

ENERGY EFFICIENCY TODAY, COMPETITIVENESS TOMORROW 2024 IN REVIEW



**EUROPEAN ALLIANCE TO
SAVE ENERGY**

Creating an Energy-Efficient Europe



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FOREWORD

In 2024, we remained committed to ensuring that the new EU institutional framework is as ambitious as possible in advancing energy efficiency. As part of our efforts, we promoted energy system efficiency as a fundamental pillar of Europe's energy transition, highlighting its critical role in enhancing competitiveness, energy security, affordability, and decarbonization. A holistic approach to system efficiency will also strengthen Europe's position as a global leader in energy efficiency technology and, more broadly, in climate action.

We championed this approach through events, meetings, and publications, sharing the industry's perspective with newly established policymakers and decision-makers. Collaboration, networking, and the exchange of information among industry, policymakers, and civil society organizations remained at the heart of our work.

To advance the energy efficiency agenda, we must continue to expand our industry-based membership. I encourage industry players to explore the opportunities to join us in building a more efficient, competitive, and secure economic and energy system.

Finally, I would like to express my sincere gratitude to the Secretariat and the members of the Alliance for their dedication and collaboration. Let us continue working together to make 2025 another year of progress and success!

Monica Frassoni

President European Alliance to Save Energy (EU-ASE)

2024 IN FIGURES

17

Institutional Meetings

26

Internal Working Meetings

15

Publications, responses to consultations and letters

6

Events and speaking opportunities

21


Speakers at our events

150

Participants attending our events

20%

Organic Social Media growth



TOGETHER FOR ENERGY SYSTEM EFFICIENCY

Throughout the year, we organized a series of events that brought together leading experts and institutional stakeholders to exchange knowledge and facilitate discussions on energy efficiency policy and technologies. By creating a platform for dialogue, we have deepened common understanding of energy efficiency benefits, we have strengthened connections and contributed to shaping the future of Europe's energy landscape.

Energy Efficiency Day 2024

On 4 December, we hosted the third edition of European Energy Efficiency Day at the European Parliament. The event brought together a broad range of policy makers and stakeholders from across the energy sector. Among the attendees were Members of the European Parliament Annalisa Corrado from S&D, Sean Kelly from the EPP, Jutta Paulus from the Greens, and Yvan Verougstraete from Renew Europe. Head of Energy Efficiency Unit Claudia Canevari represented DG ENER. Senior representatives represented industry and the broader energy community.

Throughout the event, participants exchanged perspectives on how advancing energy efficiency in Europe. Everyone agreed that energy efficiency is one of the most cost-effective ways to reduce emissions while delivering economic growth and jobs. Everyone converged on the urgent need for immediate and consistent implementation of energy efficiency measures across all Member States to achieve the energy transition and maintain Europe's competitiveness.

Eastern European Missions: Modernisation Fund

Throughout the year, a delegation of our members attended meetings in Romania and Slovakia to discuss energy efficiency - namely building renovations, industrial efficiency and the water-energy nexus - and the Modernisation Fund with government officers. We also met with the Hungarian representative in the Modernisation Fund's Investment Committee and representatives of the Investment Committee provided by the European Investment Bank. The Modernisation Fund aims to upgrade the energy systems of Member States and reduce greenhouse gas emissions in the energy, industry and transport sectors while enhancing energy efficiency.

