

INTERNAL USE ONLY



An effective „Effizienzwende“ needs strong business support

Sidney; 25th of February 2016 – Martin Bornholdt (DENEFF)

## 5 theses to double energy productivity

- 1 Energy Efficiency is micro-economically feasible and macro-economically, socially and ecologically reasonable
- 2 But: Energy Efficiency does not happen by itself due to policy and market biases
- 3 Therefore EE businesses are responsible for enabling the „Effizienzwende“ in their own interest
- 4 To get there uniting forces and telling the „big story“ is more promising than lobbying own individual interests
- 5 DENEFF is one example how joint business activity can create a success story

# 5 theses to double energy productivity

- 1 Energy Efficiency is micro-economically feasible and macro-economically, socially and ecologically reasonable
- 2 But: Energy Efficiency does not happen by itself due to policy and market biases
- 3 Therefore EE businesses are responsible for enabling the „Effizienzwende“ in their own interest
- 4 To get there uniting forces and telling the „big story“ is more promising than lobbying own individual interests
- 5 DENEFF is one example how joint business activity can create a success story



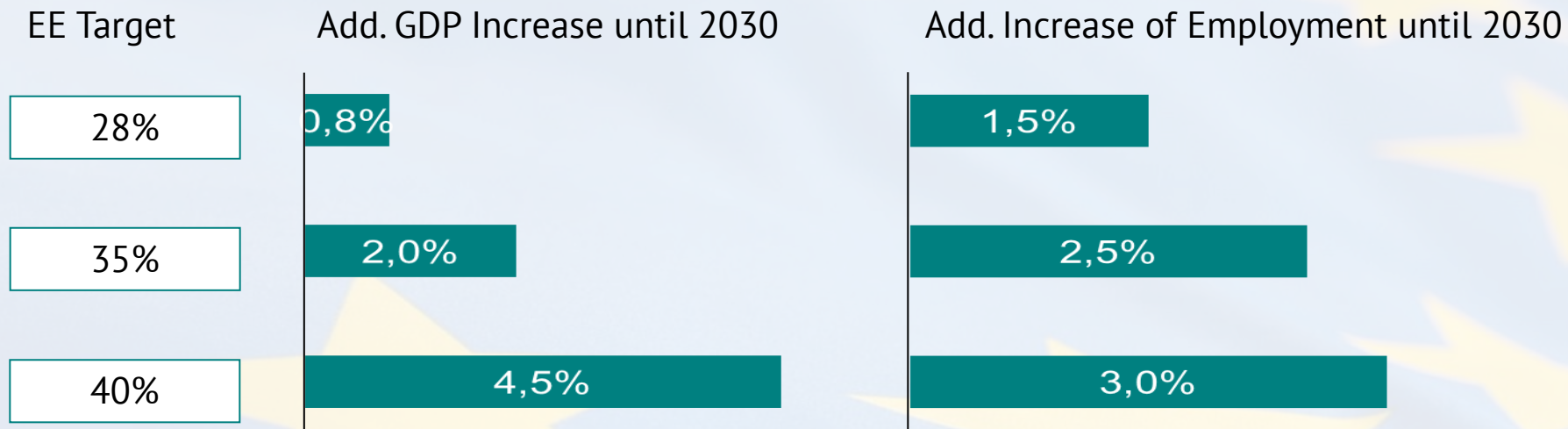
Energy Efficiency is feasible!

Illustrative example? **More than 50%** of all **new builds** in Germany **exceed** current (tough) **building codes**. For existing buildings **passive house standards** are technically possible and widely proven!

## McKinsey on Energy Efficiency:

„Energy Efficiency is the  
economic, ecological and social  
imperative of the 21st Century“

# Growth and employment in different EU EE-scenarios



Source: Impact Assessment COM(2014)520 final



To Foster Competitiveness.



To Create Jobs.





To Fight Fuel Poverty.



To Stop Climate Change.



# 5 theses to double energy productivity

- 1 Energy Efficiency is micro-economically feasible and macro-economically, socially and ecologically reasonable
- 2 But: Energy Efficiency does not happen by itself due to policy and market biases
- 3 Therefore EE businesses are responsible for enabling the „Effizienzwende“ in their own interest
- 4 To get there uniting forces and telling the „big story“ is more promising than lobbying own individual interests
- 5 DENEFF is one example how joint business activity can create a success story

