and raise ambition on existing ones.
- Communications charrettes to understand the enablers and drivers of energy efficient behavior.



It is time to flip the narrative of the benefits, experiences and feelings received from energy efficiency in our lives by developing emotion-based and humanized messaging that inspire a non-reductionist and abundant modern life.

BRIAN DEAN
Head of Energy Efficiency, SEforALL



non-exhaustive list of partners



Widening the Net Taskforce

ACTIVITIES

- Identification of key partners and socializing energy efficiency investment with country and city governments, private sector and capital markets
- Showcase energy efficiency commitments made through Mission Efficiency and disseminate high-level commitments



The Widening the Net Task Force aims to attract companies and financiers to play a key role in placing energy efficiency as a leading opportunity for ambitious climate action. This is one of the ways through which Mission Efficiency is delivering on concrete impact.

GABRIELA PRATA DIAS

Head at the Copenhagen Centre on Energy Efficiency

Solutions Selector Tool Taskforce

ACTIVITIES

- Expand the use of a proven tool platform, [EBRD Green Technology Selector](#), to trigger energy efficiency investment.
- Expand the reach of the tool platform to more countries, while adding all bankable energy efficiency solutions (technologies and services) and the policies that enable energy efficiency investment.

“The Technology Selector Taskforce contributes to transforming energy efficiency. It does this by identifying and promoting digital solutions that increase confidence in energy efficiency actions and provides a platform that facilitates partnerships and knowledge sharing.



SABRINA KLEISSL
Senior Associate, Carbon Trust

“Collaborative action on the digital tools needed to de-risk energy efficient technology investment is pivotal to unlocking EE finance at the pace needed to achieve 40% global emissions reductions by 2050. The Technology Selector Task Forces is the home for this collaboration.



PAUL HUGGINS
Associate Director, Carbon Trust



non-exhaustive list of partners



non-exhaustive list of partners

Marketplace Taskforce

ACTIVITIES

- Support project origination and matchmaking of energy efficiency projects with financiers.
- Advance collective support from partner initiatives to enable integrated investments and reduce risk, cost and time for financial institutions and investors.
- Gather existing de-risking facilities to trigger private and MDB finance.



In order to meet global climate action goals, we must vastly increase investments in energy efficiency. The Mission Efficiency Marketplace connects to global energy efficiency and finance communities to increase ambition through project origination, de-risking and matchmaking.

STEVEN KUKODA
Executive Director, International Copper Association

Global Ambition Taskforce

ACTIVITIES

- Virtual and in-person basecamps in strategic forums such as COP, G20 and G7 to empower country delegations with the knowledge and resources needed to effectively advocate for energy efficiency during international negotiations.
- Foster collaboration with a network of partners who bring legal, political, data, and analytical expertise to the table.



non-exhaustive list of partners



— Mission Efficiency Milestones

Elevate

Supported India's G20 Presidency

- The G20 Energy Transition Ministers' Meeting and the G20 New Delhi Leaders' Declaration:
 - ✓ agreed to focus on actions to meet the goal of doubling the global rate of improvement in energy efficiency by 2030
 - ✓ recognized the Voluntary Action Plan proposed by the Indian Presidency to achieve that goal. This was reflected in the outcomes of, setting a milestone for G20 Members to prioritize energy efficiency.

Mission Efficiency Call to Action and Pledge

- Built momentum around the COP28 Global Renewables and Energy Efficiency Pledge through the Mission Efficiency Call to Action and Mission Efficiency Pledge, which include detailed energy efficiency commitments aimed at achieving the COP28 Pledge. Examples of Mission Efficiency Pledges gathered:
 - ✓ Metrus – Increase direct investment in energy efficiency by doubling commitments to “America is All In” from \$200 million to USD 400 million.
 - ✓ BASE- Mobilise investment and finance in energy efficiency by at least USD 2 billion by 2030
 - ✓ Danfoss – Using energy efficiency to reduce direct and indirect GHG emissions to by 2030

Global Ambition Taskforce

- Created the Global Ambition Taskforce to provide in-site support to country delegations during G7, G20 and COP.

Communications Charrettes in Paris and India

- Creating a compelling narrative to empower individuals as energy efficiency advocates. Widening the network of Mission Efficiency ecosystem and engaging with diverse groups including youth, consumers, communicators and financial institutions.

