



EUROPEAN ALLIANCE TO  
**SAVE ENERGY**

*Creating an Energy-Efficient Europe*

EUROPEAN  
ENERGY  
EFFICIENCY  
DAY 12 OCTOBER 2023

JOIN US TO DRAW THE FUTURE

# ENHANCING EU SECURITY & RESILIENCE VIA ENERGY EFFICIENCY

## 2023 IN REVIEW

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## **FOREWORD**

In 2023 we faced a remarkable change of mood, political motivation and support around the whole agenda of the European Green Deal. The aftermath of the pandemic; the interminable war in Ukraine; high energy and commodity prices; the concerns of citizens around the costs and insecurity represented by the ongoing energy transition – these are some of the elements which made it particularly challenging to keep the momentum and rhythm on the ambitious legislation on important parts of the EU Green Deal, including the Energy Efficiency Directive (EED) and the Energy Performance of Buildings Directive (EPBD).

Our initiatives in 2023 have been very much focused on making sure that the new EU energy efficiency legislative framework was as ambitious as possible; and linking the reduction of our energy needs across our economy and society with that of developing all the other elements of the energy system, notably renewables.

This journey is not yet over and 2024 will be key to accelerate and fully implement the Green Deal, doing our best to convince all those who are doubting of the great opportunity it represents for us all.

I would like to take this occasion to thank the Secretariat and members of the Alliance for their support and full commitment and wish us all an excellent and successful 2024!

**Monica Frassoni**

President

European Alliance to Save Energy (EU-ASE)

# 2023 IN FIGURES

**16** INSTITUTIONAL MEETINGS

**14** WORKING GROUP MEETINGS

**5** PUBLICATIONS & RESPONSES TO CONSULTATIONS

**12** ADVOCACY LETTERS & PRESS RELEASES

**8** PUBLISHED OPINION ARTICLES

**19** PUBLIC EVENTS & WORKSHOPS

**5** GENERAL ASSEMBLY & BOARD MEETINGS

**22** SPEAKERS AT EUROPEAN ENERGY  
EFFICIENCY DAY 2023

**17%** INCREASE IN NEW FOLLOWERS ON SOCIAL  
MEDIA

**31,896** PAGE VIEWS ON [WWW.EUASE.EU](http://WWW.EUASE.EU)



# EUROPEAN ENERGY EFFICIENCY DAY



[www.energyefficiencyday.eu](http://www.energyefficiencyday.eu)

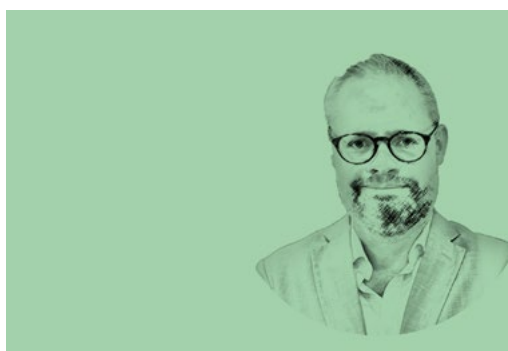
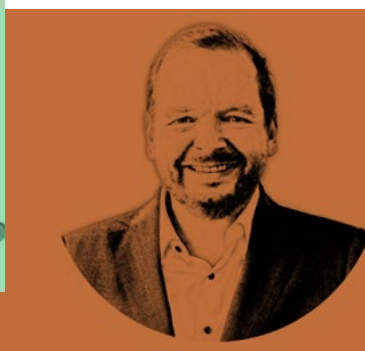


[Watch the energy efficiency thought-box here](#)

On 12 October, we hosted the second edition of European Energy Efficiency Day. The event brought together 22 speakers, including prominent policymakers, business stakeholders and representatives of civil society organisations who exchanged in a series of stimulating discussions.

Speakers - together with about 220 participants joining the event in-person and online, 9 supporting organisations, and 5 major industrial stakeholders in the energy field sponsoring the event - succeeded in highlighting energy efficiency as a practical, cost-effective and fair solution for decarbonizing Europe in line with the objectives of the EU's Green Deal.