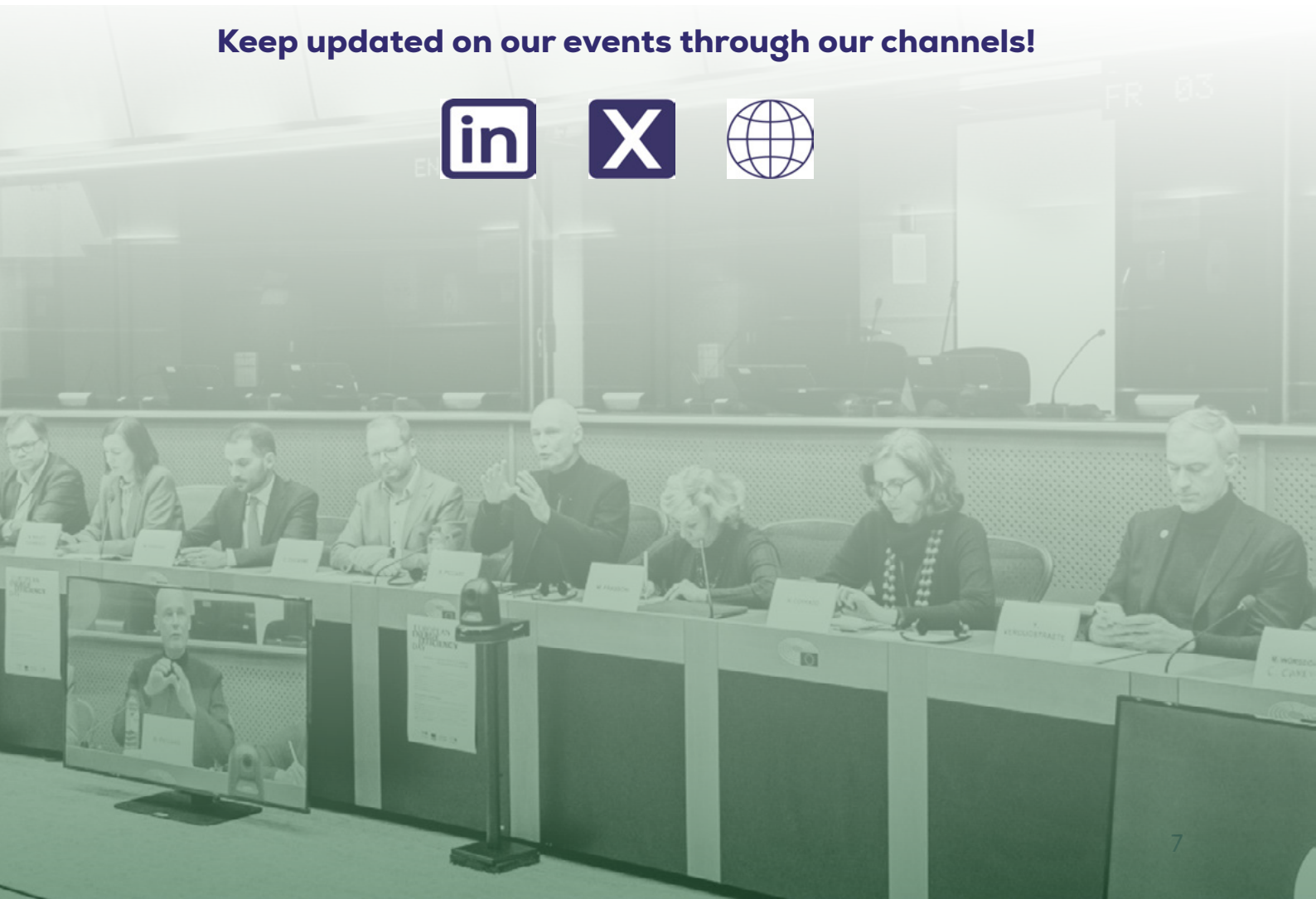
Financing Energy Efficiency

In September, we hosted an event on financing energy efficiency, bringing together a diverse group of stakeholders to exchange ideas and discuss strategies for funding building renovations ahead of the Multi-Annual Financial Framework (MFF) negotiations. A key takeaway from the event was the need to prioritize energy efficiency, ensuring sufficient public resources are allocated to attract private investments.

Energy Efficiency First: Unleashing the Water - Energy - Food Nexus

In October, we hosted an event on the water-energy-food nexus, with speakers from the European Commission, Copa Cogeca and ICLEI. The event emphasized the interconnectedness of water, energy, and agriculture, urging their integration into future policies. Key discussions highlighted gaps in funding, coordination, and capacity to address regional water challenges. The speakers called for a holistic approach to enhance sustainability, focusing on mobilizing public and private investments through the EU's Multiannual Financial Framework, innovative financing, and smart

Keep updated on our events through our channels!