# Energy Efficiency does not “just happen”

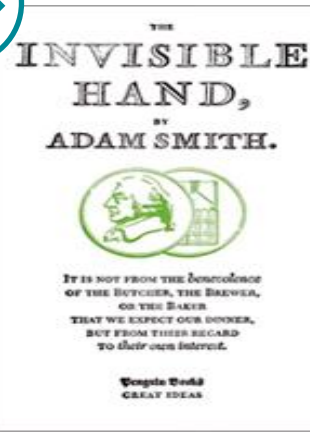
## Policy Bias

Focus on energy production and distribution instead of system equilibrium

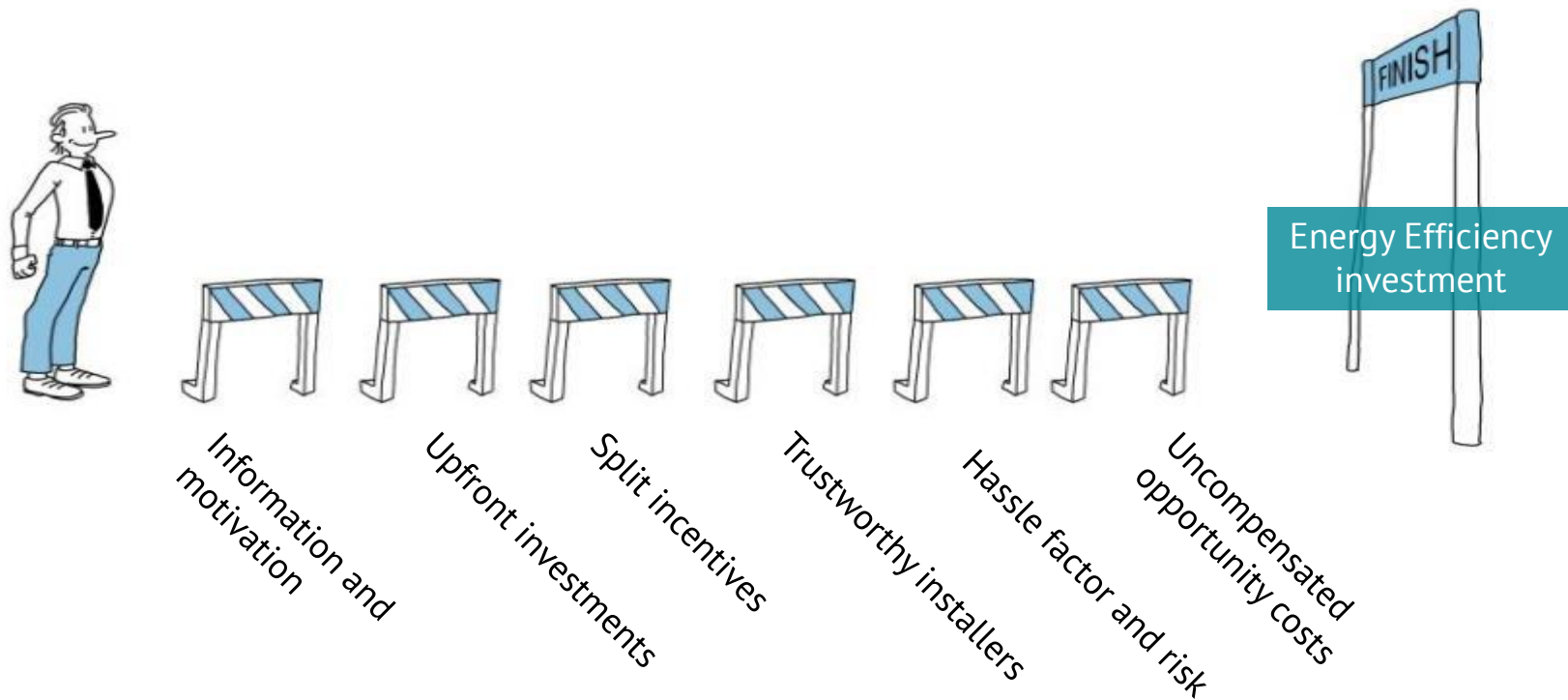


## Market Bias

Insufficiencies of transparency, trust, congruency, real prices and transactional costs



# Energy Efficiency from an investor's perspective





# 5 theses to double energy productivity

- 1 Energy Efficiency is micro-economically feasible and macro-economically, socially and ecologically reasonable
- 2 But: Energy Efficiency does not happen by itself due to policy and market biases
- 3 Therefore EE businesses are responsible for enabling the „Effizienzwende“ in their own interest
- 4 To get there uniting forces and telling the „big story“ is more promising than lobbying own individual interests
- 5 DENEFF is one example how joint business activity can create a success story



