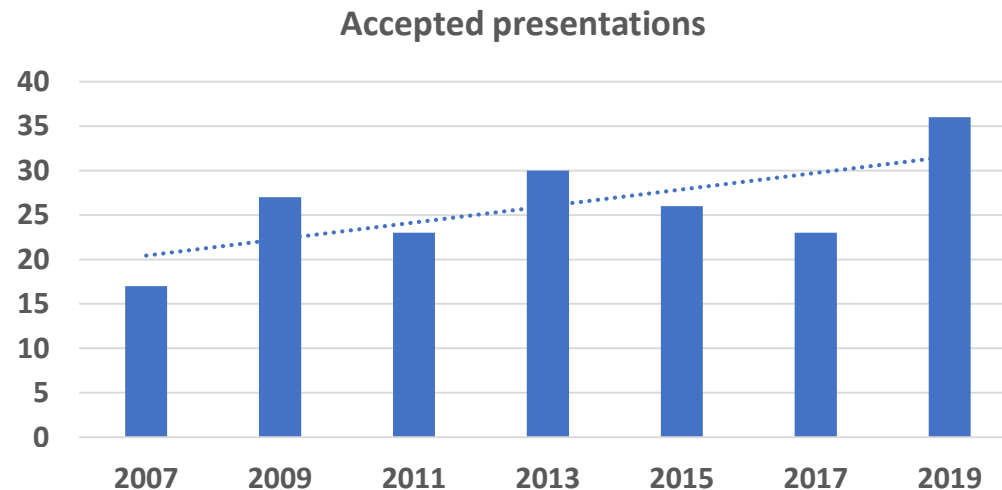


**What have we learnt and
what have we missed?**

Hans Nilsson

In search of the future in the times that have passed

- Panel 1 "The foundations of a future energy policy", now panel 2 ["Policy innovations to ensure, scale and sustain action"](#)
- Which have been the Challenges and who are the receivers
- 182 papers presented during 7 summer studies (14 years)
- Messages from the eceee compared with those from the IEA and the EU



What is energy efficiency - really?

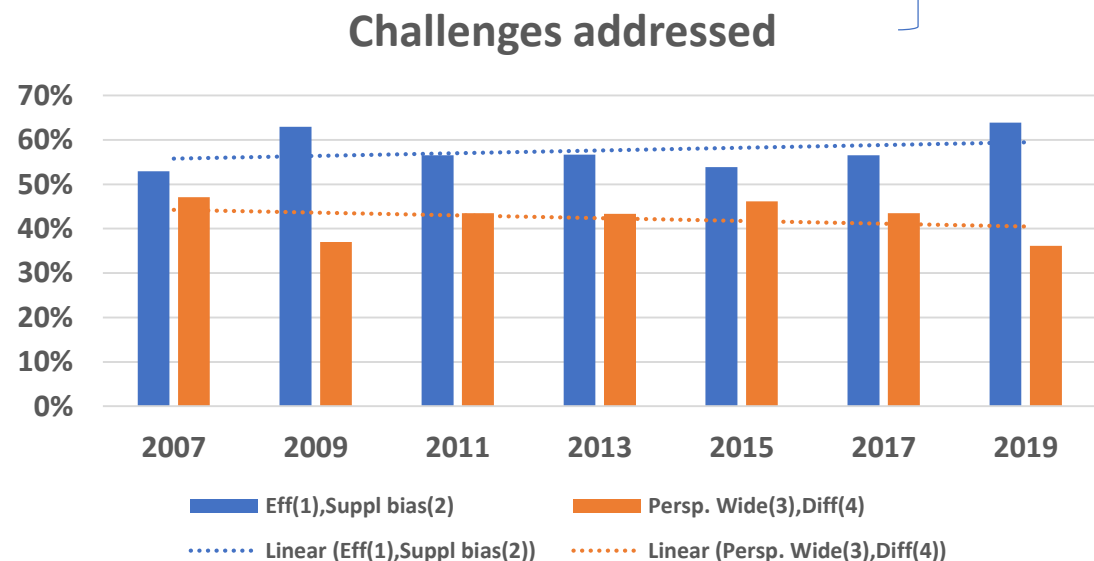
- "We need more energy – not less" (Unknown secretary of state)
- the bulbs people are "being forced to use" are more expensive, contain hazardous gases and give off light that's "not as good" as incandescents (Donald Trump)
- **Making more with less!** (eceee and the IEA)
- -----
- But there could be a snag! The saving equipment could be produced far away using more (different) and wasteful resources and need transportation over long distance. So be careful what you wish for!