Click on the images below to dive into the topics discussed:



# #EEDAYEU23

MEP Ciarán Cuffe, on the Energy Performance of Buildings Directive (EPBD):  
 “I am confident that we can come to an agreement before the end of this year  
 and begin our path to lower bills & climate neutrality as soon as possible.”

Watch MEP Cuffe’s video address as well as all sessions of the conference  
 on the [event website](#) and the [EU-ASE YouTube channel](#).



Inspired by session III at European Energy Efficiency Day 2023, Nikolaus J. Kurmayer penned an insightful piece about the need for energy efficiency to become one of the industrial ecosystems recognised in the EU industrial strategy. Read the full article [here](#).

View the full event report on [EURACTIV Climate & Energy](#) or click on the images below to find out more:



Want to shape the next European Energy Efficiency Day? [Contact us!](#)

# **DRIVING ENERGY EFFICIENCY: UNLEASHING POTENTIAL THROUGH EU REGULATORY FRAMEWORK**

In 2023, the mission of the EU-ASE Advocacy Working Group (AWG) has been to ensure the implementation of the EU-ASE Work Plan. In 2023, the energy efficiency agenda faced increased scepticism towards the European Green Deal and for policies aiming to increase energy savings.

The European Alliance to Save Energy (EU-ASE) carried out a comprehensive advocacy strategy related to Energy Efficiency Directive (EED) and Energy Performance of Buildings Directive (EPBD).

As part of our advocacy efforts to contribute to the negotiation of these important directives, the Alliance proactively engaged with the European Parliament, the European Council, and the European Commission. Our objective has been to champion energy efficiency throughout the entire EU energy system, spanning from buildings to industry.



We organised targeted meetings with relevant policymakers, publicly supporting our ambitious position via social media outlets and high-level letters, activating further engagement via networks as well as participating in different stakeholder group meetings. Moreover, we followed closely the negotiations on the Net-Zero Industry Act by monitoring, preparing a position paper, and advocating for energy efficiency as an essential part of the industrial system in its journey to achieve a zero-emissions future.

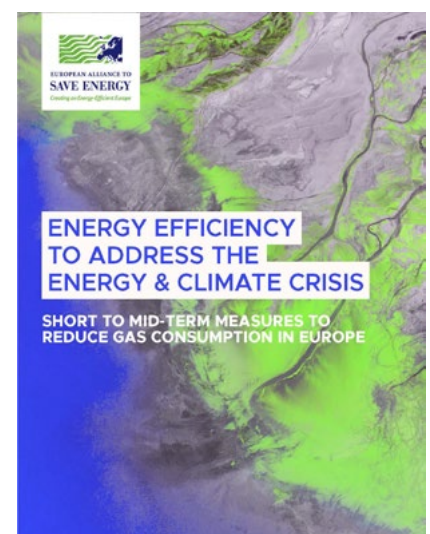
As part of our work, we also contributed to the European Commission's 2040 Climate target consultation. We submitted our feedback to the consultation highlighting the need to integrate energy efficiency further into the decarbonisation strategies of the Union. Furthermore, throughout the year, the Alliance worked with Italian regions to bring the energy efficiency industry and regional actors together for dialogue and to share best practices.



[Find out more](#)



[Find out more](#)



[Find out more](#)

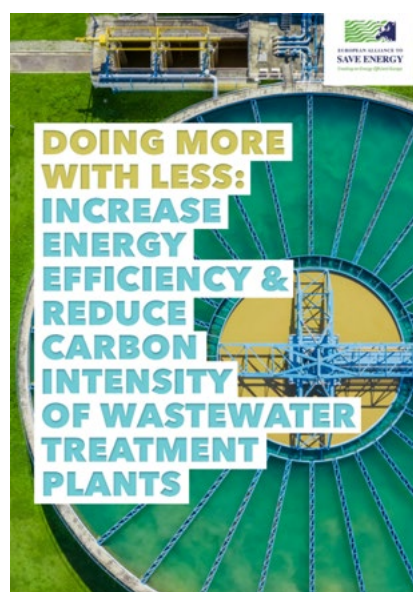
# CREATING MOMENTUM TOWARDS COMPREHENSIVE SOLUTIONS FOR WATER & ENERGY

Throughout 2023, the EU-ASE Water Working Group (WWG) advocated for water consumption reduction, delivering energy saving and optimising the energy use in industry in the EU.

