



10 YEARS  
AND GOING  
STRONG

2021 IN REVIEW



E3G









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## FOREWORD

2021 has been another intense year for energy efficiency and the Green Deal related issues. This year was a special one for the European Alliance to Save Energy: we celebrated our 10th anniversary.

When we look back, we can see what an exciting journey this has been. I am very grateful to all our colleagues, members and partners who accompanied us along the way. We are proud of the achievements of the past ten years, but we are aware that the way is very long, and a lot of work and challenges lie ahead.

In 2021, the Alliance worked hard to implement an ambitious workplan which involved all members and was structured around four objectives:

- Energy efficiency boosted by policy and regulatory framework
- Unleashing the energy savings potential of water efficiency in EU legislation
- Financing energy efficiency
- Smart, digital and effective communication to achieve advocacy objectives

In July, the European Commission adopted the "Fit for 55" legislative package, re-opening key files such as the Energy Efficiency Directive (EED), proposing among other things the introduction of new rules on carbon pricing and announcing the revision of the Energy Performance of Buildings Directive. Energy efficiency is a pillar of the package. The inclusion of the Energy Efficiency First principle in the EED is an important achievement for the energy efficiency community and a fundamental step to make energy savings considerations systemic in the energy decisions and planning at every level.

Thanks to the work of our Advocacy Working Group, we provided timely inputs for the design of the Fit for 55 engaging with policymakers across the EU institutions over a defining moment for the EU's credibility in implementing, at the same time, a sustainable recovery from the pandemic and ambitious plans to reach climate neutrality by 2050.

After the package adoption, we kept indicating our priorities and seeking synergies with key partners. Still, we will have to work very hard during 2022 to help the co-legislators ensure that the indicated targets are more ambitious, that the scope of regulation is wider and does not leave too much leeway to Member States.

In our Water Working Group, we successfully continued our efforts to raise awareness about and integrate the water-energy nexus in relevant EU legislation.

Finally, in our Sustainable Finance Working Group, we worked with the national branches of our members to follow the adoption of Italy and Spain's Recovery and Resilience Plans as well as the ongoing discussion on cohesion policies programming 2021-2027.

In the next pages you will find more details about the many activities and accomplishments of this year. We look forward to continuing our work for a more sustainable and efficient Europe.

Yours sincerely,



**Monica Frassoni**

President

European Alliance to Save Energy (EU-ASE)

## 2021 in figures

**31** ADVOCACY MEETINGS

**13** PUBLICATIONS & RESPONSES TO CONSULTATIONS

**9** ADVOCACY LETTERS

**9** OPINION ARTICLES

**7** EVENTS AND WORKSHOPS

**21** WORKING GROUP MEETINGS

**3** BOARD MEETINGS

**2** GENERAL ASSEMBLIES

**18** SPEAKING OPPORTUNITIES

**579** NEW FOLLOWERS ON SOCIALS

**10,684** VISITORS ON WEBSITE



# 10 YEARS ANNIVERSARY

EU-ASE was established at the United Nations Climate Change Conference (COP16) held in Cancun, Mexico, in December 2010. Over the last decade, it has grown to become one of the most influential business-led organisations on energy efficiency in Brussels.

Our vision remains unchanged. We strive for a future where energy efficiency is central to the entire EU energy system and is a fundamental driver of decarbonisation, job creation and sustainable growth.



*"When the European Alliance to Save Energy was founded, energy efficiency was the Cinderella of EU energy policies. This is no longer the case. Energy efficiency and the Energy Efficiency First principle have gained the attention they deserve and are a pillar of the Green Deal. In the next decade, we need to make energy efficiency measures a game changer in the EU energy system to achieve climate neutrality by 2050"*

**Monica Frassoni, President**



*"In a rather short time the European Alliance to Save Energy has become a major player in the EU sphere and a reference for the institutional and businesses community. Our voice is heard and appreciated by policy and decision makers. The Alliance's 10th anniversary comes at a decisive moment with energy efficiency set to play a crucial role for economic recovery and the clean energy transition."*

**Harry Verhaar, Chairperson of the Board of Directors**



*"Ten years have flown by incredibly fast. A decade ago, our aim was to put energy efficiency at the centre stage of the energy transition by bringing together progressive businesses, environmental think-tanks and NGOs to work as an 'alliance'. We look forward to the next decade, with the same motivation and increased ambition, hoping to welcome new members from across sectors and build many more innovative partnerships."*

**Luigi Petito, Head of the Secretariat**

# #EUASE10 TESTIMONIALS

Thank you to all our friends for the birthday wishes and nice messages.

