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European Council for an Energy Efficient Economy (ecee): Strategy for 2010–2013

Introduction

ecee is a non-profit, membership-based European NGO promoting end-use energy efficiency through analysis of policies, information exchange and co-operation. ecee was started in 1993 and established as a legal entity in 1999. Since 2005, it is registered as a Swedish non-profit association.

The biennial Summer Study was ecee's main activity during the 1990's. This conference is held for five days every odd-numbered year in the early summer. It is widely acknowledged as Europe's primary event for cross-cutting discussions on energy efficiency. Today the Summer Study attracts more than 450 participants from a wide range of backgrounds and from around the world. The proceedings include over 200 peer reviewed articles related to energy efficiency.

In recent years, ecee has been expanding its activities. Today, ecee provides an information service through its website and e-mail newsletter, arranges workshops and conferences, and takes active part in the European policy making process. In particular, ecee has stepped up its activities in the areas of eco-design and the Buildings Performance Directives.

ecee now intends to take the next step forward towards becoming the leading independent European NGO advocating and promoting end-use energy efficiency and lowering total energy consumption as part of the transformation to a low-carbon and energy-sufficient economy and society. ecee sees reducing energy consumption as the fastest, cheapest and most robust way to reduce the emissions of greenhouse gases and to improve energy security while increasing employment and reducing fuel poverty. Looking longer term, ecee will continue focusing on end-use efficiency and promote policies and measures that meet agreed sustainability criteria and address the issue of the overall sustainability of energy policy.

This paper outlines ecee's overall objectives, strategic goals, role and main activities. Based on this analysis, the paper presents how the ecee board intends to develop the organisation. This document has two parts: part 1 deals with the objective, goals and role of ecee; part 2 deals with a near-term plan of how we start to deliver our aspirations and the resources needed to achieve these.

Objective, goals and role of ecee

Overall objective for ecee

- Contribute to greater efficiency in the ways energy is used in all parts of society through analysis of policies and measures, information exchange and co-operation.
- Supplement efforts to encourage energy efficiency with the development and dissemination of innovative research and policy approaches aimed at reducing energy consumption.

Strategic goals for ecee

- ecee will remain a strong independent European based organisation advocating and promoting end-use energy efficiency and lowering total energy consumption.
- ecee's activities shall continue to be based on solid, evidence-based scientific knowledge and analysis, both existing and newly developed.
- ecee shall assume a leadership role in policy approaches to achieving energy efficiency and reduced energy consumption and shall be seen as one of the most competent and influential organisations promoting these in Europe and globally.

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- eceee shall pro-actively influence the energy efficiency agenda in the EU and the energy-efficiency community as such, by providing policy-makers and other stakeholders with the necessary knowledge and analysis to allow them to make informed decisions.
- eceee shall have a strong focus on the long-term goals (80–95% reduction of greenhouse gases in 2050 and long term energy security), and their implications for action in the short and medium term. eceee shall endeavour to integrate end-use energy efficiency and strategies to reduce energy use more fully into EU climate policy, including the EU Emissions Trading Scheme (ETS).
- eceee shall seek ways to develop knowledge exchanges and new partnerships between the research, implementation and policy domains of energy efficiency and renewable energies.

The role of eceee and its main activities

The role of eceee can be summarised as:

1. Facilitating information exchange and interaction between the key energy efficiency stakeholders e.g. academia, institutes, governments, energy companies, business and commerce, all levels of the public sector, NGOs, organisations such as the Building Performance Institute Europe (BPIE) and the International Energy Agency (IEA), as well as policy-makers, technical experts and the energy efficiency industries.
2. Developing policy and position papers and other deliverables which are evidence based for all main energy end-use sectors, and as appropriate energy transformation sectors.
3. Influencing policy-makers and key stakeholders in Europe, the EU Institutions and EU Member States¹.

The first of these roles – facilitating information exchange and interaction between key stakeholders – has been the historic role of eceee, based in large part on the Summer Study. eceee will continue to fulfil that role by providing the intersection between research, knowledge, policy and implementation, through close relations with all the key stakeholders identified above through:

- Exchanging practical experience in a wide range of forums.
- Organising summer studies, workshops and conferences, as well as publishing peer reviewed papers associated with these.
- Facilitating discussion between members.
- Cooperation with other actors including other organisations and companies, as well as representatives from relevant academic disciplines.
- Supporting and being a part of pan-European (and global) cooperation on energy efficiency & reducing energy consumption.

