



# *How to leverage Energy Efficiency for Europe's competitiveness and economic growth*

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**EUFORES 14<sup>th</sup> Inter-Parliamentary Meeting  
on Renewable Energy and Energy Efficiency**

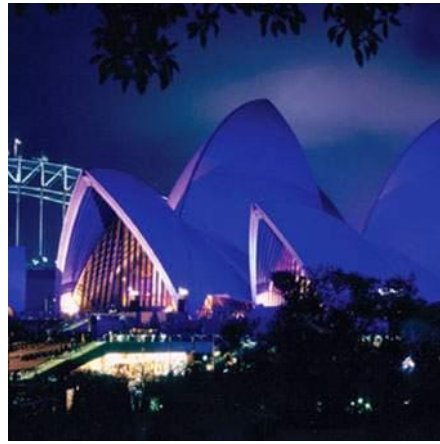
Lisbon, 10 October 2014

Philips has unveiled a new positioning that builds on the company's history of creating innovations that matter to people. As part of its new positioning, Philips is introducing a new brand line "innovation+you" which focuses on Philips' solutions that have impacted people's lives based on a deep understanding of their needs. The brand line "innovation+you" is a reflection of the company's commitment to create a better world for all. Philips' brand line "innovation+you" is a reflection of the company's commitment to create a better world for all. Philips' brand line "innovation+you" is a reflection of the company's commitment to create a better world for all.

# Global Trends & Challenges



*Population growth  
& demographics*



*Urbanization & the  
need for Cities to  
establish identity*



*The rise of the  
middle class*



*Resource  
challenges*

*We live and operate in a fast changing world, where a number of **global trends** pose new **challenges** to government, business and society, resulting in the need (and opportunities) for new **solutions** and **business models** that address economic growth with accompanying improvements in quality of life.*

# By adopting an ambitious and mandatory energy saving target for 2030, Europe could...



## REDUCE ENERGY PRICES

Reduced demand through energy efficiency will push down the cost of energy, leading to a reduced price tag for energy of €50 billion by 2030. This figure is equivalent to the electricity sales in France for 2011.



## DECREASE ENERGY CONSUMPTION

By 2030 Europeans would be saving €200 billion net a year from energy efficiency, taking into account both investment costs in energy efficiency and energy cost savings.



## CREATE JOBS

Throughout the period up to 2030, 1,500,000 Full Time Equivalent direct jobs per year will be created and sustained.



## CUT ENERGY IMPORTS

Europe currently (2011) imports €573 billion in energy. This amount can be cut by 40% through energy efficiency measures.

## EUROPEAN ENERGY INFRASTRUCTURE

Over the period to 2030, energy efficiency can offset the investments needed in Europe for energy infrastructure by €30 billion a year.

## DECREASE CO<sub>2</sub> EMISSIONS



CO<sub>2</sub> savings would amount to 1.5 billion tons a year by 2030, which would decrease total EU emissions by roughly a third.



2030

## BOOST GROWTH

A minimum increase of 1% in European GDP is expected by 2030 through energy efficiency measures.

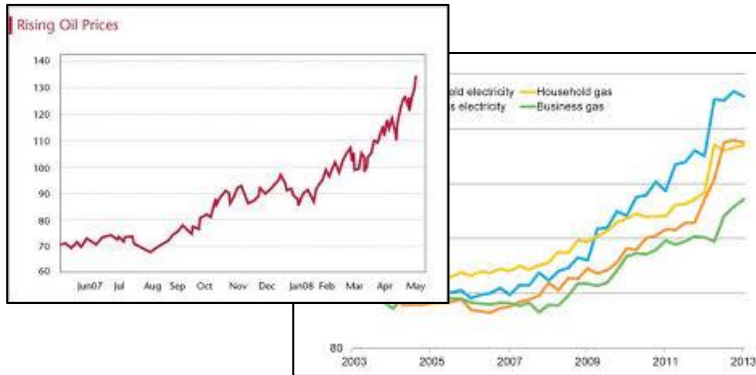
- **REDUCE ENERGY PRICES**
  - reduced price tag for energy of €50 billion by 2030
- **CREATE JOBS**
  - up to 2030, 1,500,000 direct jobs
- **DECREASE ENERGY CONSUMPTION**
  - saving €200 billion/yr (reduced investment & energy saving)
- **CUT ENERGY IMPORTS**
  - 40% of €573 billion in energy
- **DECREASE CO2 EMISSIONS**
  - 1.5 billion tons a year by 2030
- **OFFSET INVESTMENTS NEEDED FOR EUROPEAN ENERGY INFRASTRUCTURES**
  - Over the period to 2030 energy infrastructure savings of €30 billion/yr
- **BOOST GROWTH** - A minimum increase of 1% in European GDP by 2030