Elevated energy efficiency and engaged with a wide array of stakeholders

- Partners advocated for energy efficiency action at the Africa Climate Summit in Kenya, Clean Energy Ministerial, G20 ETWG, IEA conference, COP, etc.



The G20 Leaders Declaration calling to double efficiency by 2030, along with SEforALL-BEE publications on high-profile events on advancing energy efficiency across sectors and communities



Mission Efficiency: Call to Action & Pledges to Double Energy Efficiency. Press Conference David Mutisya- Kenya Ministry of Energy, Elizabeth Chege-SEforALL, Lisa Jacobson-Business Council for Sustainable Energy (BCSE), Bob Hinkle – Metrus, Christine Egan-CLASP



Kenya is committed to being a driving force for energy efficiency progress, both regionally and globally. **We support the Mission Efficiency Call to Action** and endorse the ambitious yet achievable target of **doubling the rate of energy efficiency improvement** every year until 2030.

Eng. Isaac Kiva
Secretary Renewable Energy, Kenya Ministry of Energy



Our country has taken noteworthy steps towards enhancing energy efficiency by elevating the ambition of the Minimum Energy Performance Standards (MEPS) and limiting the import of inefficient appliances. In line with this commitment, **we support the Mission Efficiency Call and urge countries and organizations to follow and support the COP28 Renewable Energy and Energy Efficiency Pledge.**

Mr Kofi Agyarko
Director, Renewable Energy, Energy Efficiency and Climate Change at the Ghana Energy Commission

Support



Kenya – Powering Education with Energy Efficiency in 100 schools

- Completed the pilot phase in 100 schools, with a donation from Signify for the upcoming installation of approximately 82,000 energy-efficient lighting technologies, aiming to establish a sustainable model for transitioning schools to energy-efficient solutions.

Mission Efficiency Toolkit

- UNIDO** developed a toolkit that provides an energy efficiency sectoral analysis, identifying areas with the highest potential for improvement and matching priority sectors with partner solutions.

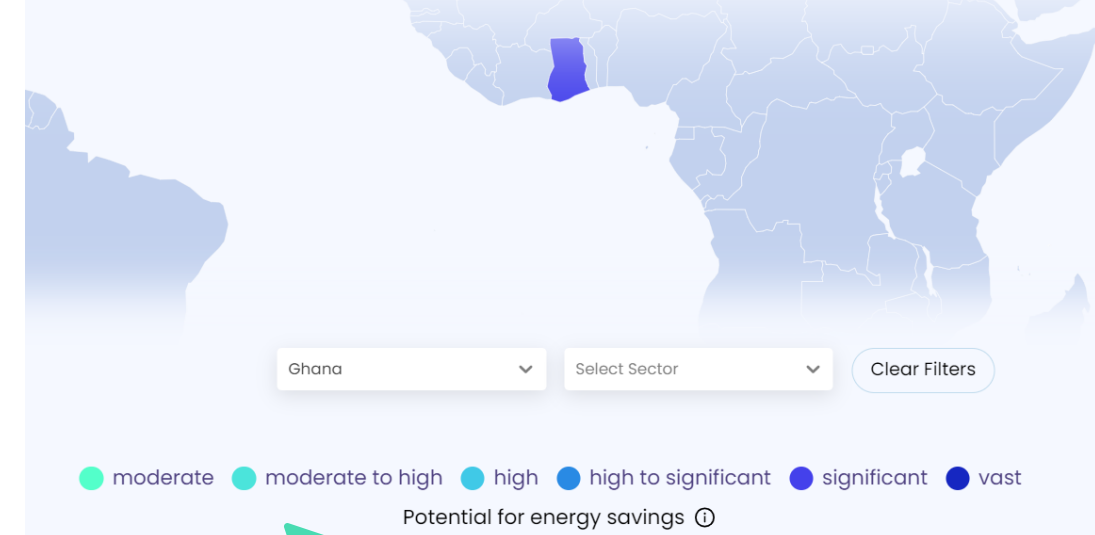
Capacity building & awareness sessions

- India: demand-side management and demand flexibility and development of working paper on an economy wide goal on energy efficiency.
- Kenya, Ghana: in collaboration with several local partners, energy efficiency in buildings and cooling.

