EUROPEAN ALLIANCE TO
SAVE ENERGY
Creating an Energy-Efficient Europe

Energy Efficiency - Europe's untapped energy resource

A Manifesto for the European Alliance to Save Energy

April 13, 2011

Never before has the case for greater energy savings been so strong. Greater energy efficiency is the fastest, cheapest, safest, easiest and cleanest way to deliver climate and energy security. It is an area where businesses active in Europe excel and where the right mix of policy and business leadership can improve and protect Europe's competitiveness. This leadership could position our enterprises to benefit from the global necessity for energy efficiency which will be critical in a resource constrained world.

Europe is at a turning point; whether to launch a determined offensive on wasted energy and to tap into the huge energy saving potential and, in doing so, breaking our addiction to fossil fuels, or to fail to take the necessary measures and leave Europe vulnerable to price shocks, political turmoil and risky energy technologies. With no binding commitment to energy efficiency for 2020 and no clear long term vision for an energy efficient economy, Europe is currently on track to remain highly vulnerable.

The European Alliance to Save Energy

The European Alliance to Save Energy (EU-ASE) was established at the United Nations Climate Change Conference in December 2010 in response to the urgent need for stronger action on energy efficiency in Europe. EU-ASE brings together leading companies providing energy efficient solutions, prominent European politicians, thought-leaders and campaigners from across Europe. We have joined forces to call for an end to the empty consensus on energy efficiency.

Until now, the voice of energy efficiency has been largely unheard; with the creation of the European Alliance to Save Energy we are committing to bring business and civil society leaders, our resources and our commitment to an energy efficient future to the table and to ensure that policy makers are aware of what can be delivered, what policies are needed and how to stop seeing energy efficiency as a nice to have and make it a must have. It is time for the case for energy efficiency to be made loud and clear.

Our **mission** is clear; to make it impossible for European policy makers to imagine a future where energy efficiency is not a fundamental part of securing a safe, reliable and low carbon energy system. Our **approach** will be to engage constructively with policy makers but to challenge forcefully the current status quo that continues to see our technologies and ideas left on the shelf rather than deployed to the benefit of Europe.

This is our manifesto.

The European Alliance to Save Energy believes that it is time to:

- **Make it binding**: Energy efficiency must play a central role in delivering our long term climate and energy strategy and the only way to ensure this is to adopt a legally binding pathway for its full deployment.

- **Make it clear**: Policy makers at all levels need to be made fully aware of the huge range of cost-effective technologies that exists for making Europe the most energy efficient region of the world

- **Make it impossible to avoid**: The energy efficiency world must make it impossible for policy makers to bypass energy efficiency; through our words and our actions we must clarify the absolute necessity for Europe to turn to energy efficiency

- **Make it happen**: Through our support and our innovation, the energy efficiency world must help policy makers to think in new ways and to do so ourselves, to ensure that energy efficiency can be made to work for Europe and Europeans

The European Alliance to Save Energy will make this happen by:

- **Giving energy efficiency a stronger voice**: Senior business leaders from the energy efficiency industry have not done enough to ensure that their voice is heard; the Alliance creates a platform from which they can put this right and join with politicians and thought leaders to ensure our voice is heard

- **Giving energy efficiency a broader voice:** The Alliance offers a platform for all energy efficiency industry and supporters alike to create a broad voice for energy efficiency

- **Giving policy makers a port of call on big issues:** A number of high level policies can be supported by energy efficiency; the Alliance will offer policy makers a partner for looking at what energy efficiency as a whole can play to support these policies and what new policies are needed to deploy energy efficiency

- **Creating awareness of the breadth of products and services that exist:** There remain many technologies, products and services that remain on the shelf because of a lack of the right policy mix; the Alliance will create awareness of these opportunities and the policies needed for Europe to benefit from them.

- **Breaking the empty consensus on energy efficiency** : Energy efficiency is supported in principle by all but often left on the sidelines when major policy is decided: the Alliance will provide a platform and vehicle to break this empty consensus and deliver an energy efficient future for Europe

Based on this manifesto, EU-ASE believes that the EU and its member states must immediately:

- Start the process of putting in place legally binding and verifiable energy savings targets for EU member states that include compulsory sectoral targets for a number of key sectors of the European economy (buildings, industry, transport and utilities).

- Develop horizontal criteria for energy efficiency which should be applied across all future European policies and programmes. These criteria should be applied straightway to the EU's Cohesion Policy, Energy infrastructure Priorities, the Low Carbon Roadmap, the Roadmap for a Resource-Efficient Europe and the Energy Roadmap 2050.

- Focus much more on saving energy on the demand-side and then put the end-users at the heart of the 'energy revolution'

- Promote a political framework that rewards consumers that implement energy saving technologies and systems and offer "Negawatts" (energy theoretically saved) to the grid at peak time instead of using more power plants that have a negative carbon impact.

- Target finance at a European level to support the development of energy efficiency markets. This includes a dedicated finance stream in the post 2013 financial perspectives, tax incentives and range of coherent and appropriate financial incentives for energy efficiency projects.

- Put in place a more robust quality- control system at a national level that ensures the timely and accurate implementation of EU legislation and provides necessary training and support to contractors and service providers along the energy efficiency chain.

This manifesto is supported by

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Signed in Brussels, April 13, 2011