**3M**



**BILFINGER**



**BOSCH**

COFELY

GDF SUEZ



*Danfoss*



**Eternit**





**GRUNDFOS**



So wird gedämmt

***KNAUF***

**PHILIPS**



**pwc**

**ROCKWOOL®**



**Schneider**  
 **Electric**

**SCHÜCO**

**VELUX®**

**xella**

**SIEMENS**







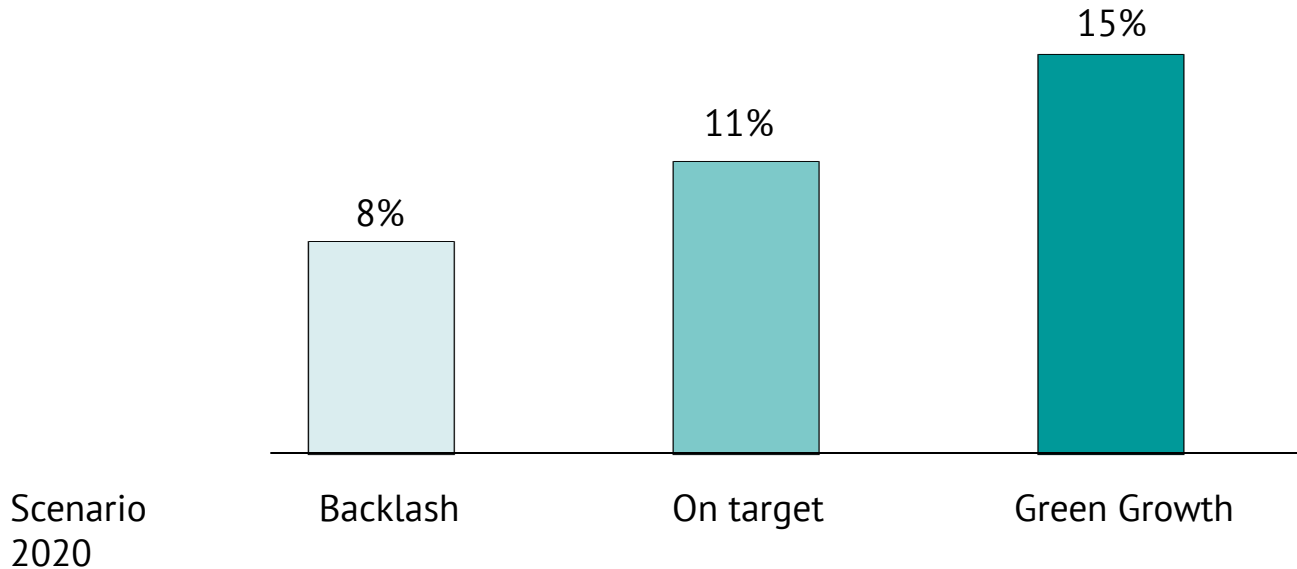


# Why should businesses care about Energy Efficiency?

There IS a vital **business interest** to  
expand the Energy Efficiency  
market.

# Still huge potential for growth in the EE market – also depending on regulational ambition level

Average annual global growth of EE market 2009 to 2020<sup>1</sup>



- Huge growth potential
- Depending on international ambition level of governments
- EE outperforms traditional business in each scenario

<sup>1</sup> HSBC (09/2010): Sizing the climate economy

# To tap the EE market potential we identified 3 main areas of action for Germany EE business have to address jointly

A

## Political Framework

Focus on system optimum

Carrots & sticks

Policy instruments to overcome barriers



B

## Last mile

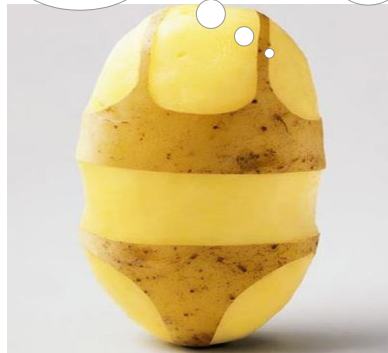
Motivate to invest in EE

One-stop-shop

EE must become sexy!

Understand customers

ESCOs



C

## Financing

Make EE bankable

Utilize distribution power of FI

New financial products

Direct capital streams



# To tap the EE market potential we identified 3 main areas of action EE businesses have to address jointly in Germany

A

## Political Framework

Focus on system optimum

Carrots & sticks

Policy instruments to overcome barriers

B

## Last mile

Motivate to invest in EE

Understand customers

One-stop-shop

EE must become sexy!

ESCOs

C

## Financing

Make EE bankable

Utilize the power of FI

New financial products

Direct capital streams

None of these areas can be addressed by one company alone!

