



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

**INCREASING**  
**SECURITY AND INDEPENDENCE**  
**THROUGH ENERGY EFFICIENCY**

**2025**  
**IN REVIEW**



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# Foreword

2025 was another year of continued work towards greater security, stability and increased competitiveness for European businesses. In a fast-changing political and economic context, we focused on showing that energy efficiency helps address strategic needs and is a valuable driver for innovation, competitiveness and long-term structural growth and resilience.

We dedicated time and passion to our ongoing engagement with policy- and decision-makers. Through open and constructive dialogue, we built partnerships and shared our views to contribute to policy discussions and to promote solutions that support both economic development and sustainability objectives.



We experienced several important highlights during the year. A key achievement was the recognition at European level of a “New Impetus for Energy Efficiency,” signaling renewed political commitment to demand-side solutions as essential pillars of Europe’s energy and industrial strategy. From Commissioner Jørgensen’s commitment also stemmed initiatives such as the high-level stakeholder conference on energy efficiency and the Energy Efficiency Financing Coalition – two key initiatives designed to engage industry and financial institutions and to support energy efficiency as a foundational criterion in planning, investment decisions, and system design across sectors. These developments represent major policy wins and reflect years of consistent advocacy by our community.

For the energy efficiency community, 2025 was also marked by the successful fourth edition of European Energy Efficiency Day. The event brought together a wide range of stakeholders to exchange experiences, good practices, and new ideas. It clearly demonstrated the value of cooperation and the shared commitment of industry, policymakers, and civil society to advance energy efficiency in Europe.

Looking ahead to 2026, the focus will be on ensuring stability and regulatory certainty for energy efficiency, as well as strengthening synergies between energy efficiency and electrification. This will help accelerate the largest transformation of the energy system ever and continue steadily on the path of phasing out fossil fuels, for security, independence and sustained economic growth.

Collaboration has always been at the centre of our work and will remain crucial.

As every year, this is also a good opportunity to thank the Secretariat, the members of the Alliance and all the friends of the energy efficiency community for their commitment and support. We hope you enjoy reading this report as much as we enjoyed writing it.

**Monica Frassoni**

President

European Alliance to Save Energy

**Mario Giordano**

Chair of the Board of Directors

Head of Global Public and Government Affairs at Signify



# 2025 in figures

**6**

Letters and joint statements issued

**12**

Internal meetings organised

**10**

External events attended

**19**

Speakers at EU Energy Efficiency Day

**79**

Representatives from institutions met

**+21K**

Visitors on our websites

**20%**

Organic growth on social media

# High level institutional engagement



## European Energy Efficiency Day

In 2025, we hosted the fourth edition of European Energy Efficiency Day (EU EE Day), a format we designed and launched in 2022. Held at the European Parliament, the event is increasingly recognised as an authoritative forum for dialogue on energy efficiency within Europe's broader energy transition.

EU EE Day brought together a wide range of policymakers and stakeholders from across the industrial sector, reflecting the diversity of the energy efficiency industrial ecosystem. Speakers included Members of the European Parliament from four political groups, as well as European Commission officials.

Discussions highlighted the importance of preserving the integrity of the European Green Deal and ensuring regulatory stability, in order to provide businesses and citizens with the confidence to invest. Participants also underlined the need for the next Multiannual Financial Framework (MFF) to continue prioritising funding for energy efficiency, renewable energy, storage, and grids. There was broad agreement on the importance of maintaining clear and ambitious renewable energy and energy efficiency targets beyond 2030, as stability is essential to allow the energy efficiency regulatory framework – developed through long and constructive negotiations – to be fully implemented and to deliver results up to 2030 and beyond, supporting competitiveness, energy security and reduced energy dependence in a period of volatility, uncertainty and global competition for resources.

European Energy Efficiency Day 2025 was a strong success, and preparations are already under way for the 2026 edition.



# Senior engagement for Energy Efficiency

Alongside European Energy Efficiency Day, we organised a series of high-level meetings between senior representatives from EU-ASE's member companies and key EU decision-makers, creating further opportunities for strategic exchange on energy efficiency, competitiveness and climate policy.