We look forward to keeping working with all of you in the next decade!

[Watch the videos of all 15 testimonials on our website.](#)



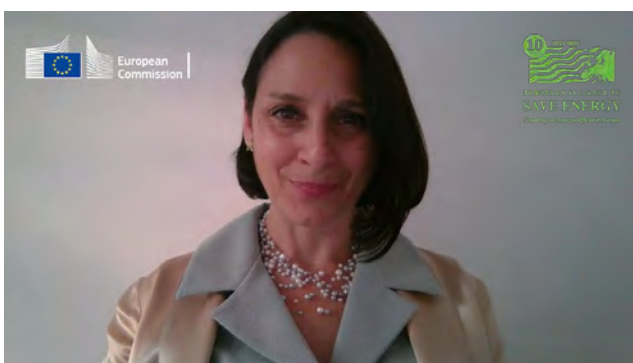
Ditte Juul Joergensen, Director General for DG ENER



Mauro Petriccione, Director General for DG CLIMA



Mario Nava, Director General for DG REFORM



Veronica Manfredi, Director Zero Pollution, DG ENV



Laurence Tubiana, CEO, European Climate Foundation



Brian Motherway, Head of Energy Efficiency, IEA



# ENERGY EFFICIENCY BOOSTED BY EU REGULATORY FRAMEWORK

2021 has been a very intense year from a regulatory point of view. As part of the "Fit for 55" legislative package, the European Commission adopted proposals to revise the Energy Efficiency Directive (EED) and the Energy Performance of Buildings Directive (EPBD).

We advocated for an ambitious EED recast proposal, calling on EU policymakers to support the introduction of higher and binding energy efficiency targets at European and national level. We reached out to the rapporteur in the European Parliament and will follow up with the key negotiators during 2022.

The inclusion of the Energy Efficiency First (EE1st) principle in the EED recast proposal and the publication of the European Commission's Guidelines on its application were major outputs of the year.

Buildings renovations remained a priority of our activities in 2021. We advocated for an ambitious revision of the EPBD, calling for the introduction of mandatory Minimum Energy Performance Standards across all building segments. We did so through a broad range of communication and advocacy activities including meetings with institutional stakeholders, position papers and answers to public consultations, policy events, letters and media outreach.



As part of the Fit for 55 package, the European Commission proposed also a carbon pricing mechanism to curb emissions from heating and cooling in buildings. We discussed the impact of carbon pricing with experts and Commission officials, facilitated the exchange of information and learnings from national policies (such as Germany) and highlighted that similar policies can undermine the measures proposed by the existing energy efficiency framework.

During the year we also started to look at the issue of embodied energy and carbon and resource efficiency, a topic becoming more and more relevant at policy level.

2021 was only the beginning of a long legislative process that will go on in 2022 and 2023. We look forward to continuing our advocacy effort to make energy efficiency the bedrock of the EU's energy system and a major driver of the EU social and economic transition.



[Find out more](#)



[Find out more](#)



[Find out more](#)

# UNLEASHING ENERGY SAVINGS IN WATER EU LEGISLATION

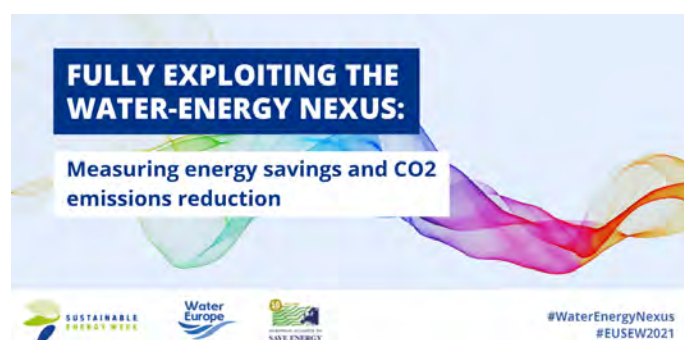
Throughout the year we continued our advocacy work to enshrine the water-energy nexus in relevant EU legislation.