Four different challenges for efficiency

- 1. Recognise the **superior characteristics** of energy efficiency equipment and systems
- 2. Understand the opportunities to **combine energy efficiency and renewable supply** for better result (a bigger bang for the buck)
- 3. Understand **how decisions are made on the market** and may affect energy efficiency e.g. applying Behavioural economics
- 4. Applying **different perspectives** on market aims e.g. Sufficiency instead of economic optimisation

Technology aspects

Conceptual aspects



The audiences

The political case: People are prepared for change, but politicians are not. How can we provide them with the motivation and instruments to make the change?

The social case: Energy efficiency vs. energy sufficiency; the theory and practice of (making) change. How do we deal with energy rebound in societies in which consumption is unbounded?

Rebound is (often) just another word for multiple benefits

The business case: How can we use the market as an instrument? Development of new business models that combine efficiency and renewables and that reward sustainability.

Innovation is often triggered by technology procurement and shows in market learning curves

But does the audiences pay attention?



Politicians: The IEA has raised its voice gradually

IEA Market Reports

Efficiency is the **FIRST** fuel

Efficiency is an invisible powerhouse

Efficiency is a hidden jewel

Efficiency is the one resource all possess in abundance

Efficiency has multiple benefits



IEA Market Reports (cont.)

Efficiency is at a crossroads today

Huge energy efficiency potential remains untapped.

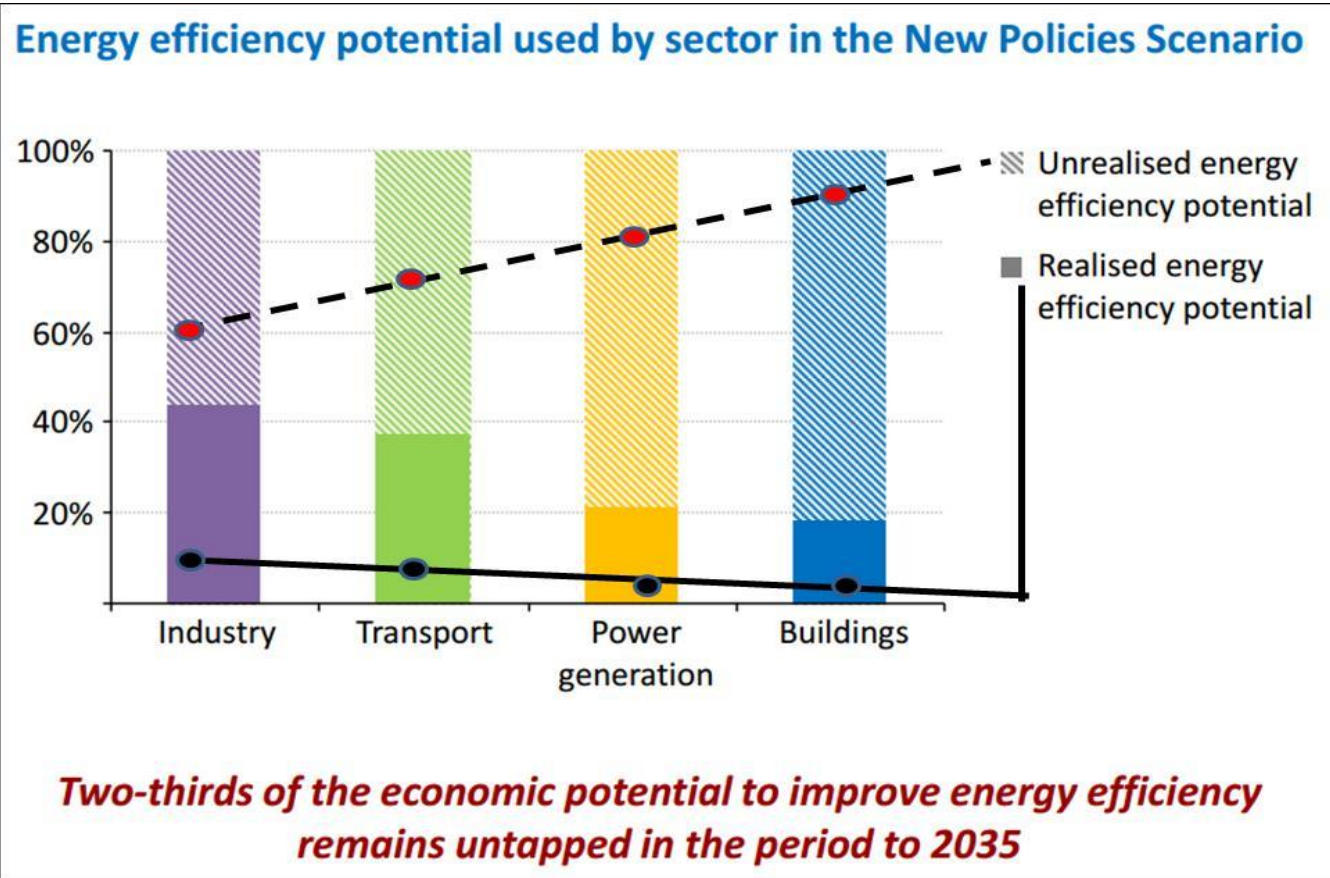
Energy efficiency alone could enable energy sector greenhouse emissions to peak before 2020. Data from 2018 reveal that the world is veering away from this pathway.