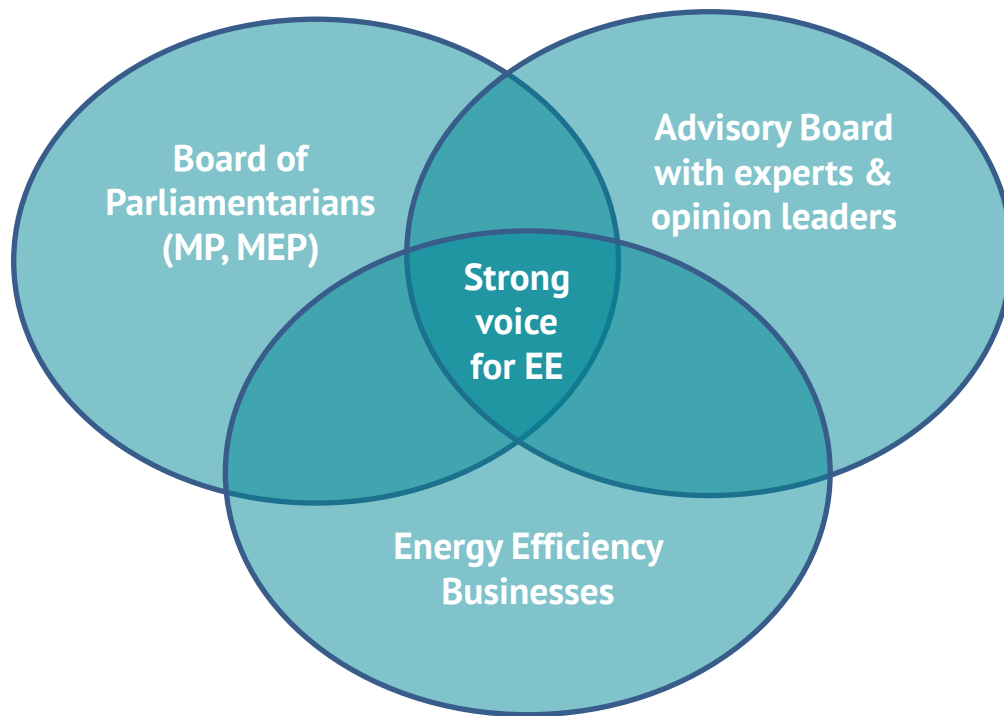


# 5 theses to double energy productivity

- 1 Energy Efficiency is micro-economically feasible and macro-economically, socially and ecologically reasonable
- 2 But: Energy Efficiency does not happen by itself due to policy and market biases
- 3 Therefore EE businesses are responsible for enabling the „Effizienzwende“ in their own interest
- 4 To get there uniting forces and telling the „big story“ is more promising than lobbying own individual interests
- 5 DENEFF is one example how joint business activity can create a success story

# Joint forces for Energy Efficiency

E.g., DENEFF: we have been striving to form a comprehensive alliance from day 1





# Together we addressed 3 areas of action

A

## Political Framework

Multi-level, solution-oriented lobbying for creating new NWh-markets



B

## Last mile

Creating opportunities to stimulate collaboration and customer understanding



C

## Financing

New platform for dialogue and solution prototyping with financial institutions and real estate investors



# 5 theses to double energy productivity

- 1 Energy Efficiency is micro-economically feasible and macro-economically, socially and ecologically reasonable
- 2 But: Energy Efficiency does not happen by itself due to policy and market biases
- 3 Therefore EE businesses are responsible for enabling the „Effizienzwende“ in their own interest
- 4 To get there uniting forces and telling the „big story“ is more promising than lobbying own individual interests
- 5 DENEFF is one example how joint business activity can create a success story