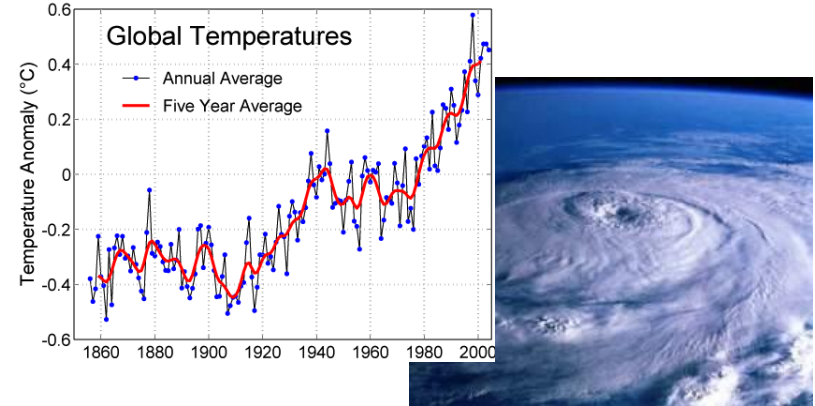
# Philips supports the EU Energy and Climate goals

## Catching 4 birds with one stone

### Rising energy prices



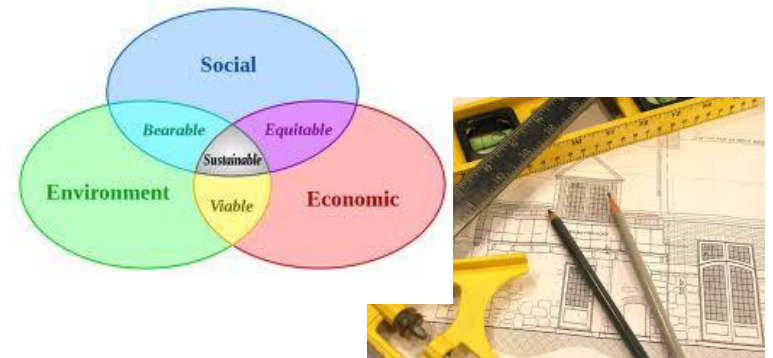
### Climate Change



### Security of energy supply



### Economic growth





# Key focus - CITIES



Cities are growing and transforming



Sustainable



Liveable



Connected

Funding supportive tools

# What is a sustainable city?

- Lighting accounts for more than **19% of the world's total electricity** consumption.
- Globally, simply switching to existing LED lighting solutions mean **up to 40%** savings in energy usage and **up to 80%** with smart controls.
- The transition to energy efficient lighting technologies is financially one of the most attractive and simplest energy efficiency initiatives



# Ex: Santander (Spain)

*Contributing to energy savings with 'Lumimotion'*





# The importance of building renovation



- **Economic Benefits:** A revenue-generating activity which creates local non-exportable jobs and has a positive impact on public finances through reduced energy costs.
- **Social Benefits:** A significant contribution to boost urban renewal in disaffected areas and to reduce fuel poverty.
- **Health Benefits:** An effective way of improving indoor climate and thereby reducing hospitalisations.
- **Environmental Benefits:** A cost-effective means of reducing air pollution and CO2 emissions.
- **Political Benefits:** An efficient strategy for getting your country back on track to meeting its 2020 climate, energy and growth objectives.



