



EUROPEAN ALLIANCE TO  
**SAVE ENERGY**

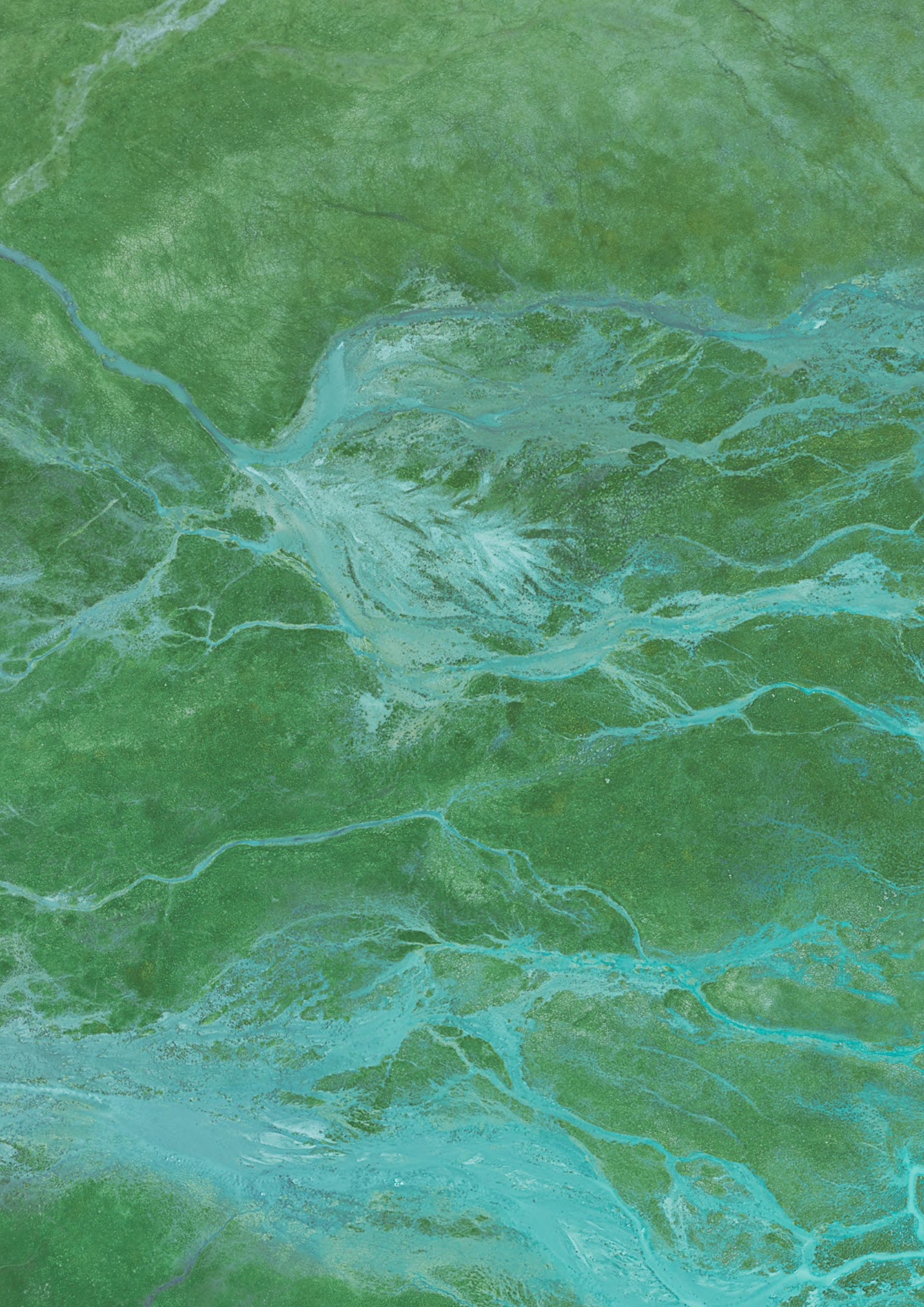
*Creating an Energy-Efficient Europe*

# FOSTERING A GREEN RECOVERY WITH ENERGY EFFICIENCY AT ITS CORE

## 2020 IN REVIEW









## Table of contents

Foreword .....	p.04
2020 in figures .....	p.05
Agenda setting and thought leadership .....	p.06
Energy efficiency boosted by EU regulatory framework.....	p.08
Financing energy efficiency .....	p.10
Unleashing energy savings potential of water efficiency .....	p.11
Digital outreach .....	p.12
People .....	p.13
Advocacy Meetings .....	p.14
Opinion Articles and Events & Webinar .....	p.15
2021: A crucial year for energy efficiency .....	p.16
Join us .....	p.18
About us .....	p.19

