



EUROPEAN ALLIANCE TO  
**SAVE ENERGY**  
*Creating an Energy-Efficient Europe*

## **Energy efficiency must be better placed at the heart of Europe's industrial and energy strategy**

Brussels, 26 February 2025 – The European Alliance to Save Energy (EU-ASE) welcomes the publication of the **Clean Industrial Deal (CID)** and the **Action Plan for Affordable Energy (Action Plan)**, recognizing that a **more competitive industry depends on the effective implementation of Green Deal regulations.**

We recognize them as important steps towards Europe's industrial decarbonisation, increased competitiveness and energy security. As representatives of Europe's energy efficiency actors, we support the **prominent role given to energy efficiency** in the Action Plan, acknowledging its critical importance in ensuring affordability, competitiveness, and decarbonisation. We also welcome the recognition of the role of energy efficiency in the Clean Industrial Deal but stress that it must be better placed as a core enabler of industrial competitiveness. We emphasize that the effective implementation of the **Energy Efficiency First** principle is a key element to address the challenge that European industry faces in terms of the cost of energy.

The Action Plan for Affordable Energy sets **targeted measures** to scale up energy efficiency across **industry, buildings, and energy systems**, making it a cornerstone of cost reduction and resilience. By prioritizing energy efficiency, Europe will **reduce energy demand, help overcome grid vulnerabilities and enable widespread electrification** by limiting costs and investments in new infrastructures. The transition to clean electricity will only succeed if it is coupled with the full implementation of the **Energy Efficiency First** principle through concrete and strong energy efficiency measures. As the Commission rightly highlights in the Action Plan, **investing in industrial energy efficiency solutions will facilitate electrification while keeping costs manageable.** Measures such as process optimisation, system integration, waste heat recovery, and digital energy management are already helping industries to remain competitive by reducing the high and volatile cost of energy.

**That is why, in the forthcoming debate on the Commission's proposal regarding the CID, we aim to emphasize the critical role of energy efficiency as a key enabler of industrial competitiveness.** Industrial sectors, especially energy-intensive industries, stand to benefit significantly from energy efficiency improvements, cutting operational costs and reducing exposure to volatile energy markets unlocking in this way much needed capital for investments. Data shows that since 2000 - notwithstanding the significant increase in industrial output - energy efficiency improvements have already contributed to a **21% reduction in industrial energy consumption in the EU.** In this context, energy efficiency was a key driver for sustainable growth. In the same vein, according to the International Energy Agency, energy consumption of modern AI-related computer chips uses 99% less power to perform the same calculations as a model from 2008.

Energy efficiency is not just about cost and energy savings – it is about boosting **Europe's leadership in clean technologies and increasing energy security.** According to industry estimations, the energy efficiency industrial ecosystem contributes with at least **€150 billion**



EUROPEAN ALLIANCE TO  
**SAVE ENERGY**

*Creating an Energy-Efficient Europe*

**annually** to the EU economy and is a driver of innovation, with **over 15,700 patents** granted for energy-efficient solutions in the past two decades. By reinforcing support for energy efficiency investments, the EU can ensure **European industries remain global champions and at the forefront of global clean technology markets.**

*“Today, while the Clean Industrial Deal acknowledges energy efficiency, there is still room to further recognize its full potential as a crucial enabler that structurally reduces operational costs, enhances industrial competitiveness, and strengthens resilience against volatile energy prices. Building on the positive elements of both publications, it is essential to strengthen coherence between these two initiatives and ensure that the Clean Industrial Deal becomes a true driver of the ambitious and timely implementation of the existing energy efficiency regulatory framework”* commented Monica Frassoni, President of the European Alliance to Save Energy.

*“Clarity and commitment on energy efficiency are crucial for achieving Europe’s industrial and climate goals.”* concluded Monica Frassoni.

**Media contact:**

Ileana Okumus

Policy and Advocacy Advisor

Ileana.okumus@euase.eu

**About us**

The European Alliance to Save Energy (EU-ASE) is a cross-sectorial, business-led organisation that ensures that the voice of energy efficiency is heard across Europe. EU-ASE members have operations across the EU27, employ over 340.000 people in Europe and have an aggregated annual turnover of €115 billion.



ECOLAB



KNAUF INSULATION



SIEMENS

Signify

xylem  
Let's Solve Water