The Alliance successfully implemented advocacy activities aimed at contributing to the positions of both the European Parliament and the European Council regarding crucial legislative frameworks, namely the Urban Waste Water Treatment Directive (UWWTD) and the Industrial Emissions Directive (IED). Through position papers, bilateral engagements and social media activities, activities, the Water Working Group managed to highlight the importance of the utilization of the energy efficiency first principle in industry, not only to optimise energy consumption but also to save water. The WWG also worked on the controversial Nature Restoration Law (NRL) to advocate for water and energy savings via greening cities and urban areas.

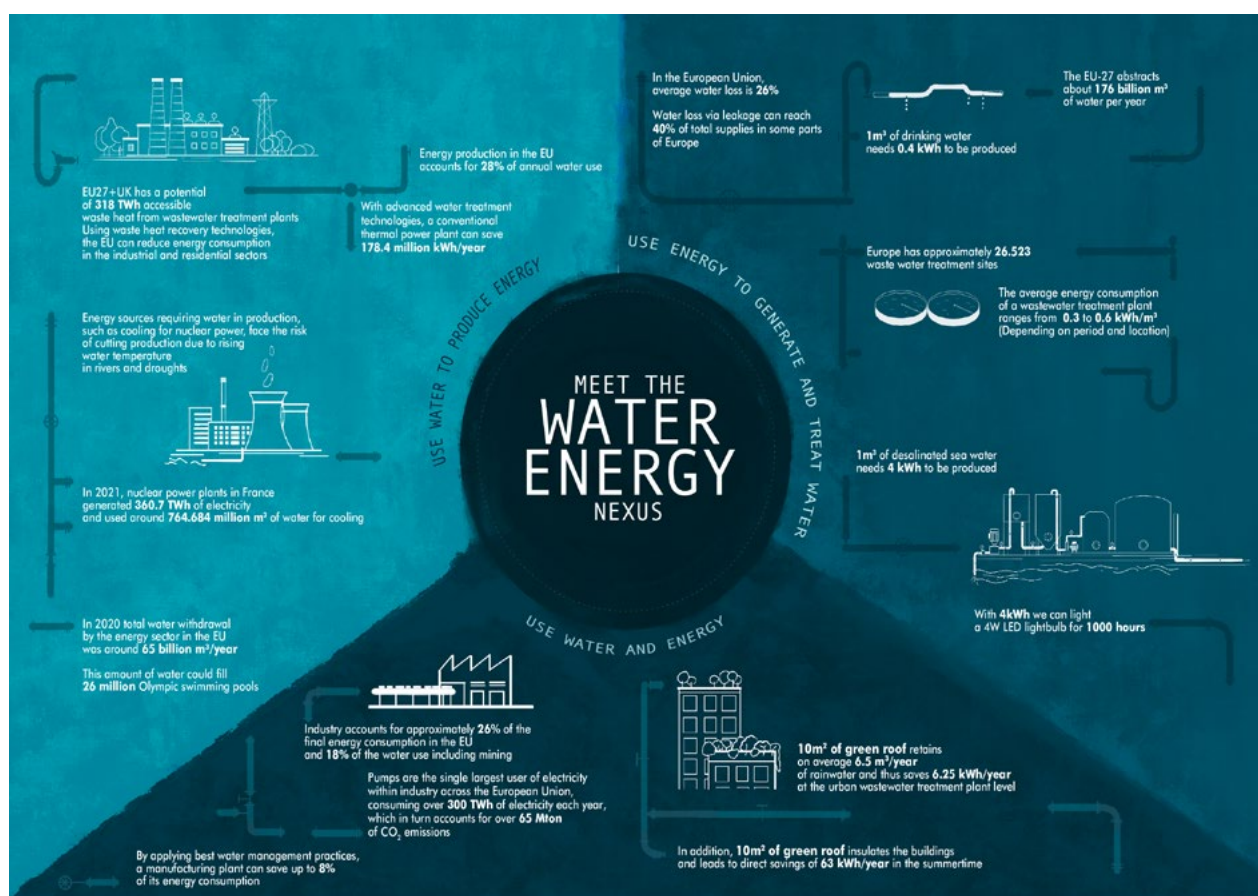


[Find out more](#)



[Find out more](#)

# MEET THE WATER-ENERGY NEXUS



[Find out more](#)

We also published an informative infographic to support our advocacy efforts which highlight the interconnection between water and energy from three aspects:

1. the connection between water consumption and energy production
2. the energy used to abstract and treat water
3. the interlink between energy and water in sectors such as buildings and industry

In the last quarter of the year, the WWG devoted its efforts on developing a European Water Strategy, urging policymakers to work on an integrated response to tackle water scarcity, focusing on the synergies between water and energy use.

While working on the water strategy document, we also contributed to the European Commission's Water Resilience Initiative that was announced by the Commission's President Ursula von der Leyen during her State of the Union speech.



# AGENDA SETTING AND THOUGHT LEADERSHIP

We are among the most influential business-led organisation on energy efficiency in Brussels. Throughout the year, we contributed to shaping the EU energy debate through meetings with key policymakers, timely policy debates, high-quality position papers and media outreach. We did so by showing leadership and knowledge and by sharing our policy and regulatory priorities elaborated with the support of our members.