## FOREWORD

*As we at European Alliance to Save Energy (EU-ASE) reflect on this tumultuous year, we find ourselves almost surprised that the huge disruption that Covid-19 brought to our lives did not divert the European Union's focus from the European Green deal as the main driver for sustainable and equal growth.*

*We are also grateful that over this challenging year, we could count on the enduring support from our members. Together, we worked hard to implement a very ambitious workplan structured in four objectives:*

- *Strengthen the positioning of EU-ASE as a major stakeholder in the energy efficiency and decarbonization debate*
- *Boost Energy Efficiency through the regulatory framework*
- *Financing Energy Efficiency*
- *Unleash the energy savings potential of water efficiency in the EU legislation*

*Many eye-opening revelations that we experienced this year were a stark reminder of how we need to move more decisively towards a climate neutral and resilient economy. In this regard, it was gratifying for us to see the seeds of ideas we planted taking root and growing. For example, the recommendations of our first publication of the year (10 priorities for transformative policies under the European Green Deal) were widely heard by policymakers. Energy efficiency is featured in the European climate law and a 55% emissions reduction target for 2030 was proposed.*

*Among our key achievements is the announced revision for next year of both the Energy Efficiency Directive and Energy Performance of Buildings Directive, while the Renovation Wave led to the inclusion of building renovation among the flagship initiatives for national recovery and resilience plans. Also, a new guidance on the energy efficiency first principle will be published at the beginning of next year. These are just a few of many examples of what we accomplished with the support of our members and honorary members in 2020.*

*This year required us to question everything: from where and how we work, to whom we work with, to what we must do to make energy efficiency a key pillar of green and resilient recovery. This resulted also in establishing a new thematic working group, dedicated to Next Generation EU and the Multi Annual Financial Framework post 2020 (MFF), in the middle of the year, to adapt to ongoing challenges.*

*You will read more about these milestones and several others in the following pages and we are confident that you will be equally as glad and enthusiastic about what we accomplished together and what is still to be done.*

Monica Frassoni  
President





## 2020 in figures

38

ADVOCACY MEETINGS

19

PUBLICATIONS & RESPONSES TO CONSULTATIONS

12

OP-EDS

4

NEW HONORARY MEMBERS

7

EVENTS AND WORKSHOPS

15

SPEAKING OPPORTUNITIES

16

WORKING GROUP MEETINGS

3

BOARD MEETINGS

735

NEW FOLLOWERS ON SOCIALS

6000

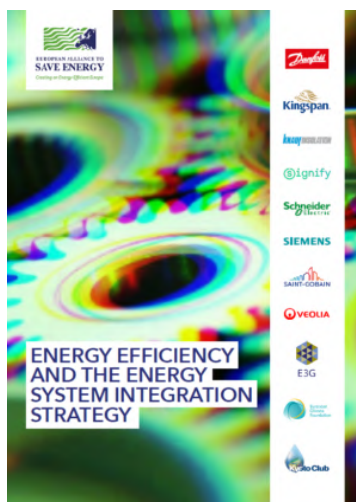
USERS ON WEBSITE



# AGENDA SETTING AND THOUGHT LEADERSHIP

We are the most influential business led organisation on energy efficiency in Brussels. Throughout the year we were invited to contribute to all the main energy efficiency related discussions, and we did so showing leadership and sharing the policy priorities elaborated with our members.

Our active participation in debates and high-level conferences happening at national, European and international level has been remarkable.



## **CLEARLY EXPRESSING POLICY ASKS**

Our publications, delivered through a mix of traditional and social communication channels, brought the point of views of our members to policy makers and kept energy efficiency relevant in the broader discussion concerning the European Green Deal.