Building on our 2020 library of successful water and energy saving projects implemented by our members, in March we held a high-level workshop in partnership with the Maltese Ministry for Energy, Enterprise and Sustainable Development. In October, we hosted, jointly with Water Europe, a policy session on measuring and exploiting the potential of the water-energy nexus as part of the main programme of the EU Sustainable Energy Week 2021.

With the support of our members, we replied to the public consultation on the revision of the Urban Waste Water Treatment Directive (UWWTD) and we were invited to provide business inputs to the stakeholder conference organised by the European Commission.

The European Commission's new guidelines on the EE1st principle and the recast proposal of the Energy Efficiency Directive (EED) recognise the water sector and water cycles as one of the four main energy end-users, with a potential for substantial

energy savings. In the second part of the year, with the start of the co-legislative phase on the EED recast, we engaged with EU policymakers, namely in the European Parliament, and began our discussion with the co-legislator to further strengthen the water-energy provisions in the Directive's revision.



[Find out more](#)



[Find out more](#)



# FINANCING ENERGY EFFICIENCY

Over the year we continued the work of the Sustainable Finance Working Group (SFWG), established in 2020 thanks to the kind support granted by the European Climate Foundation, with the aim of ensuring sufficient public and private financial support to energy efficiency in the short and medium term.

We followed the drafting, negotiation and adoption of national Recovery and Resilience Plans (RRPs) of Italy and Spain and during this process we shared our inputs with national policymakers and stakeholders.

We were in contact with the Recovery and Resilience Task Force of the European Commission and discussed the importance of ambitious energy efficiency measures in the RRP. We monitored the Commission's approval of the Italian and Spanish plans and then focused on the implementation of their energy efficiency provisions.

Another important area of activity concerned Cohesion Policy and related negotiations for the adoption of the Partnership Agreements covering

the programming period 2021-27. We followed this process, in contact with the European Commission Directorate General for Regional Policies (DG REGIO) and the Italian and Spanish governmental authorities. In Italy, we started to engage with regions to promote the inclusion of ambitious energy efficiency and building renovations measures in the forthcoming regional programmes.

In Spain the cohesion policy programming for 2021-27 and the adoption of the Partnership Agreement are still under development. This work will continue over the first half of 2022.

In a joint effort with our partners Chance for Buildings and DENEFF, we wrote a position paper on how to boost energy efficiency through the revision of State Aid rules, which we presented to the Cabinet of EU Commissioner for Competition Margrethe Vestager. In the same area, we answered to the public consultations on the revised Climate, Energy and Environmental Aid Guidelines (CEEAG) and General Block Exemption Regulation (GBER) to facilitate financial support for energy efficient renovations.



[Find out more](#)



[Find out more](#)



[Find out more](#)



# AGENDA SETTING AND THOUGHT LEADERSHIP

We are 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.

We were invited to take part in numerous public events and were, once again, partner of the EU Sustainable Energy Week 2021, the biggest sustainable energy policy conference in Europe.

## ***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 Financial Times, Euractiv, Foresight Climate & Energy, European Energy Innovation, as well as in the official blog of the EU Sustainable Energy Week 2021.

## ***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.





#CarbonPricing  
#RenovationWave  
#EnergyEfficiency

[Find out more](#)



#TechnicalAssistance  
#RenovationWave  
#EnergyEfficiency

[Find out more](#)



#SmartBuildings  
#EUSEW2021

[Find out more](#)



#WaterEnergyNexus  
#EnergyEfficiency

[Find out more](#)

# DIGITAL OUTREACH

Throughout the year a continuous flow of high-quality digital communication contributed to our advocacy objectives. 2021 was the Alliance's 10th anniversary and we were delighted to see many high-level testimonials contributing to the #EUASE10 campaign, which celebrated our first decade of activities.

## STEADY GROWTH IN WEBSITE AND SOCIAL MEDIA FIGURES

Our online visibility continued to grow in 2021, both in the number of views on our website as well as our followers on Twitter and LinkedIn. On Twitter our targeted audience has nearly reached 3K followers, while our LinkedIn page is now followed by more than 1,3k users.

## 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 2021, we launched our first 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



#### ADVOCACY AND OUTREACH

### Energy Efficiency Corner

#### The President's notes Monica Frasson



Here it is, the Summer Issue of *Energy Efficiency Corner*, the quarterly newsletter of the [European Alliance to Save Energy](#).