Philips partner  
with  
**WORLD GREEN  
BUILDING  
COUNCIL**

**PHILIPS**



# What is a liveable city?

Liveable cities are:

- Attractive to their citizens
- Attractive to tourists and businesses
- With their own image/identity
- Where people are welcomed & feel safe
- Where public spaces share history and culture with their citizens and visitors



# Ex: Rios de Luz (Valladolid, Spain)

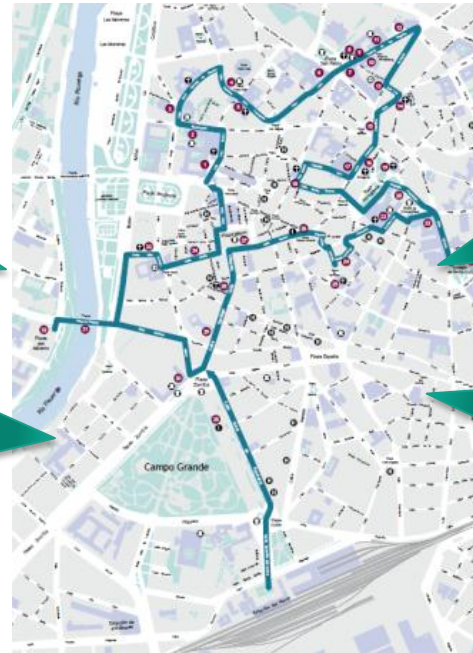
*The architectural heritage as night mover*