## **PROMOTING OUR VIEWS**

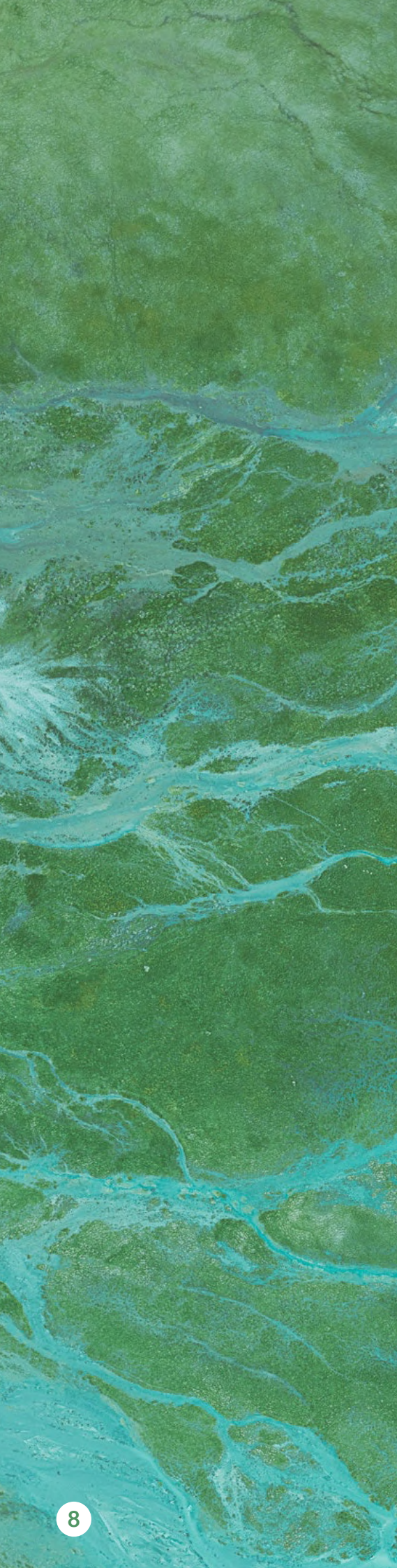
As part of this effort, we supported our members to produce insightful opinion articles, most of which were published in well-known Brussels media such as Euractiv, Foresight Climate & Energy, European Energy Innovation, and the Energy Efficiency Magazine.

## **FOSTERING EXCHANGES WITH EU POLICYMAKERS AND CONTRIBUTING TO THE CLEAN ENERGY TRANSITION DEBATE**

Despite the long and difficult year, upset by unprecedented health, social and economic crisis, we leveraged our ever growing reputation to relentlessly promote energy efficiency as one of the main drivers to help Europe out of the crisis.







We started the year at full speed advocating for the energy efficiency first principle to be enshrined in the European Climate law. The principle has been introduced in the European Parliament Environment Committee report, while energy efficiency is one of the criteria to factor in when setting the EU's long term trajectory for decarbonisation.

Throughout the year, we called for a more ambitious and prompt implementation of the Clean Energy Package as well as for its early revision well ahead of 2023, as initially foreseen. We welcomed the announcement of 2021 revision of the Energy Efficiency Directive (EED) and Energy Performance of Buildings Directive (EPBD).

In the building sector, the Renovation Wave outlined Europe strategy to modernise the EU building stock, introduced in the policy debate new concepts such as district approach and minimum energy performance standards for existing building; and promised to set up simpler, clearer and easier to-apply State Aid rules for building renovations throughout the year.

The Energy System Sector Integration Strategy published in July has put the energy efficiency first principle at the core and its European Commission announced the 2021 publication of a guidance on how to make the Energy Efficiency First principle operational across the energy system.

### **PROMOTING ENERGY EFFICIENCY ACROSS NEW RELEVANT POLICIES AND LEGISLATIONS**

Our views were summarised in a series of positions and answers to public consultations organised by the European Commission.

### **TIMELY ADDRESSING KEY POLICYMAKERS ON SPECIFIC POLICIES**

We addressed policymakers with several letters and statements, sometimes in coordination with with other partners and stakeholders.