#### An efficient recovery for Italy and Spain

Over the month of June, European Commission president von der Leyen has been travelling to EU capitals to formally deliver the Commission's assessments of the [national Recovery and Resilience Plans](#). Pending Council's approval, Member





## WHAT TO EXPECT IN 2022

2021 was overall an encouraging year for energy efficiency. The Covid pandemic caused an economic crisis and cut capital spending on environmental projects in the past two years, but recovery programmes across the world are boosting expenditure on measures designed to deliver energy savings.

The [Energy Efficiency 2021](#) report, published by the International Energy Agency last month, suggests that public and private investment in energy efficiency is expected to increase by 10% globally to around 260bn euros, a record level, with much of it concentrated on the transport and buildings sector.

The bad news is that this is not enough. We must double the current spending to achieve the ambitions set out by the Paris Climate Agreement and reinforced by the recent COP26 summit in Glasgow. According to the IEA, over the next 10 years, we need on average a 4.2% annual improvement on energy intensity to align with the agency's net zero by 2050 scenario.

The next few years, starting from 2022, will be crucial to set the right level of ambition. Europe can and should lead the way, by providing an ambitious regulatory framework that supports businesses, private and public investors and citizens to set in motion the renovation wave and other key measures to boost energy savings across the continent. The negotiations on the revision of the Energy Efficiency Directive and Energy Performance of Buildings Directive will be key in this regard.

As Fatih Birol, the IEA's Executive Director, puts it, energy efficiency should be considered the 'first fuel' as it still represents the cleanest and, in most cases, the cheapest way to meet our energy needs. We, as the European Alliance to Save Energy, deeply share this vision and we are convinced that energy efficiency is the first step in the path towards climate neutrality. Businesses have a clear responsibility and should join forces, as we are doing in the framework of the Alliance, to build synergies and drive positive change in our societies.

With this in mind, we welcome 2022 with the hope that it will bring us more accomplishments and progress on energy efficiency in view of our goal to build a greener Europe.

**Harry Verhaar**

Head of Global Public & Government Affairs, Signify  
Chairperson of the Board of directors, EU-ASE

# PEOPLE

## Directors



**Monica Frassoni**  
President



**Harry Verhaar**  
Chairperson  
Signify



**Bertrand Deprez**  
Vice-Chair  
Schneider Electric



**Bonnie Brook**  
Vice-Chair  
Siemens



**Andrea Voigt**  
Danfoss



**Quentin Galland**  
Knauf Insulation



**Gene Murtagh**  
Kingspan



**Ronan Palmer**  
E3G



**Renée Bruel**  
European Climate  
Foundation



**Sergio Andreis**  
Kyoto Club

## 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 Bonafè, MEP**

## Secretariat



**Luigi Petito**  
Head of Secretariat



**Giuseppe Petito**  
Administration and  
Finance



**Matteo Guidi**  
Policy & Advocacy



**Antoan Montignier**  
Policy & Advocacy



**Sophie Graftieaux**  
Policy & Advocacy



**Milena Vergara**  
Communication





# Advocacy meetings

## European Commission:

- Aleksandra Tomczak, Member of Cabinet of Frans Timmermans, European Commission First Executive Vice-President for the Green Deal
- Agnes Razmislaviciute-Palioninene, Member of Cabinet of Virginijus Sinkevičius, EU Commissioner for Environment, Oceans and Fisheries
- Anne Funch Jensen, Member of Cabinet of Margrethe Vestager, EVP and EU Commissioner for Competition
- Michele Piergiovanni, Expert, Cabinet of Margrethe Vestager, EVP and EU Commissioner for Competition
- Karlis Goldstein, Energy Efficiency Adviser, Cabinet of Kadri Simson, EU Commissioner for Energy
- Thor Sten Vertmann, Member of cabinet of Kadri Simson, EU Commissioner for Energy
- Mechthild Worsdorfer, Deputy Director General, DG ENER
- Paula Pinho, Director General, Just transition, consumers, energy efficiency & innovation, DG ENER
- Claudia Canevari, Head of Unit, Energy Efficiency, DG ENER
- Stefan Moser, Head of Unit, Energy Efficiency: Buildings and Products, DG ENER
- Paula Rey Garcia, Deputy Head of Unit, Energy Efficiency, Buildings and Products, DG ENER
- Johannes Luebking, Principal Advisor and European Semester Coordinator, RECOVER
- Baptiste Legay, Policy Coordinator Energy & Environment, RECOVER
- Carmen Feito Pérez, Case Handler, European Commission, DG COMP
- Stefano Lambertucci, Programme Manager, DG REGIO
- Rosanna Micciche, Programme Manager, DG REGIO

