Energy Efficiency Watch 4

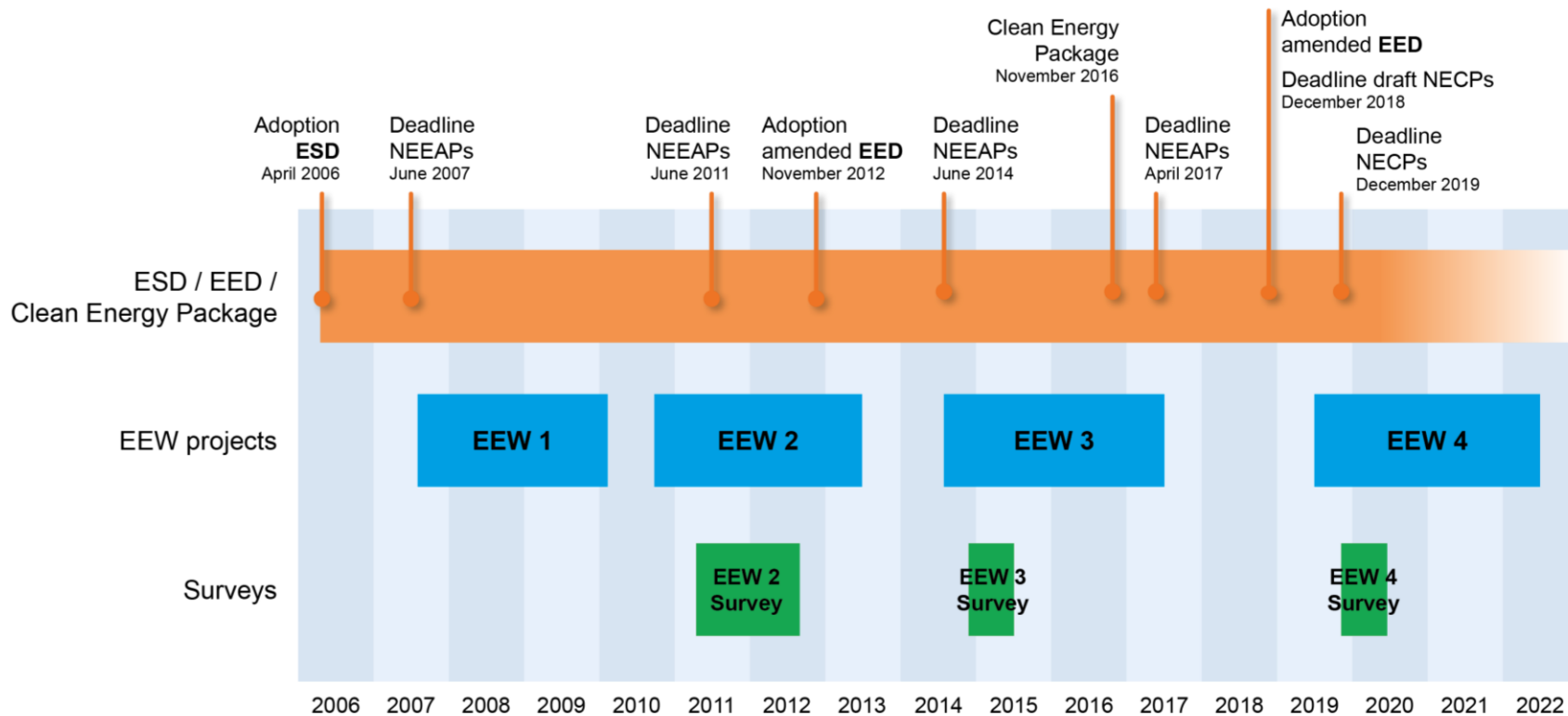## The importance of the right message: Effective narratives to make energy efficiency popular

IPM Helsinki, 23 Nov 2019, Daniel Becker, Director at Navigant Energy Germany

1) Energy Efficiency Watch - Overview

2) Background: from EEW3 to EEW4
Policy making – major developments 2007-2017

2007

- When NEEAP process was started in 2007, hardly any proven EE policies were around

- Initially, predominance of info campaigns

- Many approaches were still rather theoretical

- It was often doubted whether broad EE policies could address complex savings potentials

2017

- Impressive toolbox of EE policy instruments

- Many of them are really good practice!

- Decentral EU approach provides great variety

=> Yes we can! EU-28 has succeeded in developing good EE policies!