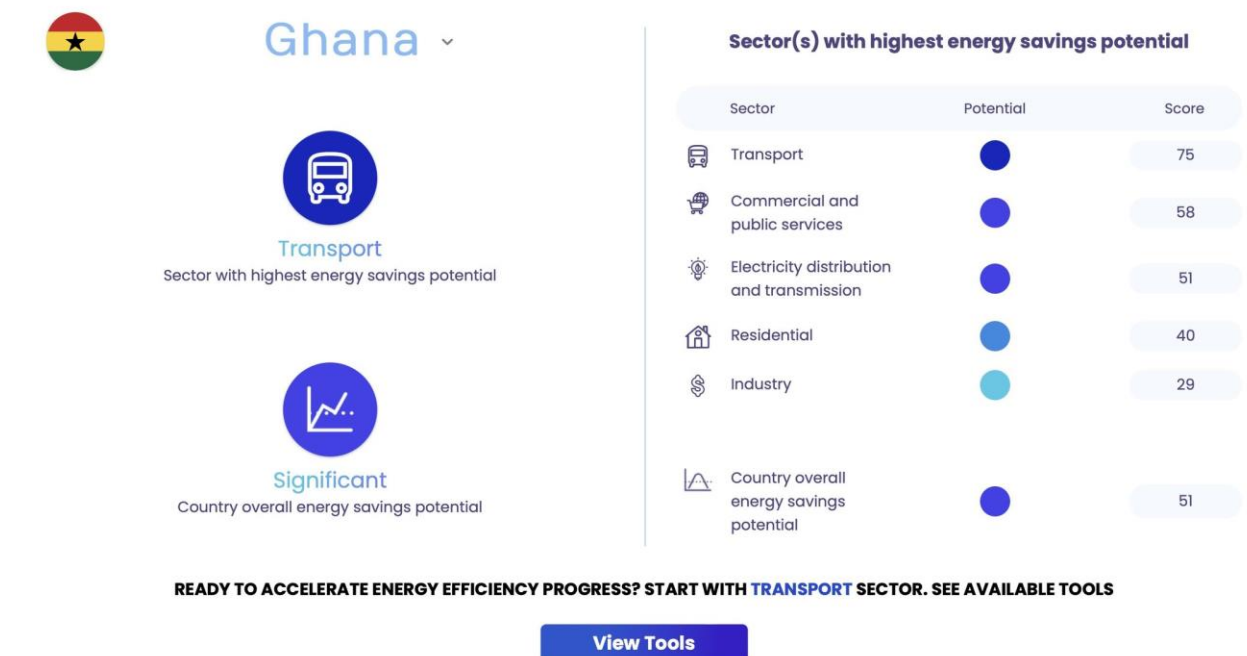
Validation of the African Energy Efficiency Strategy

- Supporting review and validation of a comprehensive strategy for buildings, transport, grid, agriculture and appliances (with a focus on ACs).

Opportunity to drive progress through energy efficiency



Mission Efficiency Toolkit available in the Mission Efficiency website. UNIDO, 2024.



SEforALL-Mission Efficiency workshop on demand-side management and demand flexibility (New Delhi, May 2024)



Working Paper & Panel on 'An Economy-wide Quantified Goal on Energy Efficiency in India'

Invest

Marketplace sessions in Kenya and Ghana

- 3 Marketplace workshops and round tables were held in Kenya convening the community of practice on Energy Efficiency and Cooling with a focus on financial institutions.
- 2 Marketplace workshops held in Ghana involving key players in the energy sector.
- A pipeline in both countries comprises already 7 projects.

Supporting energy efficiency in motors in Chile

- **International Copper Association.** Preparing a motors replacement programme in Chile. This includes providing support to the government to strengthen MEPS and develop a business model for the replacement.

Creating the enabling environment for ESCOs in Ghana

- **Copenhagen Centre on Energy Efficiency** developed a market analysis of the state and potential of ESCO market in Ghana. This includes an assessment of regulatory environments and description of projects, capacities and barriers for ESCOs in the country.



Mission Efficiency workshop. Nairobi, Kenya. 29 February 2024

Marketplace in action

In Ghana:

- ★ Solar Taxi increased its fleet from 0 to over 1000 electric bikes with the help of SUNREF financing, and they are now adding e-buses.
- ★ SUNREF support was also secured for the industries audited under the GCF Energy Efficiency in Industries in Ghana project, providing an opportunity for various industries to get funded for pursuing greener production



— Doubling Energy Efficiency Progress

What is energy efficiency?



Energy efficiency means

Using **less energy** to perform the same task, or using the same amount of energy to produce **more output**.