## European Parliament:

- MEP Niels Fuglsang, S&D (Rapporteur EED recast)
- MEP Jutta Paulus, Greens (Shadow Rapporteur EED recast)
- MEP Eleonora Evi, Greens (Rapporteur ENVI Opinion on EED recast)
- MEP Jens Geier, S&D (Rapporteur INI report on EU Hydrogen Strategy)
- Assistant to MEP Sean Kelly, EPP (Rapporteur INI report EPBD implementation)
- Assistant to MEP Pernille Weiss, EPP (Shadow Rapporteur EED recast)
- Assistant to MEP Damian Boeselager, Greens (Shadow Rapporteur Recovery and Resilience Facility)
- Greens policy advisor in ENVI
- Greens policy advisor in ITRE
- Renew policy advisor in ENVI
- Greens advisor on Budgets

## EU Council and Members States:

- Piia Mathisen, EGD advisor to Charles Michel, President of the European Council
- Vincenzo Amendola, State Secretary to the Presidency of the Council (European Affairs), Italian Government
- Amb. Pietro Benassi, Permanent Representative of Italy to the EU
- Oriana Cuccu, Evaluation and Analysis Unit for Programming, Department for Cohesion Policies, Italian Government
- Enrica Maria Martino, Manager, Agency for Territorial Cohesion, Italy
- Pedro Prieto, Director for Energy Efficiency, IDAE (Spain)
- Permanent Representations: France, Germany, Italy, Malta
- Region Representations: Lombardy, Piedmont (Italy)



## Opinion articles

- Renovating buildings will help reduce energy bills - Financial Times
- Carbon pricing is no silver bullet to decarbonise buildings across Europe - Foresight Climate & Energy
- New EU buildings rules are crucial to deliver on climate targets - Euractiv
- EU's climate action does not need fossil distractions: it must head full speed towards renewables and energy efficiency - Friends of Europe
- Carbon pricing in buildings? Help renovate and fuel-switch to renewables first - Euractiv
- We should not mess up with climate. It is safer to be bold, rational, and start from energy efficiency - European Energy Innovation (Autumn 2021)
- Debate: Should hydrogen heat our homes? - Brussels Morning
- The need for speed - EUSEW 2021
- A three-step recipe to transform our buildings - EUSEW 2021

## Events

- Reuters Breakingviews Predictions 2021
- The contribution of water efficiency and energy savings to the European Green Deal
- Towards a net zero energy in Buildings - organised by EU Delegation to State of Kuwait, EU-GCC Clean Energy Technology Network, Kuwait Institute for Scientific Research (KISR)
- Exploring EU funding and barriers to implement building renovation programmes across Europe - with Climate Action Network Europe
- Plan de recuperación, resiliencia y sostenibilidad social y ambiental para salir de la crisis - high-level discussion on the Spanish Recovery and Resilience Plan
- Le sfide della transizione ecologica - hosted by Fondazione per lo Sviluppo Sostenibile in Italy
- Recovery Fund e Green Deal: quale transizione energetica per la UE?
- 6th EEMI Bauhaus Webinar
- Launch of the EASAC report "Decarbonisation of buildings: for climate, health and jobs"
- Carbon pricing and buildings: a new trigger for the Renovation Wave? Takeaways from Germany
- World Climate Forum Europe 2021
- Strengthening technical assistance to deliver the Renovation Wave
- Il tempo del Clima: La sfida di COP26 - organised by Aspen Institute Italia and Edison
- High-level launch of Energy Efficiency First guidelines
- The EPBD revision: How to make the Building stock decarbonised, energy-efficient and healthy through smartness - with Eu.bac and LightingEurope (EU Sustainable Energy Week 2021)
- Accelerating climate action in the EU and Member States through the Fit for 55 package and National Planning Processes - organised by Climate Action Network Europe
- C4E Forum 2021
- Fully exploiting the water-energy nexus: Measuring energy savings and CO2 emissions reduction (EU Sustainable Energy Week 2021)
- Promoting energy-efficient buildings through a Green Recovery - organised by ESADE Business school (Barcelona)

# NOT A MEMBER YET? JOIN US NOW!

The 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)







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