

**Energy
efficiency**



Why reinvent the wheel? Capitalising on regional policy achievements in promoting energy efficiency



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Why reinvent the wheel? Capitalising on regional policy achievements in promoting energy efficiency

Energy efficiency presents many new challenges but also opportunities for regional policymakers. In this context, the interregional cooperation programme, INTERREG IVC, has recently published the results of an important policy analysis, one in a series of 12, each focusing on a different policy theme. This brochure offers just a brief preview of what you can find in the report on 'Energy Efficiency', which details a raft of tried-and-tested good practices and offers timely evidence-based policy recommendations.

Energy efficiency: why it matters

Improving energy efficiency has a number of clear benefits for EU regions. These include:

- Lower greenhouse gas (GHG) emissions;
- Lower energy bills for consumers and businesses;

- Lower energy imports;
- New jobs and an improved quality of life.

This array of benefits led the European Commission to set a target for a 20% improvement in energy efficiency by 2020.





Energy efficiency: challenges at the regional level

Despite the benefits, there are a number of barriers that limit the uptake of energy efficiency policy (see Fig. 1).

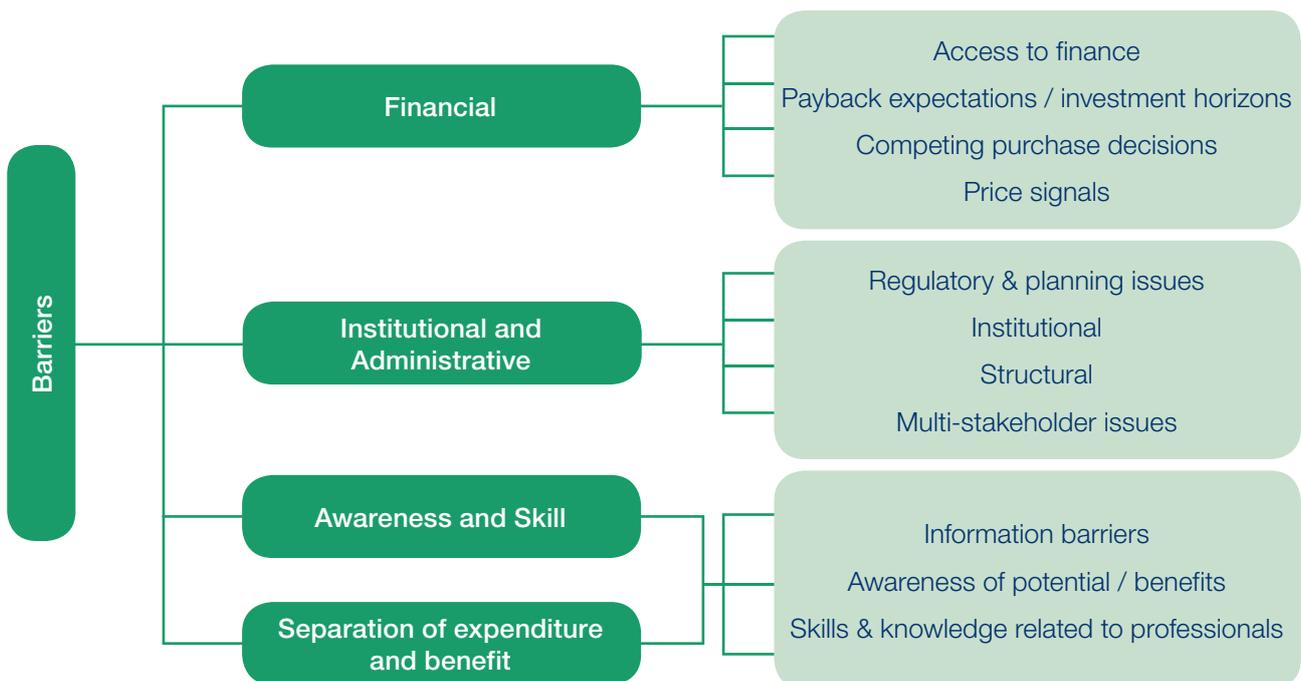
Financial barriers: The difficulty of accessing capital to fund energy efficiency initiatives has worsened since the advent of the economic crisis. Energy efficiency measures must compete with many other investment priorities and opportunities. Some investors and individuals are unwilling to buy into something that does not show a rapid payback. Many feel that energy prices do not fully reflect the costs involved, so the savings generated are not a true reflection of the total benefits.