An energy-efficient fan provides the same amount of airflow while consuming less electricity compared to a traditional fan. Alternatively, an energy-efficient fan could use the same amount of energy but produce stronger airflow or cover a larger area

Energy efficiency is measured with energy intensity as a proxy.

Energy Intensity = Energy Used / Economic Output (or unit produced)

The Energy Efficiency Global Progress

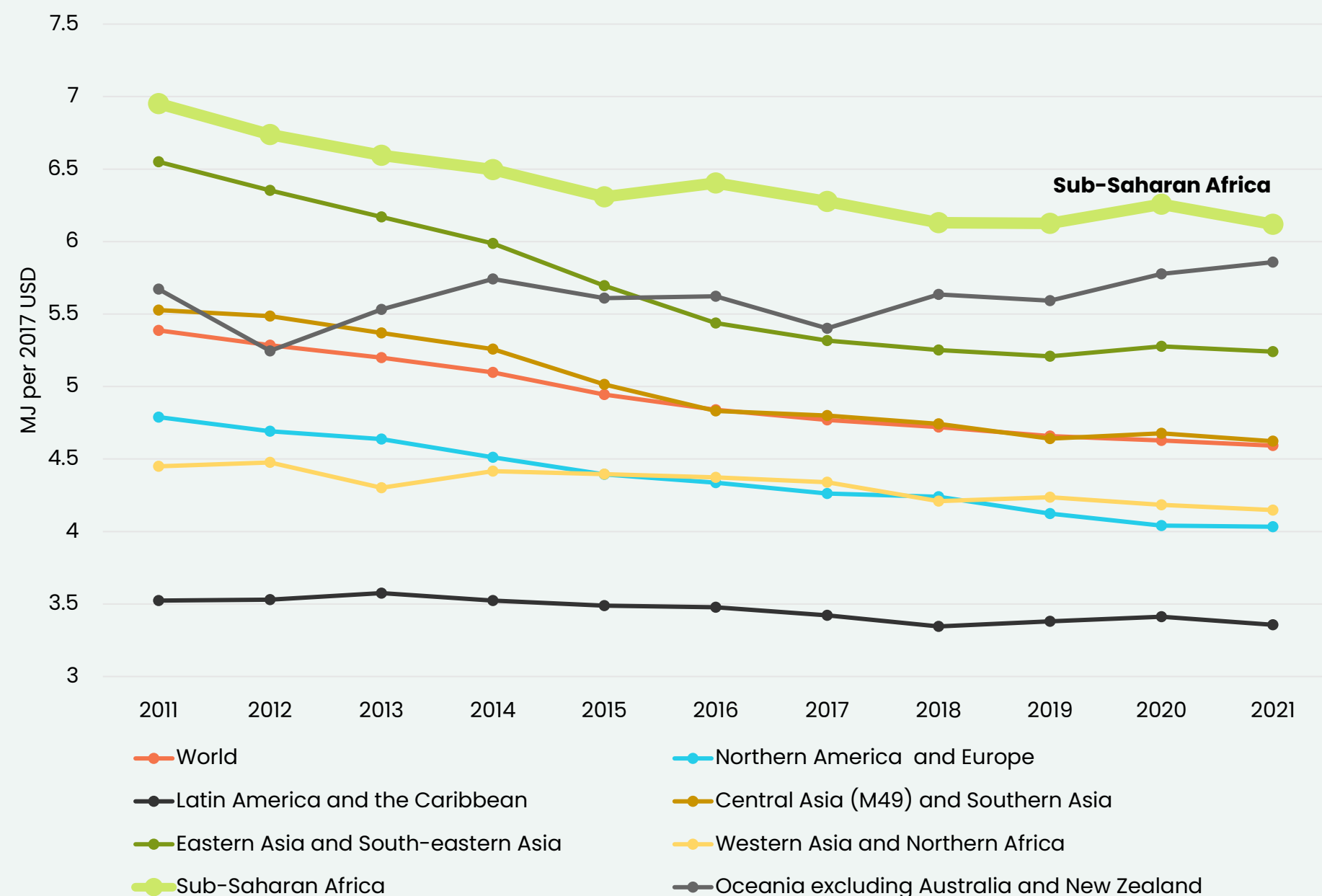


The world needs not only to improve **faster** but to be significantly **more ambitious**. From the initial objective of 2.6% annual improvement to 3.6% to achieve SDG7.3 and 4.2% reach the IEA Net Zero Scenario.