**45%**  
Energy savings

**20%**  
Staying  
overnight

City Museum

Light as city  
branding

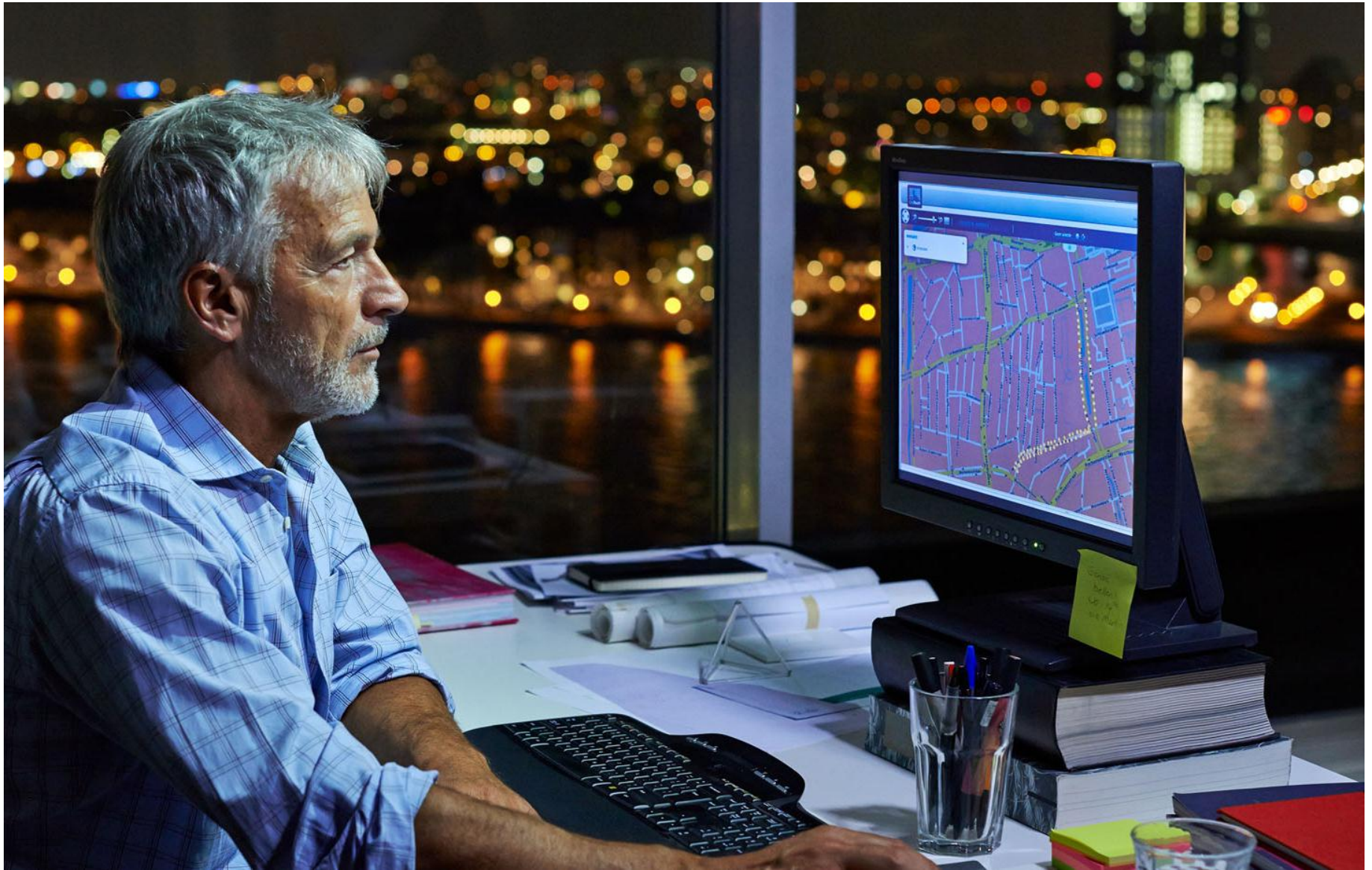


[Ruta de Rios de Luz Valladolid: http://valladolidriosdeluz.es](http://valladolidriosdeluz.es)

[Bastions of Light Badajoz:](http://www.youtube.com/watch?v=yzNAuWpH-58)

<http://www.youtube.com/watch?v=yzNAuWpH-58>

# What is a connected city?



Ericsson and Philips  
unite to brighten...

