

EU-ASE major player at EE Global Forum and CEM 9 in Copenhagen 21-24 May, 2018

Business representatives from the European Alliance to Save Energy (EU-ASE) attended the [EE Global Forum](#) and Clean Energy Ministerial in Copenhagen, where hundreds of energy leaders from nearly 50 countries joined together for actionable dialogue on energy efficiency and partnership-building.

On May 22, EU-ASE organized a panel session as a part of Executive Dialogues, which examined how the public and private sectors are working together to improve the energy efficiency performance of the European Union's building stock. The panel, moderated by Monica Frassoni, included five speakers from both private (four EU-ASE members) and public sectors, such as **Niels Boel** from **Schneider Electric**, **Jeff Moe** from **Ingersoll Rand**, **Tuuli Sarvilinna** from **Danfoss Drives**, **Kamila Waciega** from **Veolia** and **Mechthild Wörsdörfer** from the **European Commission**.

Across these diverse speakers, there was widespread agreement that an ambitious energy efficiency directive and binding targets are necessary to drive the energy efficiency market. "Clear policy signals result in broad energy efficiency technology deployment," remarked Jeff Moe of Ingersoll Rand. The panel also contributed to strengthen the relationship between EU-ASE and Director Mechthild Wörsdörfer in charge of renewables, research, innovation, and energy efficiency at the European Commission's Directorate General for Energy.



Following the panel discussion, EU-ASE had the opportunity to meet with the newly appointed President of Alliance to Save Energy, **Dr. Jason Hartke** to discuss the current lack of political support for climate policies in the US and the possibility of future cooperation in the field of energy productivity.

On May 23, the newly established Danish organization for energy efficiency, Synergi in collaboration with Danfoss, organised a breakfast roundtable on global energy efficiency where Monica Frassoni took part as a speaker and urged the **Danish Minister of Finance, Kristian Jensen**, to seize the moment of opportunity and to show the support for adequate energy efficiency target. In addition, she stressed that the discussion on the future Multiannual Financial Framework should not concentrate on which Member State contributes more or less, but instead on the quality of EU expenses.

EU-ASE also met with the delegation of [World Green Economy Organisation](#) from UAE, where possible future collaboration at the [World Green Economy Summit](#) was discussed.

On May 24, EU-ASE attended the Clean Energy Ministerial side event on "Accelerating EU action on building renovation and finance through the revised Energy Performance of Buildings Directive". The panelist agreed that the "buildings industry, manufacturers and consumers are able to deliver sustainable buildings transition when the right market signals are given from governments". The panel included Bendt Bendtsen, MEP, Niels Kaare Bruun, co-founder of [BetterHome](#) initiative and Director Mechthild Wörsdörfer from the European Commission.

The Danish Magazine for Climate and Energy, [Foresight](#), recognized the EU-ASE President Monica Frassoni as a headline speaker of EE Global along with other high level speakers and published an [op-ed](#) on the importance of strong and clear political signal for companies to invest in energy efficient solutions. EU-ASE mission in Copenhagen was promoted through the Alliance's social media profiles on [Twitter](#), LinkedIn and Facebook.