



EUROPEAN ALLIANCE TO
SAVE ENERGY
Creating an Energy-Efficient Europe

To the kind attention of **Donald Tusk**
President of the European Council

Monica Frassoni

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

Brussels, 17 March 2015

Dear President Tusk,

Re: Energy Union will succeed by putting Efficiency First

At the forthcoming European Council on 19-20 March you will be discussing further orientations in view of building an Energy Union.

The European Council has regularly acknowledged that the cheapest and cleanest energy is that which is not used¹. The vision set out in the Communication on the Energy Union Strategy starts to reflect this, describing an Energy Union in which energy efficiency is seen as a key driver of energy security and is conceived as “an energy source in its own right”.

The Commission’s vision opens the door to an “efficiency first” approach, in which demand side resources would be systematically considered in energy system planning, purchasing and investing, and given priority wherever they cost less or deliver more value to society than supply side alternatives. The Energy Union set out by the Commission could thus mark a turning point away from an energy system that is based on building or buying ever more supply.

As the providers of energy efficiency/demand management goods and services in Europe, the members of the European Alliance to Save Energy (EU-ASE) commended this vision² and called for an **endorsement** by the European Council to really treat energy efficiency as an energy source in its own right and compete on equal terms with generation capacity.

¹ For example: European Council Conclusions, “[Strategic Agenda for the Union in Times of Change](#)”, 27 June 2014

² [EU-ASE Position Paper on the Energy Union](#), February 2015

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As stated in the Communication, giving “preliminary consideration” to energy efficiency in the Energy Union will boost robust economic dividends that can help to strengthen the European economy, create jobs, and increase competitiveness³.

Meeting the EU’s cost-effective energy savings potential would reduce gas imports by 40% by 2030 and increase GDP by 4.45%. This would save up to €552bn on fossil fuel imports over the next 15 years⁴.

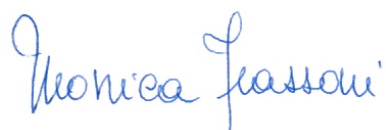
Most of the work has to be done at national, regional and local level; Europe cannot pass up those benefits.

Simply put, a **top-priority focus on energy efficiency** will set the stage for the success of the Energy Union, and to recognize and include its importance will be a crucial driver for the success of the project from the outset.

It is our strong belief that the “efficiency first” approach should occupy a leadership position in the design and operation of the Energy Union and we call for your endorsement at the forthcoming European Council.

EU-ASE and its industry members are willing to act as strong partners of the European Council in making the Energy Union a success for Europe’s competitiveness and future.

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



Claude Breining
Head of European Affairs & Standardization Strategy
Schneider Electric



Nick Mabey
Chief Executive Officer
E3G

³ [EU-ASE Recommendations for the EU Jobs, Growth, and Investment Package](#), 14 November 2014

⁴ European Commission’s Impact Assessment for the 2030 Energy Efficiency Communication, 2014



Stuart Robertson
Chief Executive Officer
Crupe



Niels Bjorn Christansen
Chief Executive Officer
Danfoss



Johannes Meier
Chief Executive Officer
European Climate Foundation



Gene Murtagh
Chief Executive Officer
Kingspan



Catia Bastioli
President
Kyoto Club



Alex Laskey
President and Co-founder
Opower



Roland Ullmann
Director Industry Affairs - Building Automation
Siemens



Sumir Karayi
Chief Executive Officer
1E



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

Bendt Bendtsen

Member of the European Parliament
(Denmark, EPP)

Bas Eickhout

Member of the European Parliament
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Pieter Liese

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