# connectivity

Smart street light integrates mobile broadband infrastructure



## Mobile operators

Can densify mobile networks without cluttering a city



At least 3x as many cell sites **will be needed** to meet demand



**2-in-1 solution** that takes up no additional space

Better mobile experience for their customers



## Citizens

Better mobile connectivity and data communications



Mobile traffic is expected to grow **10 times** by 2019

Brighter, safer streets with white light from LEDs



70-80% of respondents in a study said they **felt safer** with LED lighting



## Cities

Lower energy costs

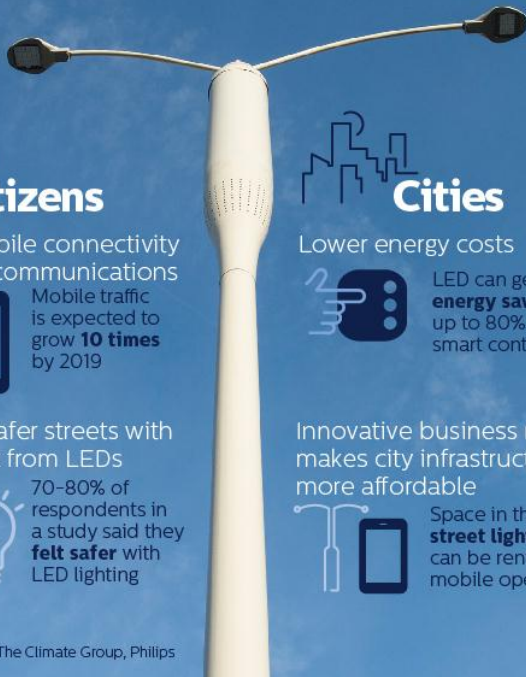


LED can generate **energy savings** of up to 80% with smart controls

Innovative business model makes city infrastructure more affordable

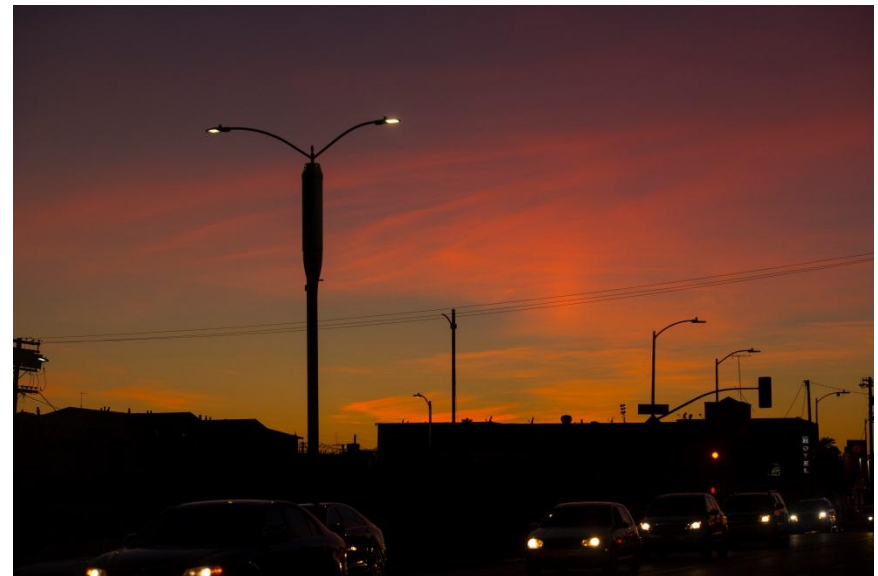


