



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

**“The success story of energy  
efficiency”**

**31 JANUARY 2016**  
EUROPEAN PARLIAMENT

# ABOUT EU-ASE



EUROPEAN ALLIANCE TO  
**SAVE ENERGY**

*Creating an Energy-Efficient Europe*

- **Established** United Nations Climate Change Conference in December 2010
- **Our objective** To make the case for the urgent need for stronger action on energy efficiency in Europe
- **Who we are** Some of Europe's leading energy efficiency advocates: companies, politicians and campaigners.  
  
EU-ASE members have **operations across the 28 Member States**, employ over **240.000 people** in Europe and have an **aggregated annual turnover of €90 billion**.

# ABOUT EU-ASE



EUROPEAN ALLIANCE TO  
**SAVE ENERGY**

*Creating an Energy-Efficient Europe*

## INDUSTRIAL MEMBERS



## NGO



E3G



## HONORARY MEMBERS

**Bendt Bendtsen**

Member of the European Parliament  
(Denmark, EPP)

**Bas Eickhout**

Member of the European Parliament  
(Netherlands, Greens)

**Morten Helveg Petersen**

Member of the European Parliament  
(Denmark, ALDE)

**Peter Liese**

Member of the European Parliament  
(Germany, EPP)

**Kathleen Van Brempt**

Member of the European Parliament  
(Belgium, S&D)

# WHY A COLLECTION OF SUCCESS STORIES?



EUROPEAN ALLIANCE TO  
**SAVE ENERGY**

*Creating an Energy-Efficient Europe*

1. The success stories are the reply from the industry to frequent **requests by policy-makers** to provide information, data, facts on the cost-effective potential and multiple benefits of EE investments in Europe.
2. One single publication presents a **broad spectrum of cross-sectorial EE investments** in different Member States.
3. The publication profiles the variety of EE solutions (technologies and services) currently available from the **EE industry** in Europe.



# Strategic investments for Europe

Evidence from cost-effective  
energy efficiency stories



EUROPEAN ALLIANCE TO  
**SAVE ENERGY**

*Creating an Energy-Efficient Europe*

## NEW EU-ASE publication

- **Forewords** by Commissioner for Energy and Climate Action Arias Cañete and 5 Members of the European Parliament
- **16 success stories** from **8 European companies**
- Presentation of **problems**, identification of **solutions** and assessment of **results**
- **Ex-ante & ex-post data** of energy efficiency investments
- Reactions from **clients**
- **Cross-sectorial investments** in cities, data center, water & wastewater treatment plant, industry, airport, hospital, university, houses, offices



EUROPEAN ALLIANCE TO  
**SAVE ENERGY**

*Creating an Energy-Efficient Europe*

“The success stories presented here show that **energy efficiency investments produce gains in productivity, revenue, industrial competitiveness, and job creation**”.

“Greenhouse gas emission reductions can be achieved through **cost-effective investments in energy efficiency**, notably in sectors like buildings, transport, agriculture and waste which represent about 60% of the EU’s total emissions.

Therefore, I believe that **putting Efficiency First at the core of the Energy Union is of crucial importance**”.



*Miguel Arias Cañete*

*European Commissioner for  
Climate Action & Energy*



EUROPEAN ALLIANCE TO  
**SAVE ENERGY**

*Creating an Energy-Efficient Europe*



*Bendt Bendtsen*  
MEP (EPP, Denmark)



*Bas Eickhout*  
MEP (Greens, The Netherlands)



*Morten Helveg Petersen*  
MEP (ALDE, Denmark)



*Peter Liese*  
MEP (EPP, Germany)



*Kathleen Van Brempt*  
MEP (S&D, Belgium)

“Energy efficiency investments generate returns as a result of energy cost savings, but **regulation is needed** to incentivise the market uptake of successful business models”.

“The creation of the Energy Union represents an opportunity to **remove the multiple market failures and administrative barriers** that still hinder the full development of energy efficiency technologies and services”.



EUROPEAN ALLIANCE TO  
**SAVE ENERGY**

*Creating an Energy-Efficient Europe*

# KEY MESSAGES

- There is **no technology gap**.
- EE is a **secure investment** with short payback times.
- **Beyond energy savings**, these success stories prove that EE investments create local jobs, increase industrial competitiveness, improve comfort and quality of life for EU citizens and are the most cost-effective way to reduce GHG emissions.
- Most of these real, local, direct investments would have not been realized without the framework created by **EU legislation**. The private sector needs now a revision of the existing EU legislative framework to address ambiguities, inconsistencies, lack of ambition and guarantee security for investments in Europe for the long term (post-2020).
- The combination of a cost-effective **binding EE target for 2030 at 40% and specific measures** will guarantee the necessary EU framework to create a single European EE market where EU competitive companies can grow and create sustainable jobs that cannot be outsourced.