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3) Implementation indicators 2015 and 2012
"Real life progress by country experts"

	Country	2015	2012	Trend		Country	2015	2012	Trend
	Austria	5	13	↗		Italy	13	27	↑
	Belgium	13	18	↗		Latvia	15	12	
	Bulgaria	23	16	↘		Lithuania	9	18	↗
	Croatia	10				Lux	10	3	↘
	Cyprus	5	22	↑		Malta	25	3	↓
	Czech Rep.	15	25	↑		NL	19	24	↗
	Denmark	**1**	**2**			Poland	22	21	
	Estonia	**3**	**3**			Portugal	21	6	↓
	Finland	**2**	**1**			Romania	20	23	
	France	12	10			Slovak Rep.	15	26	↑
	Germany	5	6			Slovenia	5	7	
	Greece	24	16	↘		Spain	28	15	↓
	Hungary	26	20	↘		Sweden	4	9	↗
	Ireland	15	11	↘		UK	27	13	↓

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4) From EEW3 to EEW4 – Why is implementation lagging behind?

- Despite our ability to design good policies, our **weak part** is often **implementation**
- An instrument is as good as you make it
- If political will is missing, the best instrument will fail
- Changes in the political landscape result in "ups and downs" in energy policy ambition and implementation
- This does not happen in countries where a **"positive narrative"** was established, convincing to a majority of the public and the stakeholders involved

    "This is why we want EE! Let's go for it!"

⇒ Often heard: "we have to - Brussels is telling us" or : "We can't afford EE-targets"

⇒ National "narrative" is key, broad **consensus** independent of political majorities

⇒ countries, regions and cities needs to develop own story, comprising multiple benefits of EE: energy security, job creation, regional added value, health, poverty reduction, technological innovation & industrial competitiveness...

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5) EEW4 – An approach for narratives

Develop, test and roll-out narratives for the energy transition in member states, regions and cities

Input formats planned:

- Workshops with MPs from the European Parliament and national parliaments (lead: EUFORES)

- Workshops with business stakeholders (lead: Navigant)

- Online survey with energy experts (lead: ESV)

- Inputs from partner networks Energy Cities, FEDARENE, ECEEE (Borg & Co)

- Focus group (lead: Navigant)

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6) EEW4 – Methodology

Guiding question: Which narratives enable the effective adoption and implementation of energy efficiency policies in the EU?

Intervention logic / working hypotheses:

- **Enabling narrative** ►broad acceptance among stakeholders and society ► adoption of energy efficiency policy

- Adoption of energy efficiency policy ►**enabling narrative** ►broad acceptance among stakeholders and society ►effective policy implementation

- **Focus:** We will analyse the narratives/ discourses that enable an effective adoption/ implementation of energy efficiency policies. The focus is on the main/ structuring discourses/ narratives around energy efficiency policies.

Good practice example   **=> Story**   **=> Narrative**

(speaks for itself)   (spreading info)   (strategic combination of story and arguments from other areas, 'win over'-purpose, target group specific,

big picture)

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7) Re-define multiple benefits of EE

8) On the way to a successful narrative

Positive narratives need to

- not only **convince** but **win over** (not only appeal to rationality)

- Address those for whom climate does not come No 1 (no preaching to the converted)

- Listen & understand their concerns/different priorities

- Couple broader range of topics with climate to bigger picture

- Create examples, show cases, flagship projects

- Tell the success story of those examples & embed in broader narrative

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9) Qualitative elements of narratives

Ideas like **European Green deal** will only be a success if people really believe that they (personally!) will gain (and definitely NOT lose)

The population will critically ask:

- Is it only a project of urban elites?

- Is it only reaching those benefitting from globalization?

- For those who never experienced ruptures in economic structures?

OR

- Is it reaching rural / remote areas?

- Is it beneficial to those who live on small incomes?

- Is there a measurable positive contribution to structural change?

- Is there a positive contribution to problems that needed to be resolved anyhow?

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10) Supportive aspects when developing narratives

- Collect & disseminate good practice examples (stories as such can be strong *but* need to find their audience)

- Coupling of topics based on sociologic analysis (understand what moves the people and connect topics smartly)

- Political formats to build new alliances (speaking to those who are opposed, understanding both concerns and possible common ground)
  - E.g. Parliamentary hearings
  - Broad enrollment of citizen dialogues for acceptance
  - Negotiate benefits with stakeholders

- Bring all elements together under a joint clear vision beyond political battlefields

