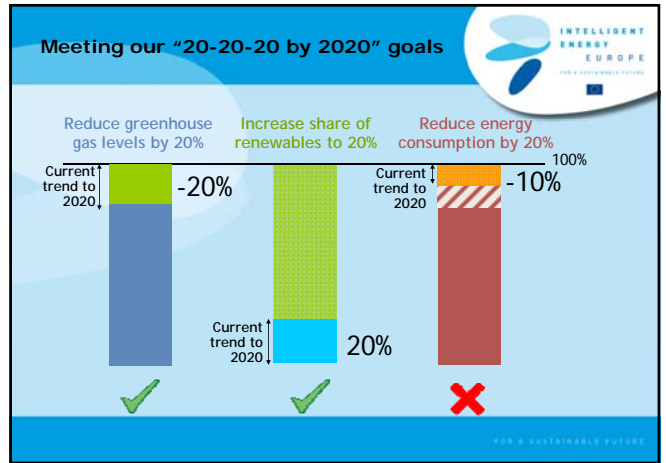


**INTELLIGENT ENERGY EUROPE**  
**Applying for funding:  
 where to focus?**  
**Part 1: Energy Efficiency and Transport**

William Gillett  
 Head of Unit  
 European Commission  
 Executive Agency for Competitiveness and Innovation

eaci IEE Call 2012 Info Day  
 London, 1 February 2012



**Intelligent Energy Europe  
 in a nutshell**

IT'S YOUR CALL

**To reduce energy use and increase the share of renewable energies by:**

- > Shaping policy development and implementation, and market conditions
- > Preparing the ground for investments
- > Building capacities, skills, and knowledge

**IEE - what's in the box?**

Logos include: BUILD UP, Clean Mobility EUROPE, CARES, managEnergy, Covenant of Mayors, Ted, ELTIS, and a circular diagram with ELENA, ELENAC, ELENACER, ELENACERB, ELENACERB, ELENACERB.

**IEE projects?**

**Over 500 IEE-supported projects across Europe,  
 more than 3,000 participants from 30 countries...**

<b>Energy efficiency</b> 	<b>Renewable energy sources</b> 	<b>Integrated initiatives</b> 	<b>Energy-efficient transport</b> 
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→ Important impacts at EU level





**Indicative budget breakdown  
 Work Programme 2012**

- > **€72 million** to support "promotion and dissemination projects" (generally up to 75% of the eligible project costs)
- > **€39 million** "ELENA" facilities for project development services via banks (EIB, KfW, CEB and EBRD)
- > **€19 million** to purchase services (tenders) and support activities not subject to calls (e.g. standards)

Main deadline 8 May 2012


### Funding areas 2012







-  **Energy efficiency (SAVE ~ 15 million €)**
-  **Energy use in transport (STEER ~ 12.5 million €)**
-  **Renewable energy sources (ALTENER ~ 12 million €)**
-  **Integrated initiatives (INTEGRATED ~ 32.5 million €)**

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### Funding areas 2012




-  **Energy efficiency (SAVE)**
-  **Energy use in transport (STEER)**
-  **Renewable energy sources (ALTENER)**
-  **Integrated initiatives**

1. Industrial excellence in energy
2. Consumer behaviour
3. Energy services

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### Why energy efficiency matters?



- ↓ Reduce EU's energy bill
- ↑ Create new business opportunities
- ↑ Boost R&D & markets for EU global leadership

Competitiveness

Security of supply


Sustainability

- ↓ Reduce EU's energy dependence
- ↓ Reduce investments in energy infrastructures
- ↓ Improve the energy trade balance

- ↓ Reduce CO<sub>2</sub> emissions
- ↓ Limit environmental degradation


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### Industrial excellence in energy




Actions aimed at:

- > **Small and medium size industries** in specific sectors
  - > providing them with tailored information/training
  - > and/or developing appropriate incentives



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### Overcoming the barriers for energy efficiency in SMEs




- > **Obstacles to investment in energy efficiency are most acute for SMEs:**
  - > the Commission supports actions aimed at micro and small companies in association with the relevant industry associations
- > **Sector-specific actions are an effective approach:**
  - > many sector already covered: plastic, chemical industry, foundries, wine industry, etc.