Space in the **smart street light pole** can be rented to mobile operators



Sources: Ericsson, The Climate Group, Philips

# Smart City

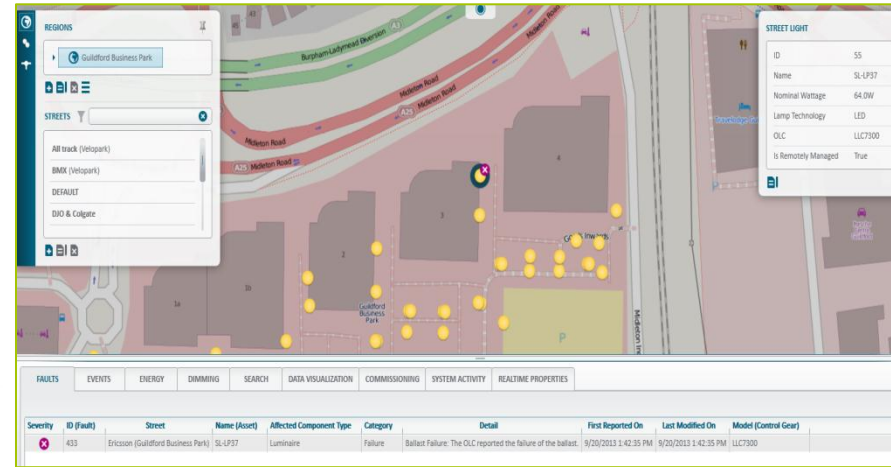


# Energy Efficiency Management system Palencia (Spain)

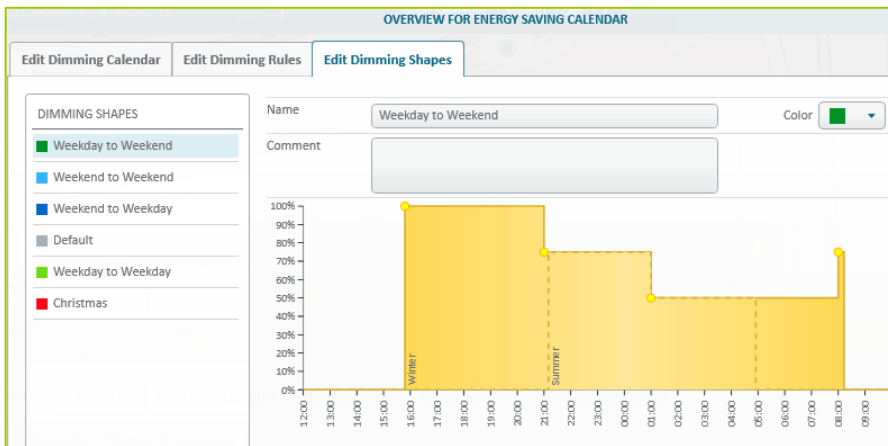
## Application based in maps



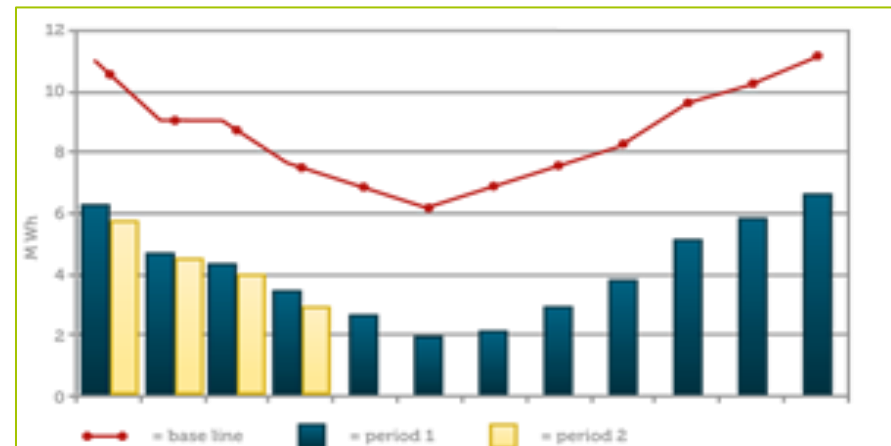
## Failure detection and notification



## Adjustment of light levels



## Energy measurement



# Why an international year of light?

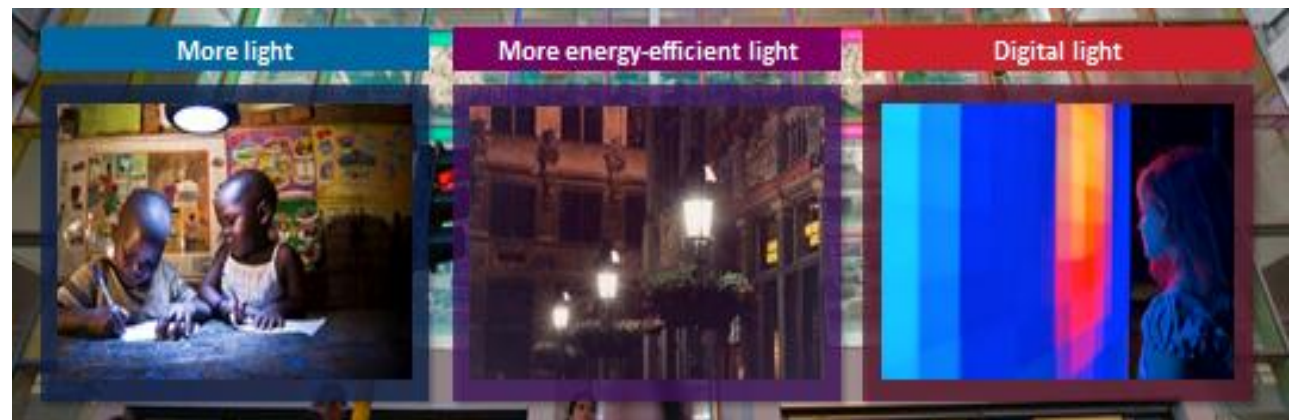


INTERNATIONAL  
YEAR OF LIGHT  
2015

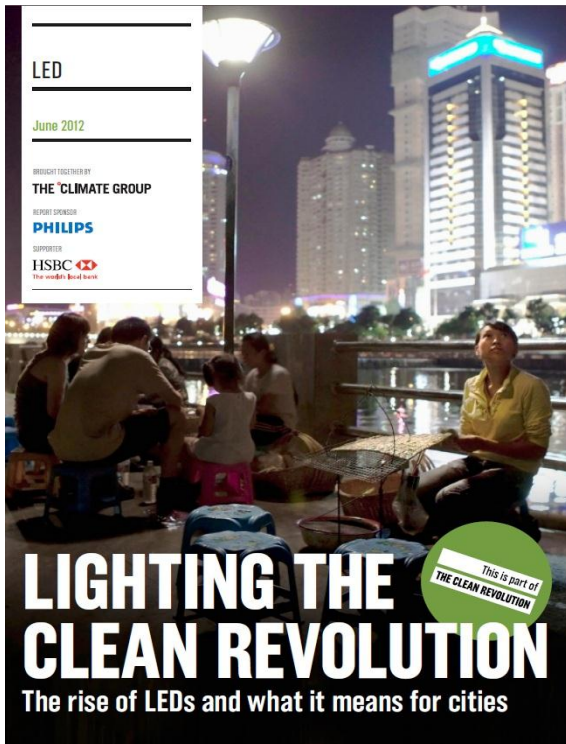
- **Light-based technology is a major economic driver** with the potential to revolutionize the 21st century
- The Proclamation of an International Year of Light will ensure the importance of Light and its potential applications are appreciated by all

