



EUROPEAN ALLIANCE TO
SAVE ENERGY
Creating an Energy-Efficient Europe

To the kind attention of **Jean-Claude Juncker**
President of the European Commission

Maroš Šefčovič
Vice President of the European Commission

Catherine Day
Secretary General of the European Commission

Monica Frassoni

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

Brussels, 27 January 2015

Dear President Juncker,
Dear Vice-President Šefčovič,
Dear Secretary General Day,

Re: “Energy efficiency first” in the Energy Union

On behalf of the European Alliance to Save Energy (EU-ASE), we are writing to express our full support for the creation of the Energy Union and to encourage you to place energy efficiency firmly at the forefront of its development and operation.

In the same way that it would be smart to fix any leaks in a race car fuel system before upgrading the size of its fuel pump, so it is necessary to address existing inefficiencies in European energy use before attempting to upgrade its distribution infrastructure and tackle other measures to strengthen and modernise its energy system. Doing so will help to ensure that the benefits of the other measures are maximised and that funds spent in their support are leveraged to yield strong returns.

Simply put, a top-priority focus on energy efficiency will set the stage for the success of the Energy Union, and to neglect its importance is to risk dooming the project from the outset.

So preeminent is “Energy Efficiency First” among the pillars of the Energy Union.

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As you, President Juncker, explicitly recognised in your opening statement to the European Parliament plenary session in July 2014¹, it is an obligation to future generations to combat global warming by pursuing ambitious, binding energy efficiency targets. And we applaud your particular mention of the importance of energy efficiency in buildings, which account for more than 40% of all European energy use. But behind and beyond the environmental benefits of energy efficiency lie robust economic dividends that can help to strengthen the European economy, job growth, and competitiveness².

For example, by adopting an Efficiency First approach, the Energy Union can help bolster European energy security by creating flexibility for supply diversification. The approach can also help to balance internal energy markets by encouraging realistic demand projections that lead to smart investment decisions—because it is less costly to reduce energy load than it is to build capacity. And it can provide a policy compass that will guide the European Commission in pursuing improvements in the existing energy efficiency framework and closing existing loopholes, where necessary.

The Efficiency First call to action is especially timely because the current European social and political environments are primed to embrace it. Two-thirds of the Member States have expressed their backing for the 30% binding energy reduction target that you have proposed for 2030, which indicates a high degree of popular support for energy efficiency.

The public promotion of the Efficiency First concept will help to encapsulate the European Commission energy strategy and communicate its relevance and positive impact to EU citizens and businesses.

It will also cast energy efficiency expenditures in their proper light—not as maintenance and operational expenses, but as investments that help lay the groundwork for a smart and secure European energy future.

In summary, it is our strong belief that the Efficiency First concept should occupy a leadership position in the design and operation of the Energy Union. And we stand ready to offer our support and counsel in this wise and ambitious venture.

Yours sincerely,



Monica Frassoni
President
European Alliance to Save Energy



Harry Verhaar
Global Head of Public and Government Affairs
Philips Lighting



Tony Robson
Chief Executive Officer
Knauf Insulation

¹ “A New Start for Europe: My Agenda for Jobs, Growth, Fairness and Democratic Change,” Opening Statement in the European Parliament Plenary Session, Strasbourg, 15 July 2014, pp. 5-6

² “EU-ASE Recommendations for the EU Jobs, Growth, and Investment Package,” EU-ASE paper, 14 November 2014
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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.

Members



Honorary Members

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Member of the European Parliament
(Denmark, EPP)

Bas Eickhout

Member of the European Parliament
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