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### Overcoming the barriers for energy efficiency in SMEs



- > **Actions providing tailored information and/or developing appropriate incentives**
  - > e.g., benchmarking tools; incentives for financing investments or funding for energy audits
- > **Focus is on promoting private investments**
  - > use existing tools and resources and involve industry associations to achieve critical mass
  - > energy savings achieved should be quantified and significant



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## SESEC NEW



- Develop tools, benchmarks and guidance for the European **clothing industry**
- Action concentrated in 4 countries (to be further extended)
  - 26 energy audits
  - 250 companies trained
- Coordinated by the European federation



Coordination: EURATEX (Bruxelles)

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## Ind-ECO NEW



- Energy efficiency in the **leather production industry**
- Aims at developing agreements with suppliers
  - 12 agreements with suppliers
  - 24 agreements with economic and financial organisations
  - 70 investments plans (following energy audit)
- Important multipliers in the consortium

Coordination: Unic (Italy)

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## Consumer behaviour





Actions aimed at:

- > **market surveillance** and networking among competent authorities and testing labs
- > innovative solutions stimulating **behavioural change** amongst specific consumer groups

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## Market surveillance receives growing interest worldwide!





Compliance Counts: A Practitioner's Guidebook on Best Practice Monitoring, Verification, and Enforcement for Appliance Standards & Labeling

Published September 2010

By Mark Ellis & Associates in Partnership with the Collaborative Labeling & Appliance Standards Program (CLASP)



4th Annual Electrical Equipment Efficiency Program

**SAVING MORE ENERGY THROUGH COMPLIANCE**

INTERNATIONAL CONFERENCE ON COMPLIANCE IN ENERGY EFFICIENCY PROGRAMMES FOR ELECTRICAL EQUIPMENT


14-16 SEPTEMBER 2010 COPTHORNE TARA HOTEL LONDON, UK

<http://www.iea-4e.org/events-and-meetings/compliance-conference>

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## ATLETE 06/09-07/11

<http://www.atlete.eu>



- > **Objective:** to increase EU-wide implementation and control of energy labelling and eco-design implementing measures for appliances
- > **Methodology:** pan-European testing results on household appliances, detailed analysis of the non-compliance causes, methodology for verification in the EU, promotional campaigns

Category	Pass (%)	Fail (%)
TOTAL	43%	57%
Freezing capacity	43%	57%
Temperature rise time	84%	16%
Storage volume	73%	27%
Storage temperature	90%	10%
Energy consumption	77%	23%
Energy class	79%	21%

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## but a lot remains to be done!





Whitstable (Kent)  
High Street  
10 April 2011

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## BEHAVE (2006-2009)

Evaluation of Energy Behavioural Change

- Meta-evaluation of 41 behavioural programmes out of an inventory of 98 examples from 11 EU Member States
- Guidelines for effective behavioural change programmes
  - available in EN, ES, FR, DE and BG
- European Energy Efficiency and Behaviour Conference

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## Euro-Topten Max

**NEW**

Find out the most EE products in Europe **with a simple click!**

Best Products of Europe

- Main results: market stimulation
  - focus on large-scale buyers
  - manufacturers convinced of the demand through multinational pressure

Coordination: ADEME (France)

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## ACHIEVE & EC-LINC

**NEW**

- **Fuel poverty** concerns between 50 and 125 million people in Europe
  - current lack of a common accepted definition for fuel poverty
- Two new projects to train “multipliers” (e.g. long-term unemployed people) to become energy advisers and perform households visits to make them save energy and money
- Thousands of households should be taken out of fuel poverty
  - in Germany, France, United Kingdom, Austria, Slovenia, Hungary and Bulgaria during the lifetime of the projects!

Coordination: CLER (France) & BEA (Germany)

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## Energy services

Actions aimed at:

- > boosting the energy services market by increasing its **transparency**
- > making energy services accessible to **small end-consumers**
- > empowering households to ensure the success of **smart meters and informative billing**

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## Frequent questions about Energy Services

Where can I find an ESCO?