## **CLEARLY EXPRESSING POLICY ASKS**

Our publications, delivered through a mix of traditional and social channels, brought the point of views of our members to policymakers and kept energy efficiency relevant in the broader debate on the European Green Deal.

## **PROMOTING OUR VIEWS**

Over the year, the Alliance produced insightful opinion articles which were published in well known media, such as Euractiv, Foresight Climate & Energy and the European Energy Innovation Magazine.

## **CONTRIBUTING TO THE POLICY DEBATE**

Events and workshops were organised with distinguished experts and policymakers, either publicly or behind closed doors, to facilitate exchange of views and knowledge building.



[Find out more](#)



[Find out more](#)





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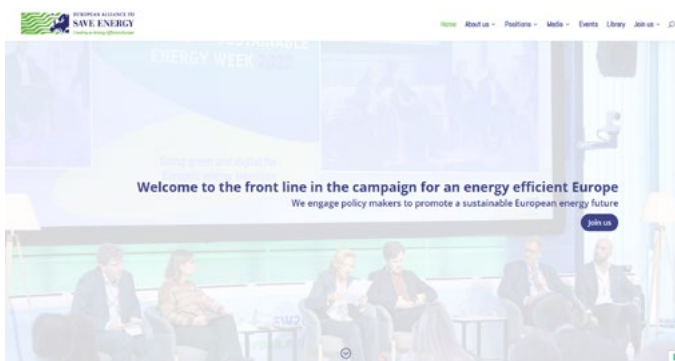
[Find out more](#)

# DIGITAL OUTREACH

Throughout the year, a continuous flow of high quality digital communication contributed to our advocacy objectives. This included publishing's on our website, posts on our Twitter and LinkedIn social media channels; as well as sending newsletters to our network.

## STEADY GROWTH IN WEBSITE AND SOCIAL MEDIA FIGURES

Our online visibility continued to grow in 2023, both in the number of views on our website as well as our followers on Twitter and LinkedIn. Our Twitter audience has grown to over 3.1K followers, while our LinkedIn page is now followed by more than 2,5K users in 2023. We have attracted over 32K page views to our website.



## A REGULAR FEED OF INFORMATION TO KEEP IN TOUCH WITH MEMBERS, POLICYMAKERS AND STAKEHOLDERS

We kept our members informed about the latest activities and the key policy news from Brussels. Every two weeks members received in their mailbox our Fortnightly Roundup.