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11) EEW4 – Project set-up
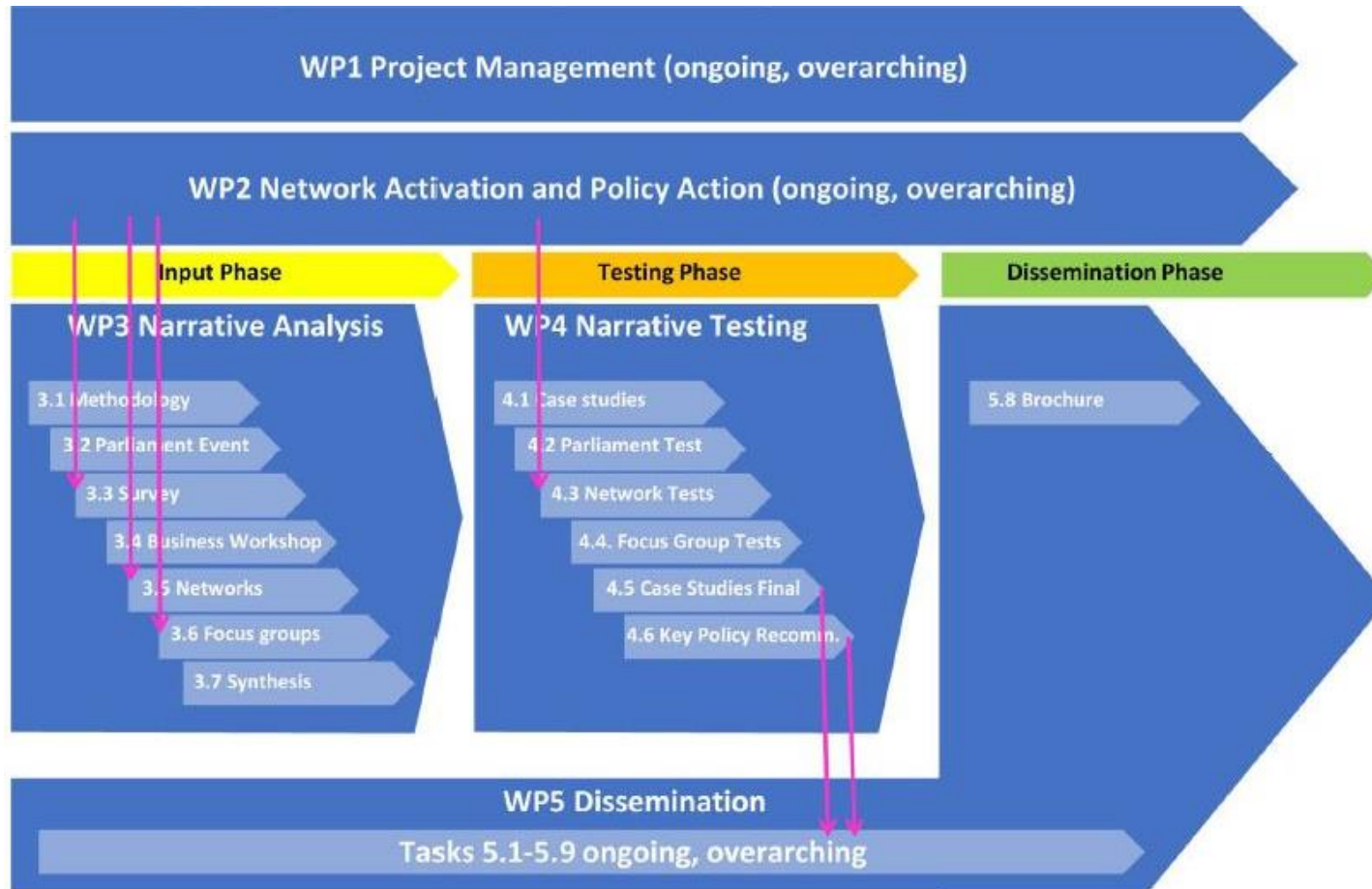
12) EEW4 – Key outputs

- **10 case studies** (ten representative cases covering EU-MS and broad spectrum of EE policy areas)

- **Key policy recommendations** on good practice (examples for learning and guiding principles on how to build robust narratives)

- **EEW4 Narrative Brochure** (addressing broader target groups)

- Feedback Loop Report (documentation of detailed outcomes)

- Broad dissemination process (according to WP 5)

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13) Narrative development and testing

Timeline: May 2020 – May 2021

Objectives :

• Developing new narratives based on inputs/analysis from WP3

• Testing reception and impact with broad stakeholder groups

• Have a set of narratives to which different countries, groups, stakeholders can "buy into"

• Outcome: 10 case studies on narrative development and key policy recommendations on how to complement policy instruments by successful narratives.

=> Please be invited to provide us with your experience!

Thank you for your attention

For more information please visit:
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