SHAPING THE FUTURE OF ENERGY EFFICIENCY IN EU POLICY: OUR 2024 PUBLICATIONS

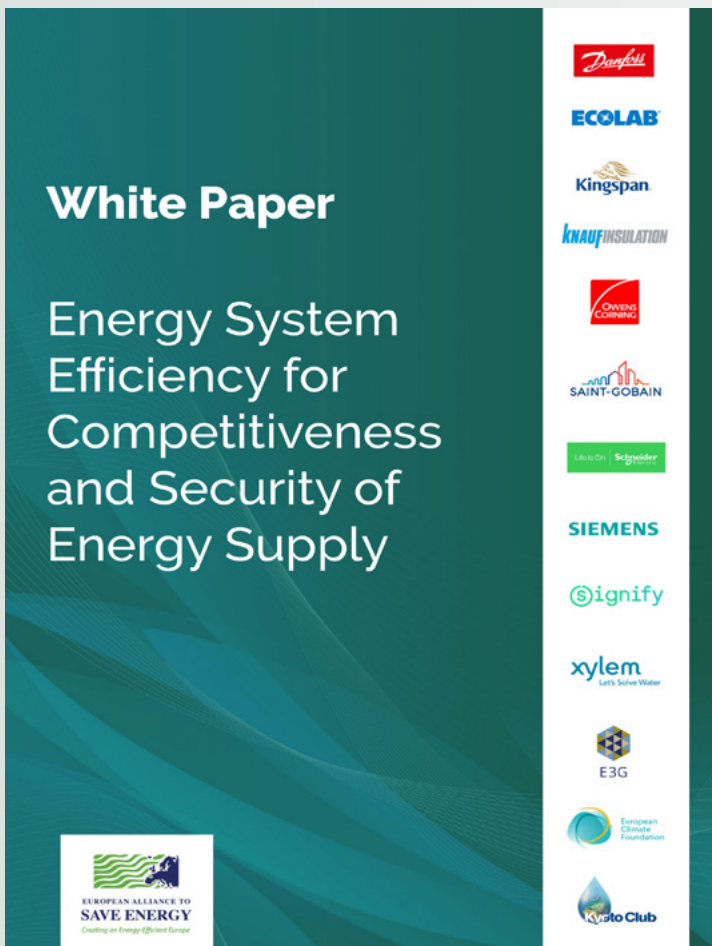


Energy System Efficiency for a Competitive and Sustainable Europe

Our manifesto outlined the critical need for effective implementation of the Fit for 55 legislation to drive climate action. Achieving a climate-neutral Europe by 2050 depends on reducing energy demand and prioritizing energy system efficiency.

We advocated for an approach that integrates energy efficiency solutions, renewable energy, and demand-side flexibility across buildings, mobility, industry, and energy supply. This strategy will lower energy costs, enhance energy security, and accelerate the transition from fossil fuels. We urged the new European Parliament and Commission to take five key actions to support these objectives and ensure the EU meets its climate goals.

[Read here](#)