In 2023 we continued to send our quarterly public newsletter: The Energy Efficiency Corner, a simple way to keep key EU policymakers and energy stakeholders informed about our activities.



### Fortnightly Roundup

#### THE LATEST FROM THE SECRETARIAT



## Energy Efficiency Corner Spring 2023



### The President's notes by Monica Frassonni

About one year before the next European elections, the EU's legislative machine is turning at full speed. When it comes to energy efficiency policy, last month has been particularly significant. On 10 March the Parliament and Council found a deal on the **Energy Efficiency Directive** (EED) recast. The agreement is [good news](#) as it strengthens the current framework, despite still leaving substantial flexibility to Member States in the implementation.



## **ENERGY EFFICIENCY AT THE CORE OF EUROPE'S RESILIENCE AND COMPETITIVENESS**

2023 was no different than 2022. Daily news reminds us how fragile the resilience of our economies is – extreme weather events, war fronts, increased inflation rate, gloomy construction and housing markets mixed with geopolitical tensions are stark reminders that crises are no-one offs.



As we navigate these crises, we – Europeans – get reminded of the inherent challenges of relying on external energy sources, including fossil fuels. Fortunately, our economies can tap into the increasing power of energy efficiency.

In 2021, the European Commission proposed its famous “Fit-for-55” Package. A series of climate and energy policies meant to align Europe with its 2030 decarbonisation target: to reach -55% GhG. In December 2023, the co-legislators reached the last mile of the “Fit-for-55” journey by adopting a provisional agreement on the Recast of the Energy Performance of Buildings Directive (EPBD). The EPBD and the Energy Efficiency Directive adopted earlier in 2023 will be the architecture that will boost the energy efficiency industries throughout Europe for the decades to come whilst further securing Europe’s most precious source of energy: the one it does not consume.

The implementation of these newly adopted legislations will be paramount. As our European energy system gradually phases out fossil fuels and gets electrified, energy efficiency measures hold the power to turn the energy system into an affordable, stable, and decarbonised architecture. Energy efficiency measures will help to alleviate pressure on the grid, whilst supporting the completion of investments into further grid capacity and maintaining costs reasonable. Investing in energy efficiency measures should not come at the expense of investments in renewables, and vice-versa. The twin combination is the long-term solution for achieving a decarbonised economy by 2050. Working together and building bridges will be the steppingstone that the European Union needs for getting its energy policies effectively working on the ground.

COP28 recently concluded with baby steps on the gradual phase out of fossil fuels. In the meantime, COP28 brought a leapfrog statement as 118 countries called on to double the efforts on energy efficiency. Energy efficiency policies are crucial for climate mitigation and adaptation. Science should always underpin the energy policies and their implementation. As we look at the contribution of energy efficiency and renewables to the energy transition, science should be once again at the heart of the debate.

2024 will bring surprises and will unfold developments of primary importance of Europe, its climate ambitions, and its role in the international scene. The European-Alliance to Save Energy (EU-ASE) looks ahead and is ready to partner, align and continue working with stakeholders across the political spectrum and businesses to demonstrate how energy efficiency remains of primary importance to secure, and level up Europe’s productivity.

In 2024, Europeans will have the opportunity to cast their votes and design the political spectrum of the European Union for the next 5 years. EU-ASE is looking forward engaging with the future elected Members of the European Parliament, and work with the new Commission mandate to showcase that between implementation, productivity, and competitiveness: Energy efficiency is at the core of it all. Join the Alliance to draw the future of energy!