# ENERGY EFFICIENCY BOOSTED BY EU REGULATORY FRAMEWORK

## **FOSTERING INTERNAL DISCUSSION AMONG MEMBERS AND SECURING EXPERTS CONTRIBUTIONS**

A series of internal workshops were hosted throughout the year to facilitate understanding and exchange of views among members on relevant policy issues. External experts and stakeholders participated in the workshops and shared their insights.

They touched upon the following topics:

- District Approach to energy planning
- Smart Sector Integration
- EU State aid rules for energy efficiency in buildings
- EU Emissions Trading System and carbon pricing





# FINANCING ENERGY EFFICIENCY

In order to provide our business inputs to stimulus packages and the EU Recovery and Resilience Plans, we established, with the kind support of the European Climate Foundation, a dedicated working group on Next Generation EU and the Multi Annual Financial Framework post 2020.

At the time of writing of this report, we are engaging with policy makers at national and European level to secure a 40% earmarking for climate spending, stringent green conditionalities for the expenditure of resources, use of the Taxonomy Regulation to assess the eligibility and tracking of sustainable investments in the national recovery and resilience plans, and dedicated investments in the building sector.

## **PROMOTING ENERGY EFFICIENCY AND CLIMATE SPENDING IN EU BUDGET AND NEXT GENERATION EU**

We addressed policymakers with several letters and statements to call for a green recovery and dedicated investments in energy efficiency and building renovations. This was done in coordination with high-level partners and stakeholders, including CEOs from top global companies, Members of the European Parliament, and key players from the Member States.





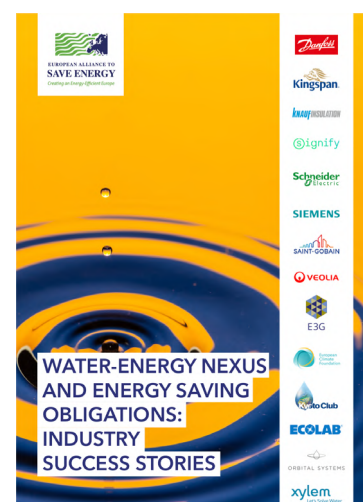
# UNLEASHING ENERGY SAVINGS IN WATER EU LEGISLATION

Throughout the year we continued our advocacy work to integrate the water-energy nexus in relevant EU legislation. We called for the revision of the Industrial Emissions Directive (IED) and the Urban Waste Water Treatment Directive (UWWTD). The Commission initiated the revision of the UWWTD and will examine how the revised directive could implement the energy efficiency first principle. In parallel, the European Commission announced the revision of the IED.

As part of the Energy Efficiency Directive (EED) revision, we raised the European Commission awareness of the energy efficiency potential

related to water saving measures across sectors. The issue and namely the link between energy and water consumption was part of the discussion related to the EED impact assessment and evaluation. As part of this effort, we contributed to the Impact Assessment on the revision of the EED and published two position papers in response to EU public consultations.

To highlight the economic and environmental benefits of the water-energy nexus, we published a collection of successful water and energy saving projects implemented by our members across different sectors and EU countries.





# DIGITAL OUTREACH

## **IMPROVED WEBSITE**

During the summer we worked on an overall revamp of our website with the goal of improving user experience. The sections have been reorganised, content has been updated and the overall graphic design enhanced. The updated homepage now features all our most recent activities, allowing members and visitors to stay informed with the work of the Alliance.

## **STEADY GROWTH ON SOCIAL MEDIA**

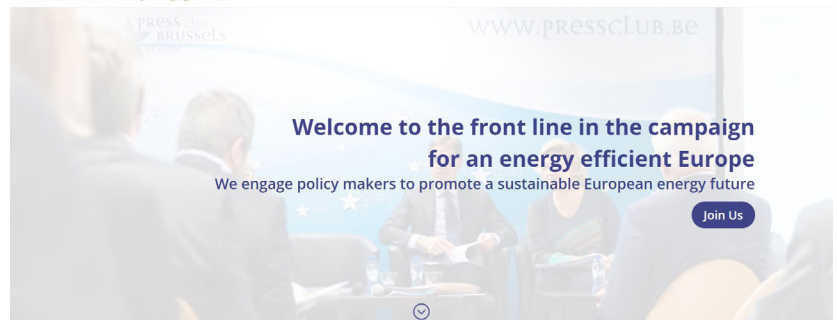
Our social media profiles have been steadily growing over the year both in number of followers and their engagement. This is particularly true for Twitter, where we are heading to soon reach 2.5K followers. The Alliance's reputation in the "Twittersphere" was consolidated and improved through a constant flux of posts, updates, and effective campaigns. Also on LinkedIn our presence grew considerably throughout 2020.