# DENEFF Members (January 2016)



## 5 years after foundation...



**~120** members (started with 10 founding members)

**40 Mio.** media contacts p.a. (2014)

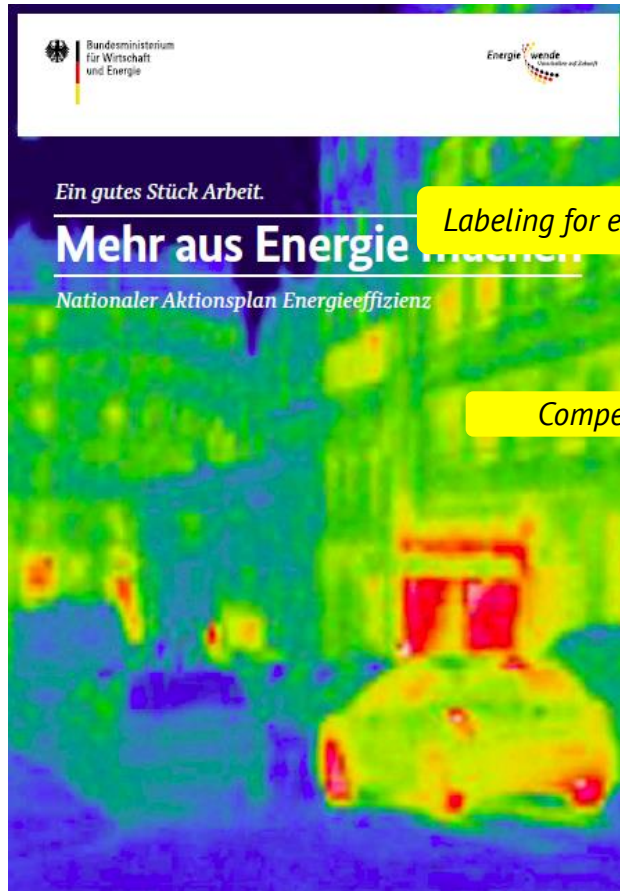
**5** major German financial institutions engaged in financing EE

**13** out of 17 DENEFF suggestions picked up in the National Action Plan for Energy Efficiency (NAPE)

In **6** out of 6 official governmental working groups on EE DENEFF is participating.




**Uncounted** new sales, marketing and R&D cooperations between DENEFF members

# NAPE: Some new ideas brought in from the DENEFF environment



*Labeling for existing boilers*

*Competitive tender*

SOFORTMASSNAHMEN	WEITERFÜHRENDE ARBEITSPROZESSE
<b>Energieeffizienz im Gebäudebereich</b>  <ul style="list-style-type: none"><li>Steuerliche Förderung von energetischen Sanierungen</li><li>Qualitätssicherung und Optimierung Energieberatung</li><li>Heizungscheck</li><li>Weiterentwicklung und Aufstockung der KfW-Programme für energetisches Bauen und Sanieren</li></ul>	<ul style="list-style-type: none"><li>Energieberatung für Kommunen</li><li>Überprüfung: Energiesparrecht   Mietrecht</li><li>Gebäudeindividuelle Sanierungsfahrpläne</li><li>Fortentwicklung des Marktanreizprogramms (MAP)</li></ul>
<b>Energiesparen als Rendite- und Geschäftsmodell</b>  <ul style="list-style-type: none"><li>Wettbewerbles Ausschreibungsmodell</li><li>Ausfallbürgschaften für Contracting-Finanzierungen</li><li>Förderprogramm Einsparcontracting</li><li>Weiterentwicklung der KfW-Energieeffizienzprogramme</li><li>Offensive Abwärmenutzung</li><li>Pilotprogramm „Einsparzähler“</li></ul>	<ul style="list-style-type: none"><li>Verbesserung der Rahmenbedingungen für Energieeffizienzdienstleistungen</li><li>Neue Finanzierungskonzepte</li><li>Stärkung der Forschung für mehr Energieeffizienz</li></ul>
<b>Eigenverantwortlichkeit für Energieeffizienz</b>  <ul style="list-style-type: none"><li>Beratung zu kommunalen Energieeffizienznetzwerken</li><li>Förderung von „Energieeffizienzmanagern“ in Gewerbegebieten</li><li>EU-Energieeffizienz-Labeling und Ökodesign</li><li>Nationale Top-Runner Initiative</li><li>Energieauditpflicht für Nicht-KMU</li><li>Branchenberatung</li><li>Initiative Energieeffizienznetzwerke</li></ul>	<ul style="list-style-type: none"><li>Bündelung und Qualitätssicherung der Beratung</li><li>Entwicklung von Kennzahlen und Benchmarks im gewerblichen Bereich und für Haushalte</li><li>Energieeffizienz in der Informations- und Kommunikationstechnologie</li></ul>

*Individual renovation roadmaps*

*Guarantees for EPC*

*Energy Savings Meter*

*VA: Learning EE networks*





# Please contact us for further information.



Deutsche Unternehmensinitiative Energieeffizienz e.V. (DENEFF)

Kirchstr. 21 – 10557 Berlin – [www.deneff.org](http://www.deneff.org)

Martin Bornholdt

Geschäftsführender Vorstand

Telefon: +49 (0) 30 36 40 97 01

E-Mail: [martin.bornholdt@deneff.org](mailto:martin.bornholdt@deneff.org)



Christian Noll

Geschäftsführender Vorstand

Telefon: +49 (0) 30 36 40 97 02

E-Mail: [christian.noll@deneff.org](mailto:christian.noll@deneff.org)