Institutional and administrative barriers: Energy efficiency is arguably not pursued with the political will that its benefits suggest it deserves. This is made worse by the large number of stakeholders

that often need to be convinced in order for energy efficient investment options to be chosen. Those that need to finance the investment are often not the same as those that actually benefit from them and this separation of expenditure and benefits creates a barrier.

Information and awareness barriers: Many of the groups and individuals who have the ability to make energy efficiency investment and/or behaviour choices are not aware of the options available. This lack of awareness can be linked to a lack of trust in new technologies and approaches, which often stems from a lack of sufficient, accessible, accurate, and trusted information. This lack of awareness is also an issue among key intermediaries such as investors and technical or policy officers in the public and private sectors.

Figure 1: Barriers to energy efficiency policy



Source: BPIE (2011)



Meeting the challenges: good practices from INTERREG IVC

The main capitalisation report provides an in-depth review of a number of issues dealt with by INTERREG IVC's energy efficiency projects, as summarised in table 1 below.

The report also examines a number of interesting and innovative good practices, a selection of which is provided here.

Energy Ambassadors, France – EnercitEE project

This project recognises the economic and social benefits that energy efficiency can bring by helping low income families reduce their energy costs and improve the comfort levels in their homes and by helping social workers and vulnerable groups to fight against fuel poverty. Using trusted professionals to deliver energy efficiency advice to groups which are often hard to reach is an interesting and innovative

approach. Advice given to address the information barriers by directly targeting those suffering from fuel poverty is unusual.

Energy Efficiency in historic Saxony buildings, Germany – EnercitEE project

The Saxon State Ministry of the Interior (SMI) published a guide to the energy-efficient refurbishment of historic buildings for public authorities, owners of historic buildings, architects and engineers.

The guide illustrates what can be done to improve the energy efficiency of buildings where it is often thought that aesthetic issues make energy-efficiency improvements impossible. This information barrier is addressed in a realistic way, where the trade-offs involved are openly recognised.

Table 1: Overview of the common issues among the projects

	EU2020 going local	EnercitEE	CO2FREE	STEP	REENERGY	RE-GREEN	PLUS	LoCaRe	SERPENTE	IMEA	IMAGINE	GreenITNet
Project focus / subject/ content												
Tailored local policy	•	•		•	•	•		•	•	•	•	•
Energy used by buildings - 40%			•			•			•	•		
Energy Service Companies (ESCOs)				•	•					•	•	
(Lack of) trust in 'Technology'					•			•		•		•
Local authorities as role models (green public procurement)		•				•		•	•	•	•	
Project tools / techniques												
Citizen involvement		•			•			•	•	•	•	
Multi-governance level	•				•			•	•		•	
Target / Partner focus												
Local authority skills				•	•		•		•	•	•	•
Policymaker awareness									•		•	
Citizen awareness										•	•	
Energy business involved					•						•	

Source: Ecorys / Triple E Consulting



LED street lights and controls, UK – PLUS project

In 2010, the city of Birmingham signed a Private Finance Initiative (PFI) contract with the public service provider Amey for the design, implementation, financing and operational maintenance of the street lighting for the city.

The project will see approximately 50% of Birmingham's 90,000 street lighting points replaced with LEDs within five years, with the remainder being replaced during the contract's 25 year lifetime. This system aims to connect every lighting point in the first five years of the project, to facilitate optimal management and maintenance of the lighting network with dynamic and flexible control of each lighting unit. The city will soon introduce dimming to vary light levels based on traffic and street activity levels. This approach will promote reduced energy consumption and over-lighting.