**Quentin Galland**  
Knauf Insulation

Chairperson of the Board of Directors, EU-ASE



# PEOPLE



# BOARD OF DIRECTORS



**Monica Frassoni**  
President



**Quentin Galland**  
Chairperson  
Knauf Insulation



**Bonnie Brook**  
Vice-Chairperson  
Siemens



**Federica Rizzo**  
Owens Corning



**Gene Murtagh**  
Kingspan



**Frederik Thure**  
Danfoss



**Céline Carré**  
Saint-Gobain



**Bertrand Deprez**  
Schneider Electric



**Harry Verhaar**  
Signify



**Ronan Palmer**  
E3G



**Renée Bruel**  
European Climate  
Foundation



**Sergio Andreis**  
Kyoto Club

# HONORARY MEMBERS



**Kathleen Van Brempt, MEP**  
  



**Bas Eickhout, MEP**  
  



**Peter Liese, MEP**  
  



**Iskra Mihaylova, MEP**  
  



**Ville Niinistö, MEP**  
  



**Morten Helveg Petersen, MEP**  
  

# EU-ASE SECRETARIAT



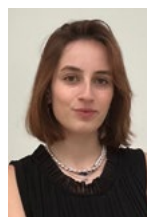
**Luigi Petito**  
Head of Secretariat



**Giuseppe Petito**  
Administration &  
Finance



**Matteo Guidi**  
Policy & Advocacy



**Ileana Okumus**  
Policy & Advocacy



**Santa Millere**  
Communication



**Esther Millet**  
Communication

# ANNEX

## OPINION EDITORIALS

*Click on the article to find out more*

- It is time to update our thinking about energy efficiency
- Building Investor Certainty: Business Leaders Unite in Urgent Call for an Ambitious Energy Performance of Buildings Directive
- Today's construction must not become tomorrow's retrofit
- Back to school with our attention on energy efficiency
- Unlocking the Superpower of Buildings
- To deliver the ambition of new energy efficiency directives: LED lighting is a must
- Bringing efficiency in the EU's National Energy and Climate Plans
- The water-energy nexus: connecting water saving, energy efficiency and the reduction of emissions

## ORGANISED EVENTS & SPEAKING OPPORTUNITIES

*Click on the event to find out more*

### ORGANISED & CO-ORGANISED EVENTS

- February: Good practices for energy redevelopment for the effective implementation of the regional programs 2021-2027 in public residential construction, renewable energy communities, and green infrastructure
- May: Good practices for energy redevelopment for an effective implementation of cohesion programs 2021-2027 in buildings and company production facilities
- June: All hands-on deck: Mobilizing the EU's cohesion policy to unlock Europe's cities and regions' potential to save energy
- July: EU-ASE Summer Cocktail evening
- October: European Energy Efficiency Day 2023
- November: Energy efficiency & housing renovation
- December: Energy Efficiency 2023: Report Seminar

## SPEAKING OPPORTUNITIES

- January: For decarbonisation: energy efficiency and heating in buildings in Italy
- April: Looking at the future of the Energy Union, beyond the crisis
- May: Eurhonet Sustainable Construction online webinars - Future trends: New European Regulations for energy efficiency and climate goals
- May: Ecomondo
- June: Energies at the Crossroad: European and Eurasian Countries in Dialogue
- June: The role of competitive clean energy technologies to implement climate targets for 2030 - European Sustainable Energy Week (EUSEW)
- June: High Sustainability: Goals for sustainable development in the new world disorder (Radio Radicale Podcast)
- July: HEATLEAP Final Dissemination Event
- October: The "Green Homes" Directive as an opportunity for industrial, territorial & social development
- October: Concerted Action for the Energy Efficiency Directive
- October: 15th BUILD UP Skills European exchange meeting
- November: Seminar - European Green Deal



[Find out more](#)



[Find out more](#)



[Find out more](#)





# NOT A MEMBER YET? JOIN US NOW!

European Alliance to Save Energy (EU-ASE) aims to advance the energy efficiency agenda in Europe. The Alliance allows some of the world's leading multinational companies to join environmental campaigners and a crossparty group of Members of the European Parliament.

EU-ASE business members have operations across the 27 Member States of the European Union, employ over 340.000 people in Europe and have an aggregated annual turnover of €115 billion.

For more information:

[www.euase.eu](http://www.euase.eu)  
[info@euase.eu](mailto:info@euase.eu)