The second role – developing policy and position papers – is one that eceee has begun to implement in recent years but one that needs to be stepped up and moved outside eceee's historic focus of following EU Directives. eceee needs to be shaping its ideas before the initial consultations. In fact eceee needs to develop and propose new policy initiatives. Improving and expanding our information facilitation role is essential to producing high quality policy positions and policy proposals.

In order to have fully developed and coherent policies on all main energy end-use sectors, eceee shall:

- Maintain and develop its positions in relation to buildings and appliances.

¹ In what follows the use of the title EU Member States includes those countries covered by the Agreement on the European Economic Area e.g. Switzerland, Norway,



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- Develop eceee's knowledge base and positions on energy efficiency in industry, including energy service companies.
- Develop eceee's knowledge base and positions on energy efficiency in transportation and mobility.
- Provide a strong focus on policies and measures to achieve energy efficiency & reduced energy consumption, as well as evidence of what works and who delivers.
- Be pro-active and at the leading edge in the policy formulation on energy efficiency & the reduction of energy consumption, including behavioural aspects.

The third role of influencing policy development is one that eceee has only started in a consistent and continuous fashion in the past 12–18 months. Historically, it is the least developed of eceee's roles, but with secure funding and adequate human resources as is outlined in section two of this document offers exciting new horizons for eceee and can contribute substantially to achieving eceee goals. It is important in assuming and developing this third role that the eceee retain in an undiminished fashion its founding role as a knowledge- and membership-based organisation that provides objective and high quality scientific knowledge and analysis, and advocates policies based on these.

Influencing policy makers and influencers in the EU and Member States will be achieved by:

- Being active and visible in the European policy debate on energy efficiency & efforts to reduce energy consumption.
- Ensuring that our policy papers reach the key audiences in a timely fashion and that we are available for discussions, clarifications and any refinements that are required. Also working on ways to make the impact of energy savings more visible to these audiences.
- Being visible in Brussels, preferably with a permanent representation and resources to participate in the many energy efficiency activities initiated by or targeting the EU Institutions.
- Being timely and well prepared enough to be able to set the agenda in policy developments for energy efficiency & the reduction of energy consumption at EU and national levels.
- Offering personal briefings to key influencers.
- Using our patrons to the best effect.
- Participating in the main energy efficiency forums, including those at a global level.
- Working together with and supporting other environmental NGOs, IEA, multi-lateral investment banks, trade organisations and academia to build up relations and alliances.
- Arranging conferences, workshops and briefings as appropriate.
- Without losing focus on our primarily European-level activities, acting as a facilitator for the development and implementation of effective national, regional and local policies and measures for improving energy efficiency & reducing energy consumption.
- Maintaining and developing our web site and other communication tools.

In achieving this strategy and the shorter term goals, we will use a wide range of communication tools as deemed appropriate e.g. web site, regular e-mails, blogs, social networks, newsletters etc.

Target groups/audience for eceee's activities

eceee's target groups include policy makers at all levels from international to local; energy-efficiency industries; energy companies; and the knowledge industry, including researchers, consultants and experts. More specifically:



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Brussels and the international community

- Energy efficiency community as a whole – especially the EU Institutions and the national, European and global organisations and agencies working with them.
- European Commission DGs, Agencies and Research Centres working with EE.
- The eco-design consultation forum members and other EC-initiated consultation and comitology bodies created to work with specific EU legislative and non-legislative EE measures.
- NGOs based in Brussels and who seek to influence the Commission and European Parliament.
- European Parliament (in particular, specific committees, ad hoc groups etc).
- Industries and (trade/professional) associations (EU and International).
- International bodies such as IEA, IES, UNEP, iiSBE, MDBs, etc.
- Global, European and national standardisation bodies, including ISO, CEN and CENELEC.
- Building on our links with our sister organisation ACEEE in the USA

National governments and groups

- National governments (mostly via ministries and national energy agencies acting as their advisors and/or executive bodies).
- National energy agencies as a collective body through building on our existing links with the EnR network.
- National NGOs (working to reach out to national decision/policy makers or making campaigns in their respective countries).
- Industries and (trade/professional) associations (national).

Others, cross-sectoral²

- Agenda setters, research policy-makers.
- Businesses/industry leaders, especially those adapting to future energy markets and conditions.
- The energy sector (mainly suppliers and distributors of energy).
- Various influencers such as researchers, energy efficiency “champions” and consultants.
- Policy makers at the “inventive” or “design” stage of policy making.

In all cases, eceee will also challenge the key players to “practice what they preach” and to lead by example in their own activities and premises.

² eceee will not make campaigns or programmes directed towards public awareness but instead will facilitate the transfer of knowledge to those in our target group who may be working with public outreach