Since 2015, global improvements in energy efficiency have been declining. Energy intensity is expected to improve by only 0.8% in 2020, roughly half the rates, for 2019 (1.6%) and 2018 (1.5%). Well below the level needed to achieve global climate and sustainability goals.

Energy
Efficient
2019

Energy Efficiency
2020

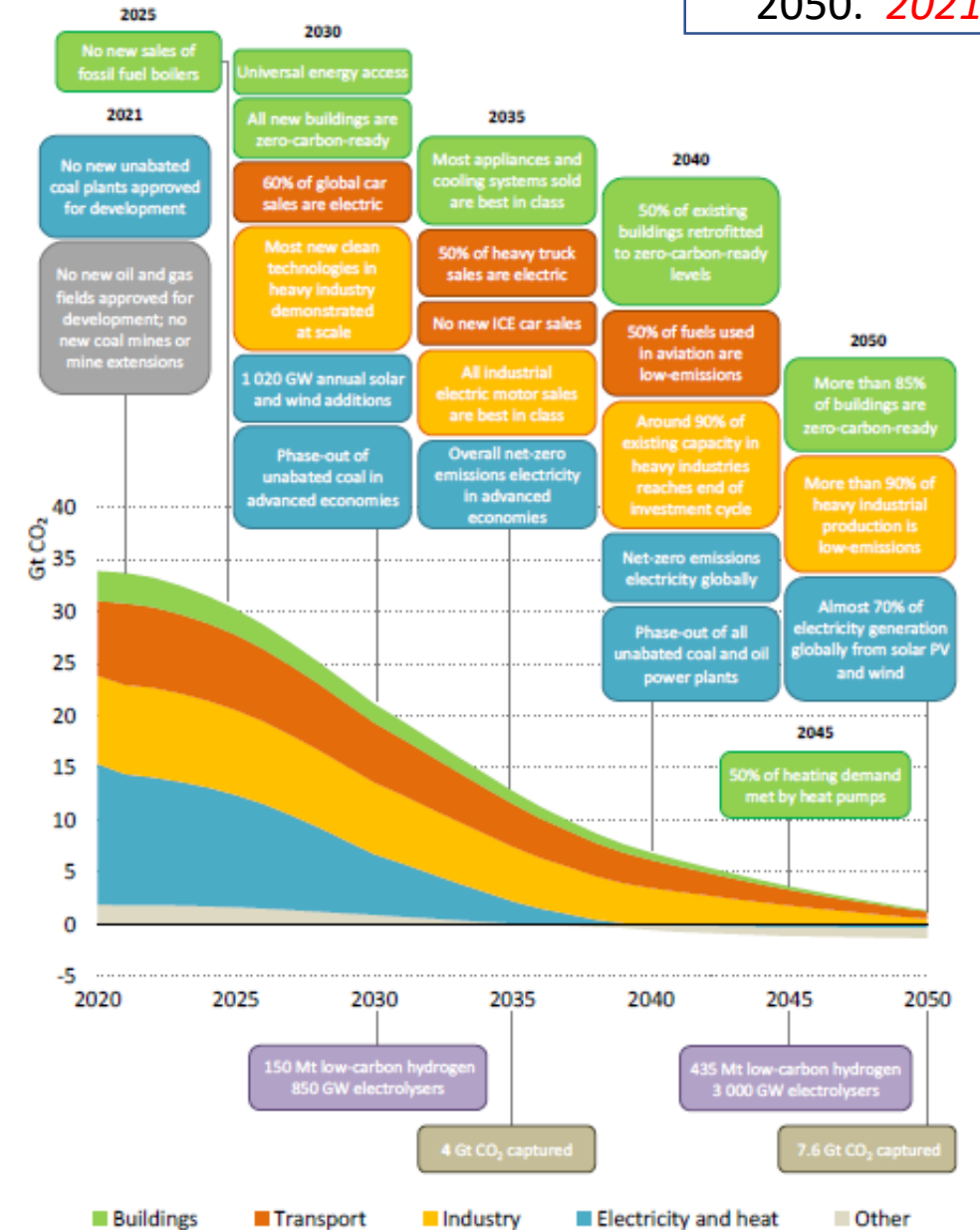
And illustrated the severeness (and opportunities)



