

ECEEE Industrial Efficiency Conference
Berlin, 11–13 June, 2018

Panel 5 - Business models, finance and investment in the age of digitalization

THE BUSINESS CASE FOUNDATION
Overcoming the communication gaps

Hannes Mac Nulty

We are already doing a lot, so what's the issue?

- The potential is clear
- The barriers are identified
- A good approach exists



But widespread implementation still remains slow!

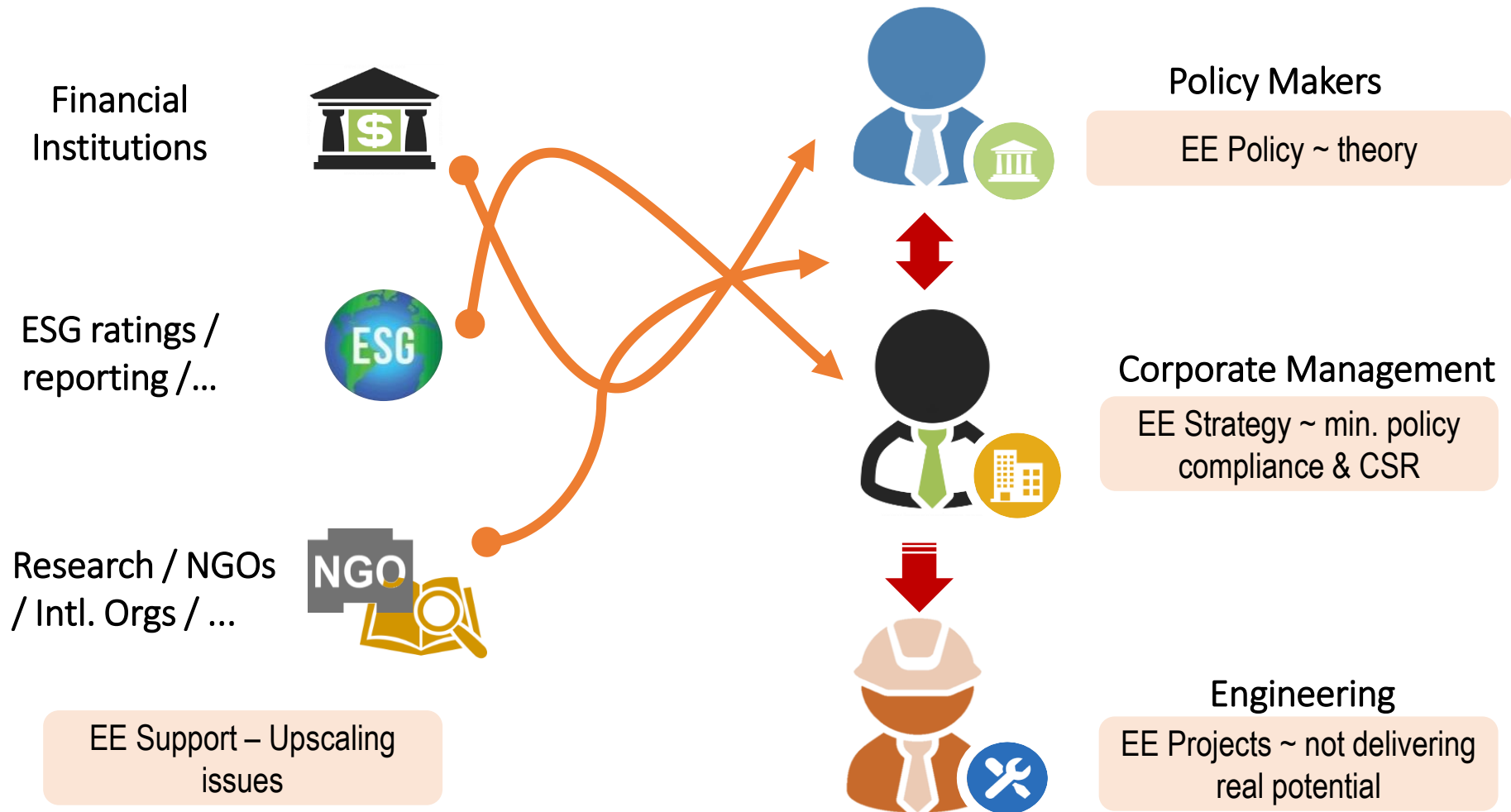
Many stakeholders

Many communication gaps



Energy Efficiency is not difficult,
just complicated

The stakeholders & status quo



The effective stakeholder engagement approach



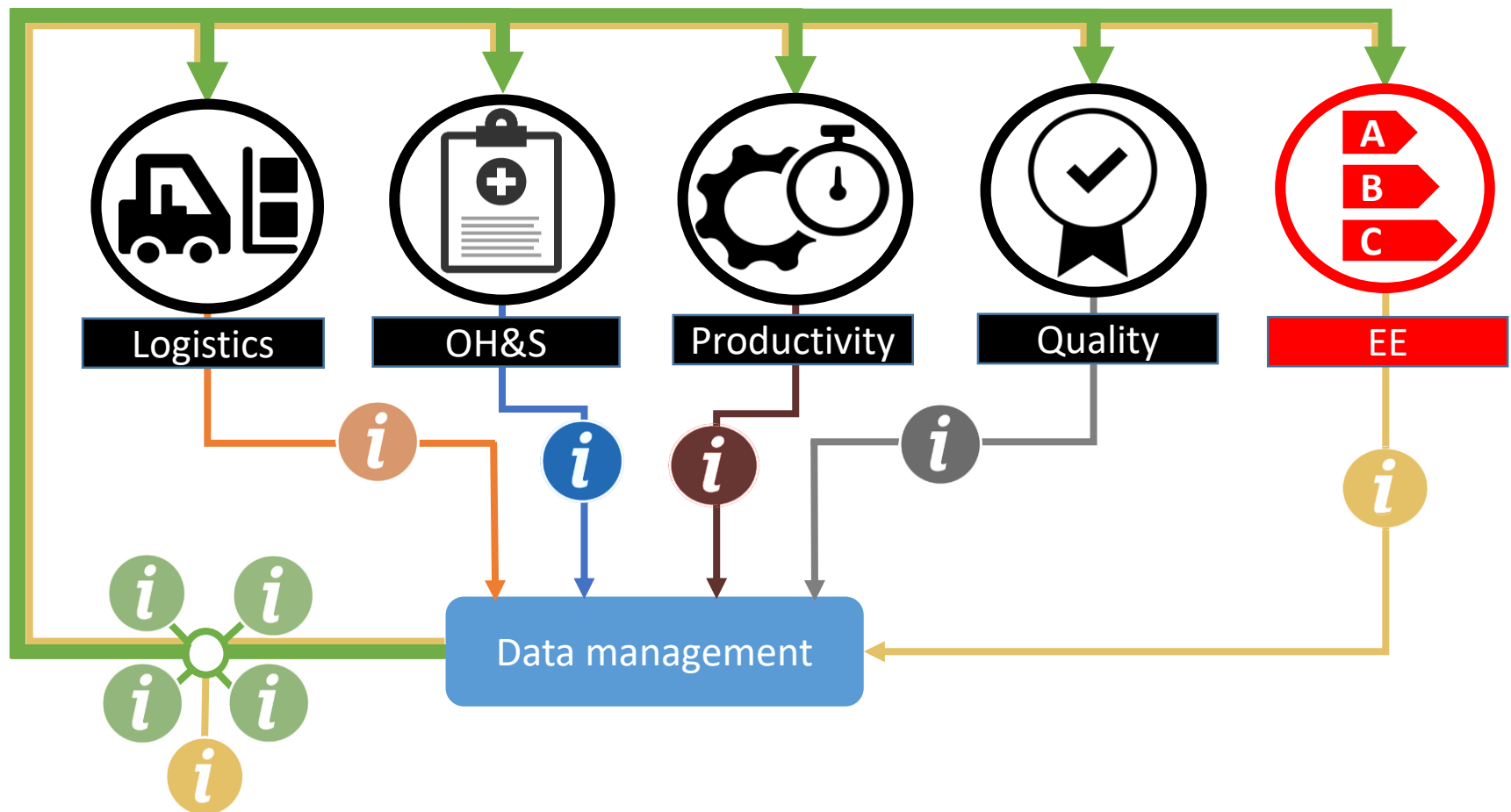
Business case, business case!

Its time to change perceptions



From environmental obligation to core business strategy

The basis of the business case



Energy efficiency easily fits into the digitalized industry model

What to address to make it really happen



Understanding Energy Efficiency



Making sense of what's already available



Industry as a leader not a follower



Collaboration for better policy

Connecting the dots, not reinventing

UNIDO Industry WG



- ✓ BtoB platform for open exchange
- ✓ Enable industry leadership on IEE
- ✓ Access entire value chain with support and guidance

UNECE IEE Task Force



- ✓ Unified and clear summary of IEE
- ✓ Independent review of IEE initiatives
- ✓ Enable better matching of initiatives to companies

Effective policy development

Thank you!

..... and now what's your opinion about the
communication gaps?

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