## **LET'S KEEP IN TOUCH**

We kept members continuously informed about the secretariat's latest activities and the key policy news from Brussels. Every two weeks members received in their mailbox our "Fortnightly roundup". This will continue in 2021.



[Home](#) [About Us](#) [What We Do](#) [Views](#) [Join Us](#) [Contact Us](#)





# PEOPLE

## Board of directors



Monica Frassoni  
President



Harry Verhaar  
Chairman  
Signify



Bertrand Deprez  
Vice-Chair  
Shneider Electric



Bonnie Brook  
Vice-Chair  
Siemens



Ondrej Sramek  
Knauf Insulation



Gene Murtagh  
Kingspan



Sergio Andreis  
Kyoto Club



Ronan Palmer  
E3G



Renée Bruel  
European Climate  
Foundation



Julie Kjestrup  
Danfoss

## Honorary Members



Kathleen Van Brempt, MEP  
  



Peter Liese, MEP  
  



Morten Helveg Petersen, MEP  
  



Bas Eickhout, MEP  
  



Iskra Mihaylova, MEP  
  



Mohammed Chahim, MEP  
  



Ville Niinistö, MEP  
  



Simona Bonafé, MEP  
  

## Secretariat



Luigi Petito  
Head of secretariat  
and memberships



Giuseppe Petito  
Administration and  
finance



Senta Marenz  
Policy affairs



Matteo Guidi  
Communication



Milena Vergara  
Communication





# Advocacy meetings

## European Commission:

- Kadri Simson, Commissioner for Energy
- Elisa Ferreira, Commissioner for Cohesion and Reforms
- Kurt Vandenberghe, EU Green Deal Advisor to EC President
- Mauro Petriccione, Director General, DG CLIMA
- Mario Nava, Director General, DG REFORM
- Nicola De Michelis, Director, Smart & Sustainable Growth, DG REGIO
- Maria Teresa Fabregas, Director, Recovery & Resilience Task force
- Veronica Manfredi, Director, Quality of Life, DG ENV
- Diederik Samsom, Head of Cabinet of Vice-President Timmermans
- Riccardo Maggi, Cabinet of Executive Vice-President Timmermans
- Stefan Moser, Head of Unit, Energy Efficiency, DG ENER
- Karlis Goldstein, Cabinet of Commissioner Kadri Simson
- Stefano Lambertucci, Programme Manager, DG REGIO
- Rosanna Micciche, Programme Manager, DG REGIO
- Benjamin Baretts, Programme Manager, DG REGIO

## European Parliament:

- Sirpa Pietikainen, EPP
- Nicolas Gonzalez Casares, S&D
- Simona Bonafè, S&D
- Pascal Arimont, EPP
- Klemen Groselj, Renew
- Ville Niinistö, Greens
- Dennis Radtke, EPP
- Adviser Dragos Pislaru, Renew
- Assistant Antonio Tajani, EPP
- Assistant Marian-Jean Marinescu, EPP
- Assistant Nils Torvalds, Renew

## EU Council and Members States:

- Cabinet of Charles Michel, President of the European Council
- Joan Groizard Payeras, Director-General, IDAE
- Paula Santos Ortiz, Advisor Spanish Secretary of State for Energy
- Elena Aparici, Director General, Spanish Ministry of Economic Affairs
- IT, RO, HR, DK, AT, SE, PT, NL Permanent Representations



