

## Business Stakeholder Workshop

### Business perspectives on energy efficiency policy

This interactive online workshop explores enabling factors for successful energy efficiency measures and policies. In two focused sessions, participants will be invited to share their experience and reflect on the argumentative drivers for an effective implementation of energy efficiency instruments from a business perspective. This is an opportunity to share insights that will contribute to the feedback provided to EU representatives and decision makers. The workshop is part of Energy Efficiency Watch 4, a project aimed at supporting policy makers in the EU in improving implementation and acceptance of energy efficiency policy instruments, funded by the EU's Horizon 2020 programme. The online workshop is organised jointly by Navigant, a Guidehouse company, and Energap.

#### First session: 27 May 2020, 15:00 – 17:00

Energy Efficiency Watch & sharing business experiences

15:00 – 15:30	<b>Welcome &amp; Introduction</b> <ul style="list-style-type: none"> <li>• Welcome and introduction</li> <li>• Agenda and interactive format of the workshop</li> <li>• Background on Energy Efficiency Watch</li> <li>• Q&amp;A</li> </ul>
15:30 – 16:15	<b>Discussion in breakout sessions:</b> <b>A business perspective on best-practices of implementing energy efficiency</b> <ol style="list-style-type: none"> <li>1. Which story do you tend to tell for convincing clients that energy efficiency is important?</li> <li>2. How can we make the case for energy efficiency vis-à-vis decision-makers, companies/ investors, households/ society?</li> </ol>
16:15 – 16:45	<b>Breakout session presentations</b> <ul style="list-style-type: none"> <li>• Nominated speaker summarizes discussion</li> <li>• Other group members are free to add thoughts</li> </ul>
16:45 – 17:00	<b>Reflection and discussion of breakout sessions</b>

#### Second session: 28 May 2020, 10:00 – 12:00

EU energy efficiency policy & narratives for promoting energy efficiency

10:00 – 10:30	<b>Input session:</b> <b>Finding narratives for promoting energy efficiency</b> <ul style="list-style-type: none"> <li>• Background on narratives</li> </ul>
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10:30 – 11:30	<p><b>Group discussion:</b></p> <p><b>A policy perspective on implementation and acceptance of energy efficiency</b></p> <ol style="list-style-type: none"><li>1. What do you consider as successful policy instruments to promote energy efficiency measures and investments?</li><li>2. What were the argumentative drivers that led to high acceptance of and buy-in to energy efficiency policies among decision-makers, industry/ investors, households/ society?</li></ol>
11:30 – 12:00	<p><b>Consolidation of results and takeaways:</b></p> <ul style="list-style-type: none"><li>• What do you want to pass on as a message to decision makers for designing and communicating energy efficiency policies?</li></ul>