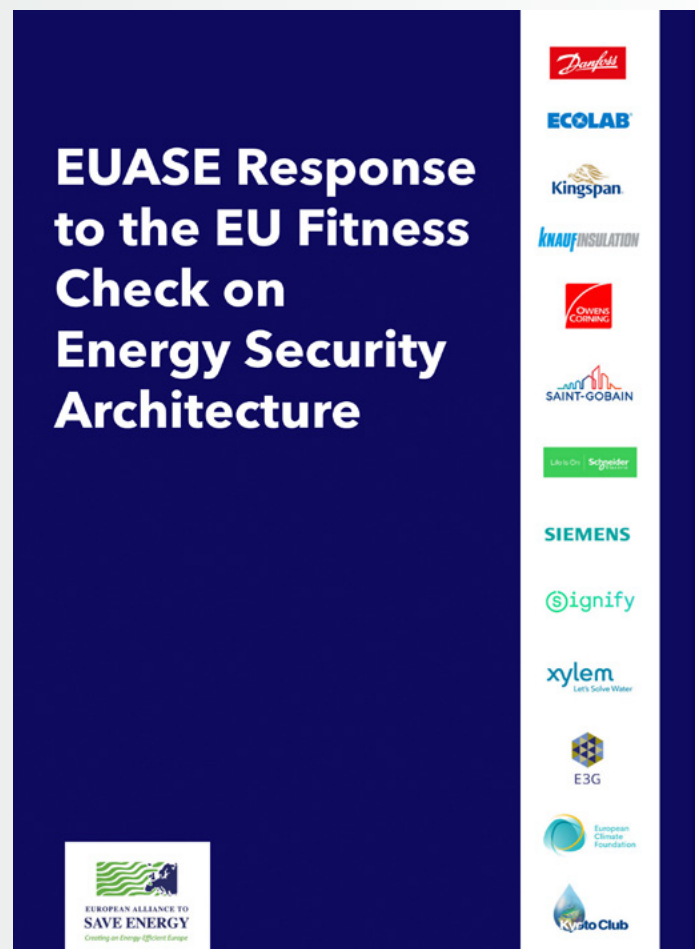
[Read here](#)

Energy System Efficiency for Competitiveness and Security of Energy Supply

Our white paper highlighted Energy System Efficiency (ESE) as a crucial pillar for Europe’s energy transition, emphasizing its role in enhancing energy security, affordability, and decarbonization. For us, ESE is central to achieving a sustainable, competitive, and carbon-neutral Europe by 2050. A holistic approach to ESE will strengthen industrial competitiveness, improve energy security, and position Europe as a global leader in climate action. The Alliance stresses the importance of collaboration across sectors—policymakers, industry, and civil society—to align strategies, investments, and technologies. In the new EU mandate, prioritizing ESE is essential for a resilient, efficient, and future-proof energy system.

Response to the EU Fitness Check on Energy Security Architecture

By the end of 2024, we provided feedback to the EU consultation on the Fitness Check of Energy Security Architecture. We advocated for a comprehensive, systematic approach to Energy System Efficiency (ESE) as a critical strategy for achieving true independence from fossil fuels. This approach will not only strengthen energy security but also enhance EU competitiveness and support a fair, inclusive transition for all Europeans.



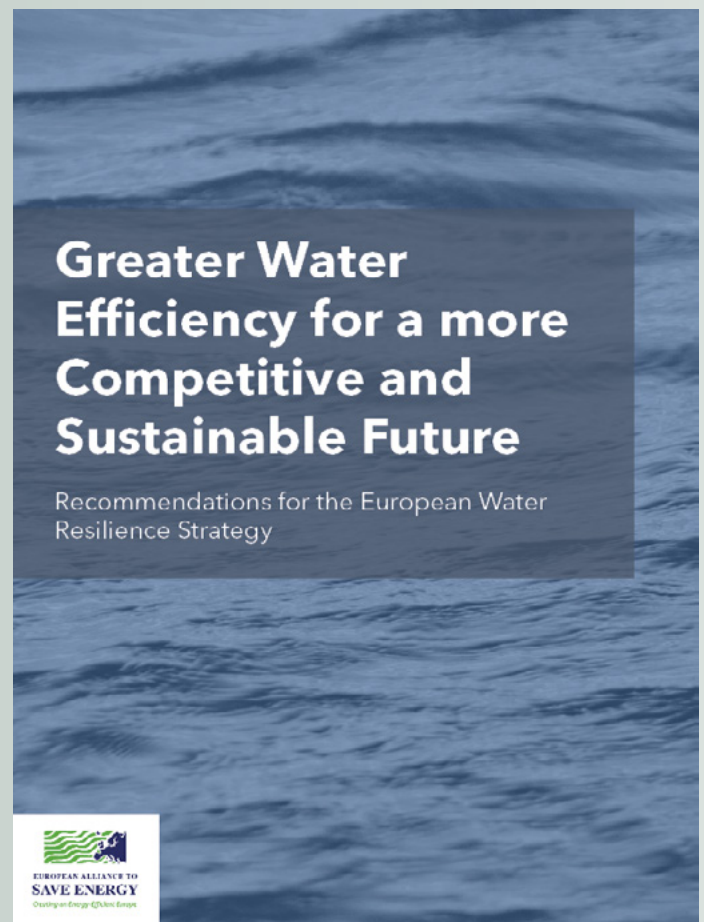
[Read here](#)