EPC, what does it mean?

I don't trust their guaranteed savings...

What type of contract should I sign?

I don't know where to start, please help me!

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## Pro-EE


- > Promoting large-scale joint procurement for boosting EE
  - > Development of **purchasing guidelines** (electric vehicles, street lighting, office equipment) and support tools
  - > New networks of local authorities for **joint procurement** of EE products (71 public authorities from 6 countries involved)
  - > **Guidance for the inclusion of green procurement into local EE action plans** and training of more than 250 purchasers
- > Conclusions
  - > Need for more training and clear political support


11/07-10/10

pro → EE


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## Funding areas 2012







**Energy efficiency (SAVE)**



**Energy use in transport (STEER)**



**Renewable energy sources (ALTENER)**




**Integrated initiatives**

1. Energy-efficient transport
2. Clean and EE vehicles


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## Energy-efficient transport




Actions aimed at:

the take up of **Sustainable Urban Mobility Plans**




or

replicating proven approaches for significant energy-efficient **modal shift**




or


major transport **interchanges** and urban freight **terminals**



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## Energy efficient transport (1)







- > Actions supporting the take-up of **Sustainable Urban Mobility Plans (SUMPs)**:
  - > **Poly-Sump** (under negotiation): sustainable mobility plans in polycentric areas through participatory approach.
  - > **QUEST & ADVANCE**: develop audits to improve urban sustainable transport / sustainable urban mobility plans.
  - > **COME2COM & ENERGY FOR MAYORS**: Useful examples of project that demonstrate actions supporting the take-up of, in this case, Sustainable Energy Action Plans by local authorities.

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## Energy efficient transport (2)







- > Actions that **apply proven behaviour change** approaches to change the travel behaviour of the public
- > A **significant mode shift** is expected - include **evidence** of effectiveness of chosen approach and quantify expected impact.
  - > **AD PERSONAM**: direct marketing programme to promote the use of public transport for home-workplace journeys without interchange.
  - > **SEGMENT**: improving the effectiveness of MM through market segmentation (see presentation today).
  - > **Momo car-sharing**: IEE project on promoting car-sharing.
  - > **OBIS**: IEE project on promoting bike sharings.
  - > **CARMA**: develop new methods for the marketing of cycling using target oriented communication.

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## Energy efficient transport (3)





- > Actions to support strategies that improve access to and the attractiveness of **major transport interchanges and/or urban freight terminals** to shift journeys from private car to alternative modes and to limit individual freight deliveries.
  - > Some STEER projects (e.g. **ISEMOA** or **Active Access**) might have interesting examples of access and attractiveness measures.
  - > **START**: improvement of city logistics and urban freight by: local networks, access restrictions, freight consolidation of deliveries, incentives.
  - > **TRAILBLAZER**: development of delivery service plans.
  - > **C-Liege**: cleaner and more energy-efficient freight movements in urban areas by the development of « Local Freight Development Plans ».
- > BUT actions to stimulate modal shift from road to short-sea shipping and other more sustainable transport modes which are eligible under **MARCO POLO** are not funded.

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## Clean & energy-efficient vehicles



Actions aimed at:

- > promoting policies and projects fostering the take up of **non-conventionally fuelled vehicles in urban areas**





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## Clean and energy-efficient vehicles



- > Actions to promote the take up of **non-conventionally fuelled vehicles** with low GHG emissions in urban areas (passengers and/or goods)
  - > Technology neutral & clean vehicles in the widest sense
  - > **CLEAN DRIVE**: although it does not focus on non conventionally fuelled vehicles, the action aims at training car-dealers on energy efficient vehicles so that they can recommend them to their clients.
  - > **FLEAT**: increase energy efficiency for different types of fleets (including information and counselling to shift to a more energy efficient fleet)
- > BUT actions related to the procurement of clean and energy efficient vehicles by public procurers are included in the «Energy-efficient public spending initiative» (*Call for Proposals: 10.4.1*)

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THANK YOU  
FOR YOUR ATTENTION




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