## Why Philips?

Innovation & You - Improving people's lives with light



# Philips EE / Lighting Partnerships



## Smart Cities and Communities



## Lighting the Cities

Accelerating the Deployment  
of Innovative Lighting  
in European Cities

June 2013

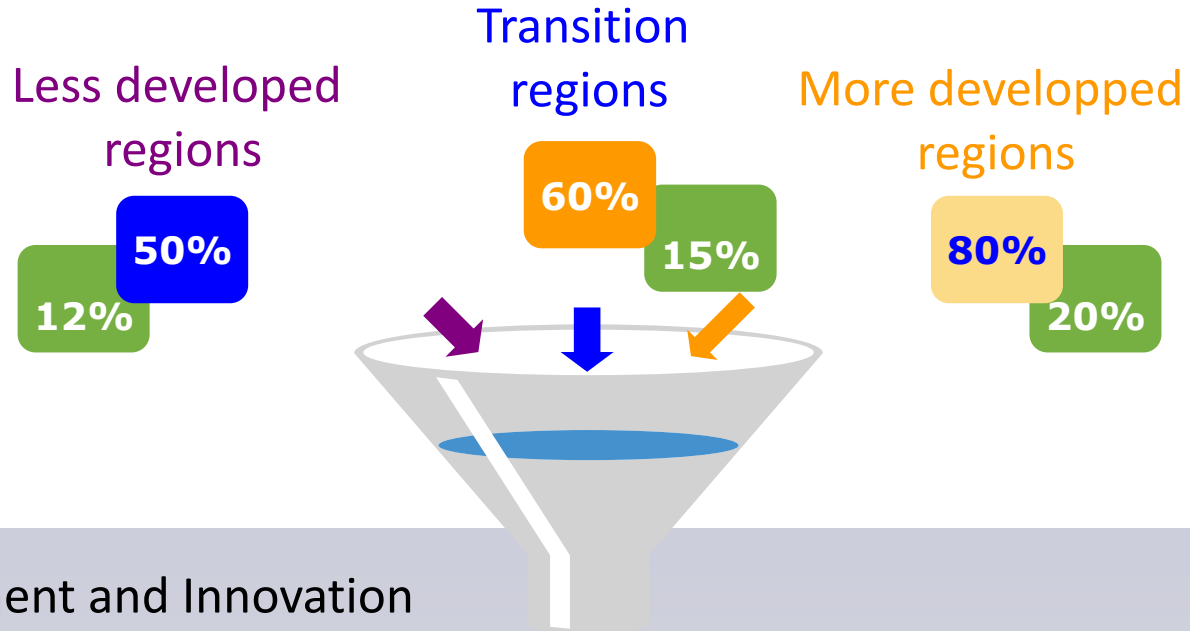






European Commission

# EU funding 2014-2020



1

Development and Innovation



2

ICT



3

Competitiveness for SMEs



4

Transition to a low carbon economy

**Philips supports the 3 target approach for the EU 2030 climate and energy package.  
This package must include provisions addressing EE in buildings, appliances and  
cities given their high potential**

## Call to Action

1. Promote an ambitious **regulatory framework** to realize the potential of EE in **buildings, infrastructure and appliances**
2. Accelerate infrastructure renovation through **public procurement** based on 'life cycle costing
3. Reinforce **compliance** with EU legislation and enforce implementation
4. Support innovative **financial incentives** and new business models (circular economy)
5. Invest in **innovation**, including through public private partnership
6. **Communicate** and increase public awareness about what can be done, showing tangible benefits

Europe's economic competitiveness is not based on the amount of energy we consume, but rather on what we do with it, i.e. the productive use of energy



Thank you / Obrigada  
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