IEA WEO 2014

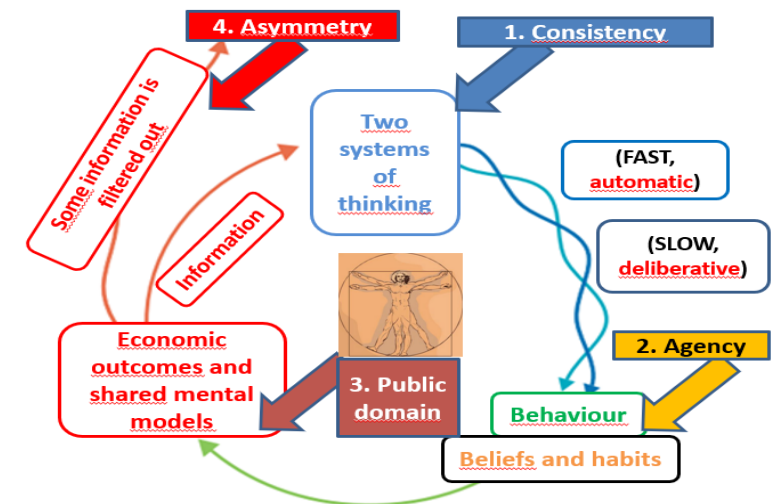
Key milestones in the pathway to net zero

IEA Net Zero by 2050. **2021**



The EU

- “It is necessary to fundamentally rethink energy efficiency and treat it as an energy source in its own right” (February 2015)
- And since then **SILENCE**
- Well thinking takes time and rethinking is hard!



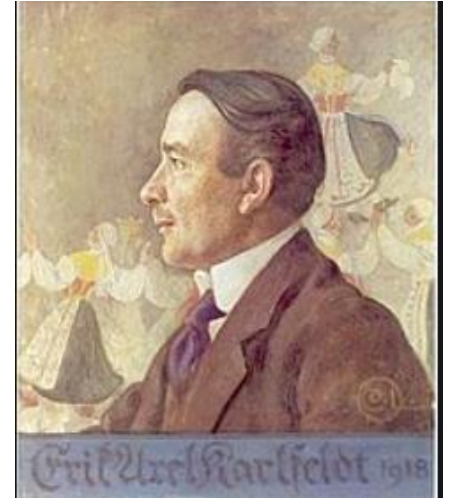
Is evidence-based enough?

- eceee, generate and provide evidence-based knowledge and analysis
- **Energy efficiency is not difficult..... only complicated**
- Energy efficiency is not only about changing ONE piece of equipment BUT entire systems.
- The target audiences are complex in themselves. They are big and it requires deep insights in psychology to get an impact.
- Facts and evidence might not be enough to turn “ the tide” .
- It might be even more important to tell the right story (and how the story is told).
- **To get the narrative right!**

To whom are we talking ... and how?

“...talk to peasants in their own language but also talk with learned men using latin”

Erik Axel Karleldt



“You have stolen my dreams and my childhood with your empty words. How dare you!”

Greta Thunberg

You talkin' to me? You talkin' to me? You talkin' to me? Then who the hell else are you talkin' to? You talkin' to me? Well, I'm the only one here. Who the f*** do you think you're talking to? Oh, yeah?

Robert de Niro as Travis Bickle in Taxi Driver



Conclusion

- **We have managed well in providing insights but less so in providing the narratives that the audience are thirsting for, that they can understand and tell others about.**