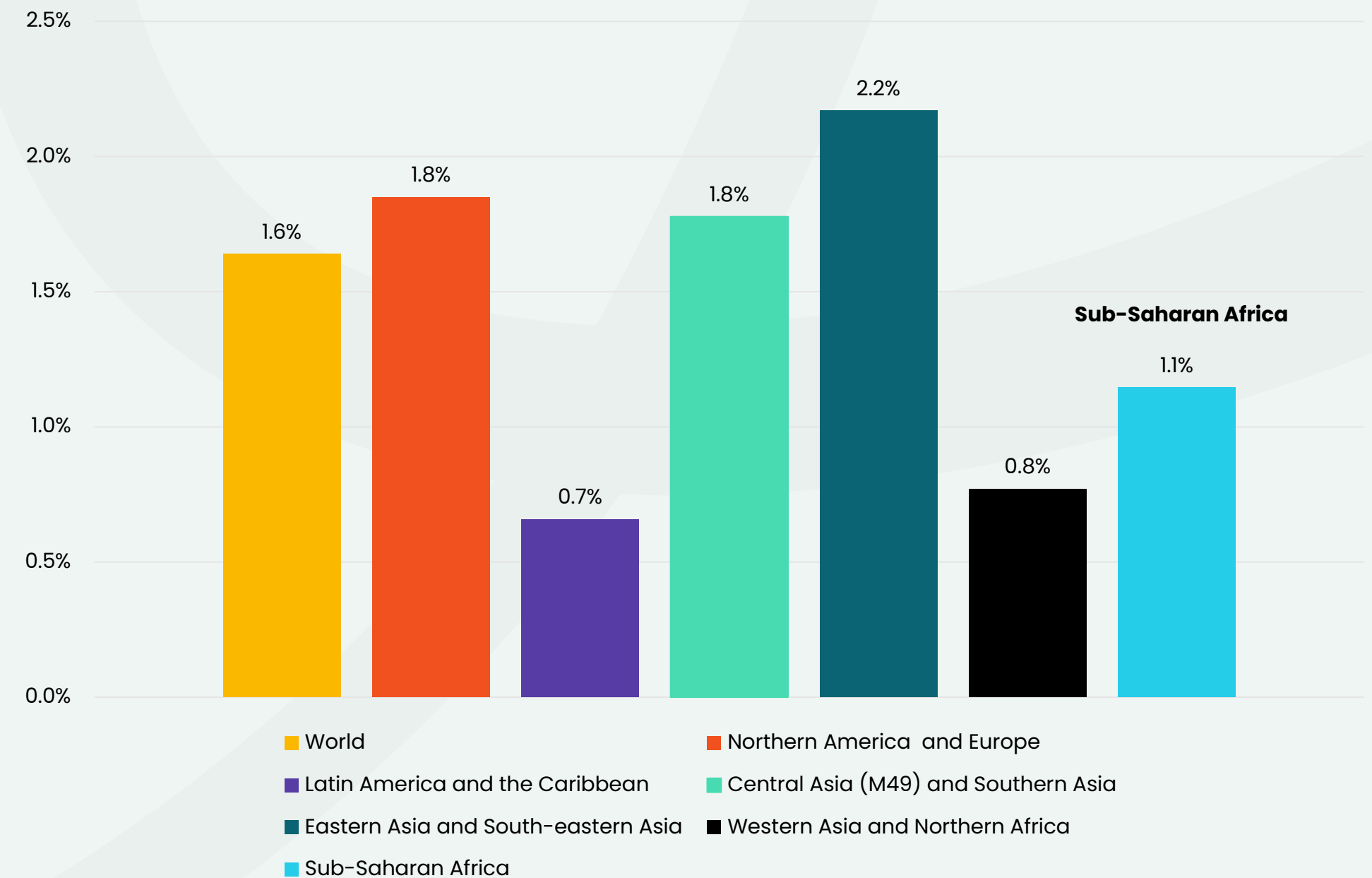
SSA is the less efficient region, using 6.1 MJ to produce one USD, reflecting low economic value and widespread use of inefficient solid biomass for cooking.

The spread of efficient appliances and electrification is rapidly improving energy use in Sub-Saharan Africa. While all regions have made significant progress, there is still considerable work ahead to achieve the 4% target.