## Opinion articles

- **European climate law must not be an empty shell** - Monica Frassoni - [Euractiv](#)
- **The European Green Deal: a tipping point for good** - Harry Verhaar (Signify) - [EU-ASE](#)
- **The vaccine to future crises is sticking to climate neutrality** - Monica Frassoni - [Foresight](#)
- **We must invest today in the buildings of tomorrow** - Bertrand Deprez (Schneider Electric) and MEP Mohammed Chahim - [Euractiv](#)
- **Smart and the city: energy efficiency and sector integration for a #carbonneutralEUmart and the city** - Julie Kjestrup (Danfoss) - [EUSEW2020 Blog](#)
- **Renovation Wave: the immediate and powerful recovery button at the fingertips of EU policymakers** - Bertrand Deprez (Schneider Electric) and Céline Carré (Saint Gobain) - [EUSEW2020 Blog](#)
- **Ending energy poverty starts with efficient homes** - Monica Frassoni - [CEEnergy News](#)
- **Energy efficiency: green recovery 'made in Europe'** - Monica Frassoni - [European Energy Innovation magazine](#)
- **Recover Europe? Renovate buildings!** - Peter Robl (Knauf Insulation) - [CEEnergy News](#)
- **The great potential of non-residential buildings and how to tap into it** - Bonnie Brook and Volker Dragon (Siemens) - [EU-ASE](#)
- **Energy Efficiency in Recovery Plans gives Europe an ace up its sleeves for both today's and tomorrow's challenges** - Monica Frassoni - [Energy Efficiency Magazine 2020](#)
- **EU needs mandatory targets and means to save energy** - Kamila Waciega (Veolia) and MEP Ville Niinistö - [Euractiv](#)

## Events & Webinars

During 2020, EU-ASE we were involved in the following physical events and webinars:

- High-level public conference on implementing the European Green Deal and Climate Law
- International Energy Agency's 5th Annual Global Conference on Energy Efficiency
- Decisive action on energy poverty: solutions from across the EU
- Spurring Europe's Renovation Wave - How #BetterBuildingsEU can contribute to #EUGreenRecovery
- Decarbonising industry and the ICT sector: energy and CO2 saving potential in the short and longer term (EU Sustainable Energy Week 2020)
- Powering energy transition in rural communities through social and territorial innovation
- Climate Week New York City 2020
- Conferenza Nazionale sul clima 2020
- C4E Webinar
- 18th European Week of Regions and Cities
- Stati Generali Green Economy 2020
- 12th Citizens' Energy Forum



## 2021: A CRUCIAL YEAR FOR ENERGY EFFICIENCY

*Over this year, the Covid-19 pandemic has exposed the vulnerabilities of our economic, social and health systems. As national recovery plans will inject an unprecedented amount of finance into the economy, 2021 will be key to make sure that these resources are spent wisely. The priority should be clear: we must increase resilience in our society, modernise the economy and change the energy system to make it more sustainable and progressively carbon-free. Just before the summer, we established, thanks to the support of the European Climate Foundation, a new working group dedicated to the EU Budget and Next Generation EU, that is working to advance energy efficiency in this debate. This work will be essential to make energy - and often digital - efficiency a cornerstone of green recovery in Europe.*

*From a legislative point of view, 2021 will be rich in key announcements and developments at EU level to foster energy efficiency. The Renovation Wave, published last October, is only the beginning of a process which we need to guide and improve to achieve a highly efficient and decarbonised building stock. This can be done namely through the revision of the Energy Performance of Buildings Directive, with the umbrella ambition to at least double renovation rates to the 'magic' 3% per year.*