TOWARDS A RESILIENT WATER & ENERGY SYSTEM

The Alliance actively advocated for the Urban Waste Water Treatment Directive (UWWTD) and the Industrial Emissions Directive (IED). Through position papers, bilateral engagements, and social media campaigns, our Water Working Group (WWG) stressed the importance of applying the «energy efficiency first» principle in industry, not only to optimize energy consumption but also to achieve water savings. Additionally, the WWG contributed to the discussion on the Nature Restoration Law (NRL), promoting water and energy savings through urban greening. We have published two papers on these topics, which can be read below.



[Read here](#)



[Read here](#)

AT THE HEART OF THE DEBATE

Italian Regions for Energy Efficiency

Webinar series

In 2024, we held strategic meetings with key stakeholders, and actively participated as speakers in events and debates organized by other stakeholders. Our inputs focused on the need to enhance energy system efficiency as enabler for competitiveness and energy security.



We are among the most influential business-led and cross-sectoral organisation working on energy efficiency in Brussels. During the year and through direct engagement with key policy and decision makers, we contributed with information and industry knowledge about policies, technologies, financing schemes and skills. All our advocacy and communication effort aimed at promoting energy efficiency as a fundamental driver of both economic competitiveness and long-term energy security, sustainability and resilience.



DIGITAL OUTREACH

Throughout the year, a continuous flow of high quality digital communication contributed to our advocacy objectives. This included publishing on our websites, posting 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 2024, both in the number of views on our website as well as our followers on Twitter and LinkedIn. Our LinkedIn page is now followed by more than 3K users, as well as our X page. We have attracted thousands of page views in both our Alliance's website and dedicate website for European Energy Efficiency Day.



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

We ensured that our members stayed up-to-date with the latest activities and important policy developments from Brussels. Every two weeks, they received our Fortnightly Roundup directly in their inbox. In 2024, we also ensured distribution of our quarterly public newsletter, The Energy Efficiency Corner. This update served as an effective way to keep key EU policymakers and energy sector stakeholders informed about our ongoing initiatives.

ANNEX

Letters and Joint Statements

- Joint statement on the Urban Wastewater Treatment Directive
- Coalition for Higher Ambition Rallies Broad Support for a Science-Based 2040 Climate Target
- Joint Letter on Water Resilience Initiative
- Letter Calling on the EU to Set a Greenhouse Gas Emissions Reduction Target of at least 90% by 2040
- Civil Society, businesses, cities, and regions urge EU leaders to prioritise a socially fair and green climate transition in the Strategic Agenda
- Confirm the Green Deal as a Priority in the next EU Mandate
- Europe powered by skills and workforce development

Organised events and speaking opportunities

- January - June -Italian Regions for Energy Efficiency: webinar series
- April - Eastern European Missions: Discussing the Modernisation Fund
- May - LIFE Platform Meeting 2024
- June - European Sustainable Energy Week 2024
- June - Meeting with Cabinet Sefcovic
- September - Financing Energy Efficiency
- October - Energy Efficiency First: Unleashing the Water - Energy - Food nexus
- October - Statistiche senza frontiere
- October - Climate Energy Summit
- November - Ecomondo
- December - Energy Efficiency Day 2024

NOT A MEMBER YET?

JOIN US NOW!

Get in touch
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