The delegation met with colleagues at DG REGIO, to discuss the financing of energy efficiency with a focus on how prioritising funding for energy and water efficiency and attracting private investments.

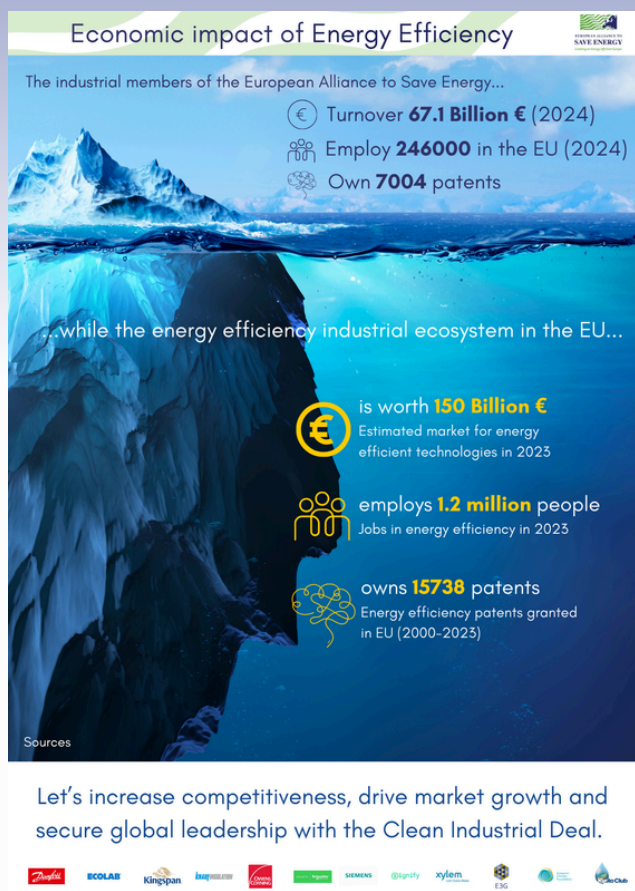


Another discussion was organised at DG CLIMA to explore the role of energy efficiency in EU climate policies, electrification, energy security, and the water-energy nexus. Further exchanges took place with the Ukraine Service, focusing on how EU companies can contribute to Ukraine's reconstruction through energy and water efficiency solutions.

A final high-level meeting was held at the Secretariat-General of the European Commission, addressing simplification, ways to accelerate the implementation of the Energy Efficiency Directive (EED), and the need to maintain a strong and coherent energy efficiency framework.

These meetings formed part of our 2025 programme of institutional engagement. Over the course of the year, our members met with 79 representatives from the European Commission, the European Parliament, and Member States' Permanent Representations to discuss priorities, exchange good practices and ideas, and learn from one another. This programme reflects our continued commitment to structured dialogue with policymakers and to contributing industry expertise to EU energy and climate policymaking.

# Our 2025 publications



[Read here](#)

## Response to Public Consultations

Throughout 2025, we actively contributed to the EU policymaking process by responding to three public consultations.

For the **European Water Resilience Strategy**, we were pleased to see some of our recommendations reflected in the final strategy and now call for them to be translated into concrete actions.

We also shared industry perspectives on the **Affordable Housing Plan** and the **Electrification Action Plan**, emphasizing the role of digitalisation in building an efficient, resilient, and competitive Europe.

## Economic impact of Energy Efficiency

The infographic "**Economic Impact of Energy Efficiency**" was developed and published in February 2025. It highlighted the economic contribution of the energy efficiency industrial ecosystem in the European Union, showcasing annual turnover, employment figures, and patent ownership. The data demonstrate the significant role energy efficient industries play in driving economic growth, creating jobs, fostering innovation, and enhancing Europe's industrial competitiveness, all while supporting sustainability. The infographic has been widely used by the energy efficiency community to frame discussions on the role of energy efficiency in Europe's competitiveness agenda



[Read here](#)



# Shaping the EU Energy Efficiency Debate

Throughout 2025, we engaged strategically with key stakeholders, participating in a wide range of events and debates as speakers and active contributors.

