



Energy Efficiency Watch 4 - The impact of **narratives** on **effective policy implementation**

Daniel Becker & Malte Gephart, Guidehouse
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Background: Energy Efficiency Watch 1-4

From policy analysis to the role of narratives

2007	Today	Why narratives?
<ul style="list-style-type: none">• Hardly any proven energy efficiency policies around when NEEAP process started• Many approaches still rather theoretical	<ul style="list-style-type: none">• Impressive toolbox of energy efficiency policy instruments• Many of them are good practice• Decentral EU approach provides great variety	<ul style="list-style-type: none">• Insufficient implementation requires an understanding of <i>‘why are things not happening?’</i>• Key role: perception & connotation of policy instruments / energy transition

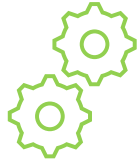
Key Narratives around EE



Participation and Transparency

- Case 1: Communication, Dialogue and Participation
- Case 2: Independent and transparent data base

Overarching policy recommendations



The mechanisms

- Insufficient implementation → understanding *why are things not happening?*
- Key role: perception & connotation of policy instruments / energy transition
- Full picture of impact factors
 - Communicative strategies
 - Participation of relevant target groups / stakeholders
 - Broader understanding of economic EE potential (beyond just *saving*)
 - Important links to other policy fields (e.g. education, research)



The “to-do’s”

- Comprehensive policy packages
- Strategic planning of implementation
- Break the predominance of the supply side
- Foster evolvement of business

Remarks on implications of Ukraine crisis

- Potential of EE for energy security is significant, but not yet taken seriously
- Energy security ranked low in expert survey and in stakeholder workshops
- Discussions mostly dominated by supply side, EE seen as the ‚little sister‘
- Current gas dependence is high due to lack of integrated strategic planning (supply and demand)
- To strengthen strategic energy planning, EE must get an appropriate role in it

THANK YOU

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Daniel Becker & Malte Gephart



Daniel.Becker@guidehouse.com

Malte.Gephart@guidehouse.com