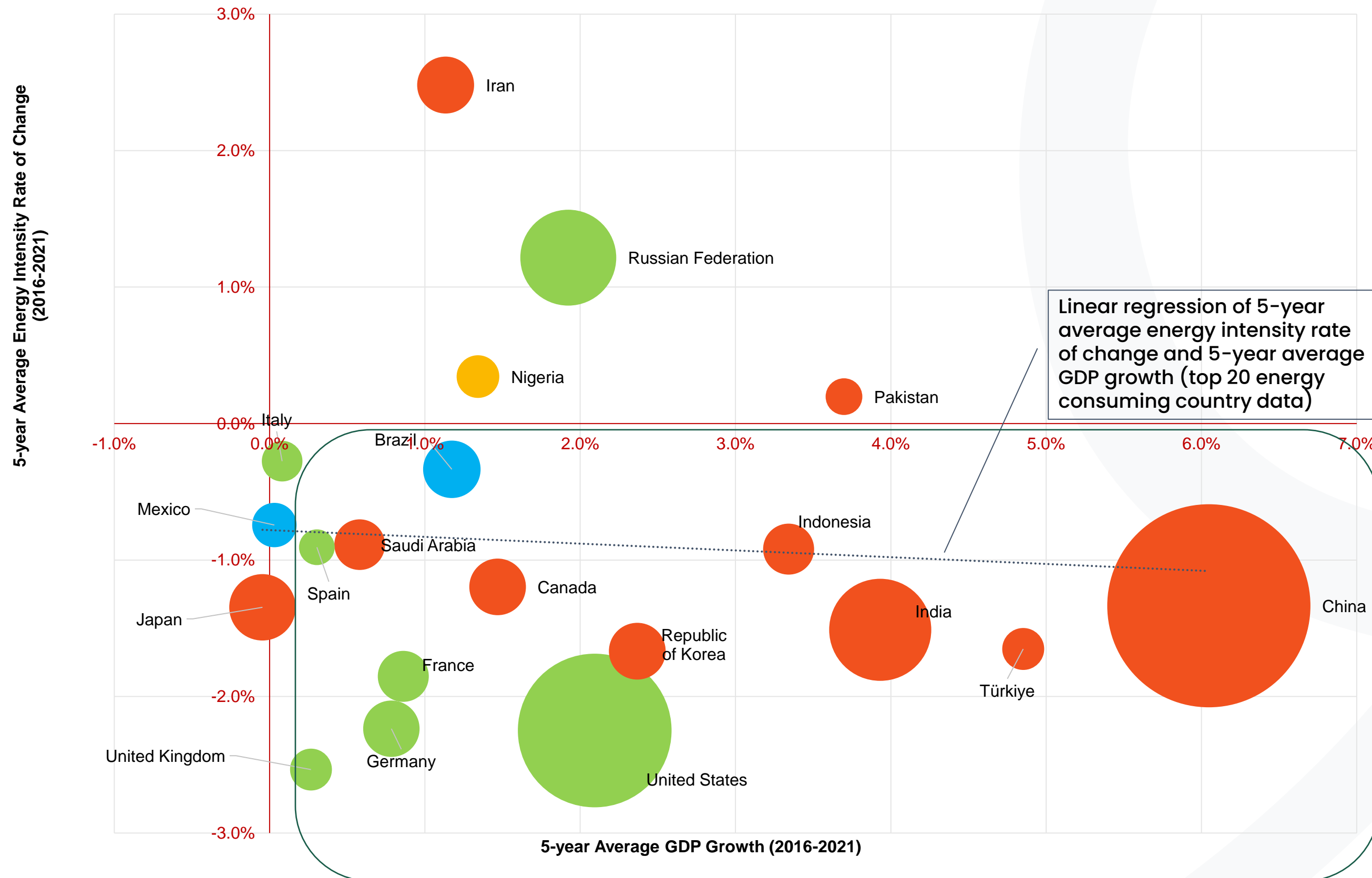
Energy Intensity by region



Average annual rate of improvement in energy efficiency 2010-2021



Economic growth is possible without proportionally increasing energy use



- Not all countries are on the same path when it comes to energy efficiency improvement.
- Countries with higher economic growth are more likely to have a greater rate of energy intensity reduction.



Note: Energy intensity is defined as total energy supply divided by gross domestic product (GDP).

DATA SOURCE: WORLD BANK / ESMAP Tracking SDG7 Database, 2024