Our presence extended beyond Brussels and EU institutions, reaching national, regional, and local forums across Europe. This approach ensured that our message on the importance of energy efficiency was communicated effectively at all levels of governance.

By engaging with policymakers, industry leaders, and civil society, we reinforced the shared understanding of energy efficiency's value and helped shape discussions on practical and impactful solutions across Europe.



High-level Roundtable on energy efficiency,  
European Commission



Coalition for Energy Savings breakfast,  
European Parliament



European Forum for Manufacturers dinner debate,  
European Parliament



Smart Building Expo, Milan



DENEFF event on Clean Industrial Process Heat,  
Brussels



# Skills for Energy Efficiency: Code4Europe

Code4Europe is the largest EU-funded initiative supporting young people – with a strong focus on women – in developing digital skills and exploring career opportunities in the digital sector. The project is the driving force behind EU Code Week, a Europe-wide annual initiative that takes place every autumn and promotes thousands of activities dedicated to digital skills development.

As a project partner, our contribution in 2025 included the creation of a resource catalogue featuring training materials; the development of a communication campaign highlighting women role models in digital careers; and participation in the coordination meeting held in Madrid.

The development of digital skills – particularly among young women – is a key enabler of the energy transition and is crucial to scale the design and deployment of energy efficiency solutions across European cities and industrial sectors.

Interested in learning more? Get in touch with us.



# Welcome to the front line in the campaign for an energy efficient Europe

We engage policy makers to promote a sustainable European energy future

Join us

## Digital outreach

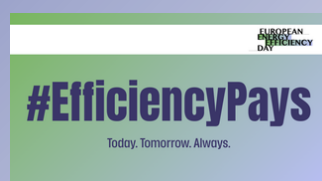
During 2025, a steady stream of high-quality digital communication supported our advocacy efforts. This included regular updates on our websites, posts on Twitter and LinkedIn, and newsletters shared with our network.

Our online presence continued to grow, with increasing website views and a growing audience on social media. Our LinkedIn page now counts over 3,500 followers, while both the EU-ASE website and the dedicated European Energy Efficiency Day site attracted over 21K page views, further amplifying our messages and engagement.

## #EfficiencyPays

Our #EfficiencyPays social media campaign launched around European Energy Efficiency Day and continues to run. Senior business representatives from our member companies, together with partner organisations, shared how energy efficiency delivers tangible benefits across sectors.

The campaign will continue into 2026 – stay tuned to our channels, and if you would like to share how #EfficiencyPays for you and your organisation, get in touch with us!



# Annex

## Letters and Joint Statements

- Letter to set a Greenhouse Gas Emissions Reduction Target of at least 90% by 2040
- Joint statement on energy & climate stability towards 2040
- Joint letter to keep Energy Efficiency First at the heart of the EU Climate Law
- The flexible demand accelerator pledge
- Joint letter on strengthening Europe's industrial edge
- Letter on implementing the EED: not just a legal obligation, but a strategic opportunity for Europe.

## Events and speaking opportunities

- January – DENEFF, “Clean Industrial Process Heat: Boosting the Competitiveness and Productivity of Europe's Industry”, Brussels
- March – European Movement international, “The First 100 Days: EU Climate Leadership or Standstill”, Brussels
- March – Economia x L'Ambiente, Futura Expo 2025, 2025
- April – The coalition for Energy Savings, Breakfast roundtable at the European Parliament, Brussels
- May – European Commission, High-Level Stakeholders' Dialogue on Energy Efficiency, Brussels
- June – European Forum for Manufacturers, dinner debate on “The Role of Energy Efficiency Technologies in the EU's Sustainable Growth”, Brussels
- June – IEA, Annual Global Conference on Energy Efficiency, Brussels
- September – Code4Europe, Annual consortium meeting, Madrid
- November – EU-ASE, European Energy Efficiency Day, European Parliament, Brussels
- November – Smart Building Expo, Milan
- December – El Correo, Fourth Energy Efficiency and Sustainability Forum, Bilbao





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# Not a member yet? JOIN US NOW!

Get in touch  
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