



EUROPEAN ALLIANCE TO  
**SAVE ENERGY**  
*Creating an Energy-Efficient Europe*

**Monica Frassoni**

President of the European Alliance to Save Energy (EU-ASE)  
Square de Meeus, 22 A  
1050 Brussels (Belgium)

Brussels, 22 May 2015

Dear Minister,  
Dear Ambassador,

We are writing to express our encouragement at the increased recognition that energy efficiency is being given in current discussions regarding the Energy Union. It is our hope that as those discussions advance toward revision of existing EU legislation in 2016, they will be guided by the principle of “Efficiency First,” so that the final legislation contains concrete provisions which promote energy efficiency as a fundamental lynchpin to success of the Energy Union.

It is significant to note that in the February 2015 Communication from the European Commission regarding the framework strategy for the Energy Union<sup>1</sup>, only one element is common to all five of the dimensions presented in “Section 2, The Way Forward”—*energy efficiency*. Energy efficiency is recognised as one of two key drivers of energy security and is credited with having helped to create an “historic opportunity” to act. In addition, it is seen as helping to provide a strong foundation for a fully integrated internal energy market and is given its own dimension, wherein the Commission notes that it should be considered as an energy source in its own right and allowed to compete on a level playing field with energy capacity increase proposals. Energy efficiency also helps to decarbonise the economy by reducing consumption of fossil fuels and is an integral part of the research, innovation, and competitiveness thrust that the Energy Union will rely on to sustain itself in the coming years.

All of these recognised benefits reinforce the overarching approach that we codify under the motto “Efficiency First.” This motto succinctly expresses our position that energy efficiency constitutes the very

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<sup>1</sup> “A Framework Strategy for a Resilient Energy Union with a Forward-Looking Climate Change Policy,” Brussels, 25.2.2015, COM(2015) 80 final

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foundation of responsible energy policy, not just a peripheral concern. We hope, for example, that the ultimate expression of the Energy Union will correct what we see as an historical bias against energy efficiency when it comes to planning and investment. This correction should include, among other things, a “savings test” which compares energy-related investments on equal footing and defers to energy efficiency investments when all other pros and cons are essentially equal, due to the superior contribution of such investments toward creating a sustainable future.

In summary, we are encouraged by the general direction that we see the Energy Union taking as it develops toward a final set of legislative proposals in 2016. And we invite all those involved in steering its development to make sure that its final form reflects what we believe is the absolute foundation of its success—Efficiency First.

Yours sincerely,



**Monica Frassoni**  
President  
European Alliance to Save Energy



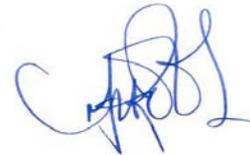
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Global Head of Public and Government Affairs  
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**Gene Murtagh**  
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**Catia Bastioli**  
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**Alex Laskey**  
President and Co-founder  
Opower



**Roland Ullmann**  
Director Industry Affairs - Building Automation  
Siemens



## About the European Alliance to Save Energy (EU-ASE)

EU-ASE was established in December 2010 by some of Europe's leading multinational companies. The Alliance creates a platform from which our companies (1E, Crupe, Danfoss, Ingersoll Rand, Kingspan, Knauf Insulation, Opower, Philips, Schneider Electric and Siemens) can join with politicians and thought leaders to ensure the voice of energy efficiency is heard from across the business and political community.

EU-ASE members have operations across the 28 Member States of the European Union, employ over 150.000 people in Europe and have an aggregated annual turnover of €70 billion.

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