



# #EfficiencyFirst

This is the principle to ensure that energy efficiency investments:

- Are systematically and fairly assessed when energy policy is developed
- Are given priority when they are more cost-effective than equivalent investments in energy supply
- Can compete on equal terms with investments in energy supply

EUROPEAN ALLIANCE TO  
**SAVE ENERGY**

## FIRST FOR SECURITY



**EU DEMAND SIDE MARKETS** could save 833 TWh/year, equal to the energy imported yearly by UK



**DEEP BUILDINGS RETROFIT** could save 1465 TWh/year, equal to the energy imported yearly by France



**EU INDUSTRIAL EFFICIENCY** could save 172 TWh/year, equal to the energy imported yearly by Switzerland



Unlocking the potential of **BEHAVIORAL EFFICIENCY** will save European utility customers 12 TWh/year, equal to 1/3 of the energy imported yearly by Latvia

**-73%**

By 2030 realising all cost-effective energy efficiency potential will reduce projected gas imports by 73%

## FIRST FOR IMPACT



### TIME FROM PROJECT PREPARATION TO FINAL REALIZATION

• Energy efficiency : 1-5 years

• Gas pipelines: 3-7 years (small projects) 8-18 years (big projects)

• Nuclear power plant: 10 years

• Roads : up to 15 years for 50km

## FIRST FOR GROWTH



**DELIVERING ALL COST-EFFECTIVE ENERGY SAVINGS IN 2030 IN THE EU**

**WILL INCREASE GDP BY 4.5%**

Delivering the Trans-Atlantic Trade and Investment Partnership (TTIP)

**will increase GDP by 0.5 %**

## FIRST FOR PEOPLE



**20% MORE JOBS**

In the UK, spending on energy efficiency can generate in the long-term 20% more jobs, with the same impact on GDP, than stimulating the economy with other policies that require the injection of the same amount of money.



• 30,000 jobs  
An investment in a coal-fired power plant generating annually the equivalent of Austria's energy imports creates about 30,000 jobs...



• 100,000 jobs  
...but the equivalent spending on energy-efficient devices would create more than 100,000 jobs for the same amount of electricity saved.

By 2030 efforts to reduce the overall energy bill in EU by more than €200 billion would have a net job impact between 900,000 and 1.8 million jobs.

- 1 Establish an **Advisory Group** in 2015 to define how to remove structural barriers to a single market for energy efficiency products, systems and services.
- 2 **Investigate** the barriers to a level-playing field between supply and demand in the European energy sector.
- 3 Realise demand side markets within the **Third Internal Energy Market Package**.



- 4 Require Member States **2030 National Energy Action Plans** to apply a 'savings test' to the allocation of infrastructure funds and maximise the role of energy efficiency in delivering 2030 goals at least cost.
- 5 Set up a dedicated **Energy Efficiency Team** within the European Fund for Strategic Investments (EFSI) Advisory Hub.
- 6 Implement #EfficiencyFirst when accessing **European funds** – e.g. no access to Connecting Europe Facility Funds without delivery plans for energy efficiency first in place.

- 7 Make approval of **State Aid for energy infrastructure and supply-side technologies** conditional on a guarantee of fair treatment of the demand-side, and on the provision of clear evidence that no alternative demand side solution can address the failure at lower cost.
- 8 Incorporate #EfficiencyFirst objectives into the **annual State of the Energy Union** without forgetting the basics: 8.1. Review demand projections used for planning infrastructure investments to ensure they are aligned with energy savings objectives; 8.2. Review cost benefit assessment methodology to ensure that costs and benefits of energy savings are fairly accounted for 8.3. Ensure strong implementation, enforcement and extension of existing energy efficiency legislation.

# EUROPE'S ROADMAP TO DELIVERING #EFFICIENCYFIRST



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 (IE, 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.

MEMBERS



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# Efficiency First

By



## EUROPEAN ALLIANCE TO SAVE ENERGY

*Creating an Energy-Efficient Europe*

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