Energy Targeting & Monitoring, Ireland - CO2FREE project

"You cannot save energy if you cannot measure it." That simple motto prompted Derry City Council to install an IT system to monitor energy consumption in ten of its most energy-demanding buildings. By collecting data on energy use, Derry City Council can now identify energy waste, reduce energy consumption, and make the most efficient use of existing plants and equipment. The system also makes it possible to set both environmental and economic targets, and to verify actual savings after project implementation.

This approach to energy management in public and commercial buildings has been a fundamental part of energy efficiency for a long time, but it is often overlooked in favour of more capital-intensive approaches. The political buy-in aspect is also innovative – as it has helped ensure a committed uptake of the initiative.

Local Action Plans, NL, UK - EU2020 going local, IMAGINE projects

Two of the projects have the development of local energy efficiency action plans at their core. The EU2020 going local project uses the best practices it has collected from all of its partners, along with locally developed ideas and solutions, so as to develop region-specific action plans.

The IMAGINE project is using a similar approach but is looking towards developing an energy vision for each of the partner cities for the year 2050. Stakeholders are invited to share and be inspired by each other's initiatives, to discuss common challenges and differing points of view and to find synergies between them. Both projects address the information and institutional barriers by involving citizens and local authorities in policy development.

Wi-Move, Italy – GreenITNet project

The objective of Wi-Move is to provide free and accessible information in large metropolitan areas to help citizens and tourists optimise transit routes in terms of costs, energy use, and speed. Travel optimisation can take into account issues such as traffic jams, roadworks and events. This project is an interesting combination of transport, energy and IT issues to address an information barrier and involve citizens.



Discover more about current energy efficiency policy

The capitalisation report on energy efficiency has been produced with regional policymakers in mind. The analysis of 12 INTERREG IVC projects provides them with a wide-ranging review of the best that has been or is now being shared and transferred within European regions in support of energy efficiency.

The full report offers an insight into:

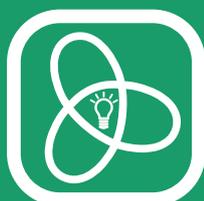
- The drivers and barriers to energy efficiency
- The European level policies and programmes designed to promote energy efficiency
- Selected good practices, their innovative features, effectiveness, and transferability

The report presents lessons, approaches and recommendations which include ways on how to implement existing policies, and how to overcome the barriers and achieve a real improvement in energy efficiency.

Against the backdrop of a new policy programming round starting in 2014 the INTERREG IVC capitalisation report 'Energy Efficiency' constitutes a useful inventory of policy options that can be incorporated into European, national or regional policy programmes.

Download the full report from: www.interreg4c.eu/capitalisation

INTERREG IVC Thematic Capitalisation



Innovation systems



Innovation capacity of SMEs



Eco-innovation



Creative industries



Entrepreneurship



E-government services



Demographic change



Rural development



Climate change



Energy efficiency



Renewable energy



Sustainable transport

Over the last seven years the INTERREG IVC programme has been enabling public institutions all over Europe – over 2000 in total – to ‘learn through cooperation’ across 204 different interregional projects aimed at improving regional policies.

In June 2012, the programme commissioned a team of thematic experts to analyse, benchmark, and capitalise on the wealth of knowledge generated by projects working on similar regional development issues. Altogether, 12 policy themes, ranging from innovation to the environment, have been covered. 12 reports are now available detailing the insights and lessons from this capitalisation process for the benefit of all regions across Europe.

In their presentation of the wide range of innovative good practices and policies improved by the projects, the reports offer a timely inventory of up-to-date evidence and experience to help regional authorities and interested stakeholders introduce or develop their regional policies. Policymakers and practitioners at all levels – regional, national and European – will find theme-specific recommendations tailored to them.

This brochure is a preview of the full-length report in the field of energy efficiency.

The Interregional Cooperation Programme INTERREG IVC, financed by the European Union's Regional Development Fund, helps Regions of Europe work together to share experience and good practice in the areas of innovation, the knowledge economy, the environment and risk prevention. EUR 302 million was granted for project funding but, more than that, a wealth of knowledge and potential solutions are also on hand for regional policy makers.



www.interreg4c.eu