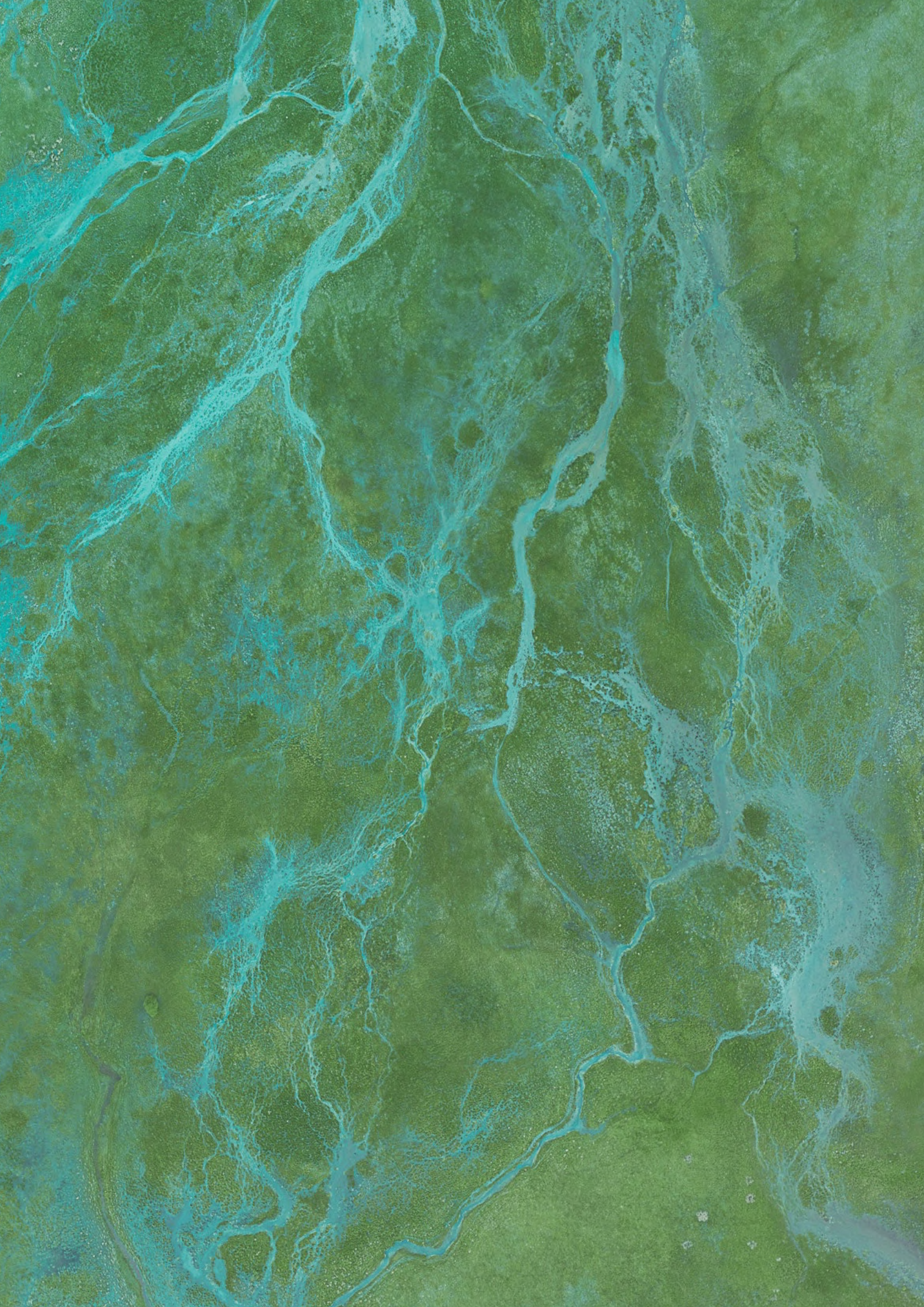
*The upcoming review of the Energy Efficiency Directive and the operationalisation of the "Energy Efficiency First" principle are paramount to put energy efficiency at the core of Europe's energy system.*

*Energy System Integration, digitalisation of infrastructure, the role of hydrogen, the synergies between energy efficiency and renewables, and its potential in industry, require our attention and are on the radar of the Alliance. And one should even realise that energy efficiency gains in buildings and industry free up a massive amount of electricity that can be used in the electrification of transport.*

*We cannot miss the opportunity to contribute to these files. Against this backdrop, there is a clear need for industry across sectors to join forces, in the framework of the Alliance, to advance the energy efficiency agenda in Europe and beyond.*

Harry Verhaar  
Chair of Board of Directors  
Head of Global Public & Government Affairs, Signify







# NOT A MEMBER YET?

## JOIN US NOW!

For more information:

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

[info@euase.eu](mailto:info@euase.eu)

[@EUASE](#)

[in](#) [🐦](#) [f](#)



The European Alliance to Save Energy (EU-ASE) creates a platform from which our companies (Danfoss, Ecolab, Kingspan, Knauf Insulation, Orbital Systems, Saint-Gobain, Schneider Electric, Siemens, Signify, Veolia and Xylem Inc.) 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 27 Member States of the European Union, employ over 340.000 people in Europe and have an aggregated annual turnover of €115 billion.







E3G



ORBITAL SYSTEMS



EUROPEAN ALLIANCE TO  
**SAVE ENERGY**

*Creating an Energy-Efficient Europe*