



Multiple benefits of energy efficiency

Multiple Benefits Final Conference

Policy briefing: Multiplying our impact through Multiple Benefits

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© The Multiple Benefits of Energy Efficiency project and its partners

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Project partners



Environmental Change Institute



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Context

The EU-funded project *Valuing & Communicating the Multiple Benefits of Energy Efficiency* developed and tested a novel approach to identify and quantify how energy efficiency investments impact the competitive advantage of private firms. The 15 project partners collaborated with more than 20 companies across Europe to apply the 5-step Multiple Benefits approach that they had developed. This meant that the companies received training and tested tools to identify, prioritise, and communicate competitive, energy-saving investment proposals.

Experience from the project showed that the Multiple Benefits method – evaluating and communicating all non-energy and energy benefits in terms of contribution to value proposition, costs, and risks – often results in more strategically compelling and financially-attractive investment proposals. Pilot companies reported that approach can be an effective means to influence decision-making by senior management in companies.

Key outputs from the project include:

- A method, software/toolkit, and Serious Game to identify, quantify, and communicate how energy-saving investments contribute to a company's competitive advantage¹
- A taxonomy and evidence base of company-level, non-energy benefits organised according to key factors such as contribution of energy saving actions to a company's core business/mission.²

Synergies

The Multiple Benefits approach has already benefitted individual firms - if integrated into policymaking, training and audit programmes, and industry standards/practices it has the potential to deliver broader economic, environmental, and social benefits across Europe and beyond. This summary is intended to identify and stimulate discussion on potential synergies and use cases for EU- and national-level policymakers, energy efficiency programme administrators, trade/industry associations, and other leading businesses and investors championing a clean energy transition. It aims to inform the following questions:

How can Multiple Benefits – and the outcomes from the project – feed into and enhance the impacts of energy efficiency and related policies (e.g., green recovery packages)?

What are potential synergies with energy/related programmes, including economic and green recovery packages and initiatives?

Informed by the project Advisory Board, project partners, and interested stakeholders, four key synergy areas emerged:

1. Motivate more ambitious energy/climate targets and investment levels in policy and programmes.
2. Strengthen the basis for compelling company-level, energy-related investments by including multiple benefits that arise.

¹ Primary developers include project partners C. Cooremans, UNIL (method, toolkit, Serious Game), D. Jaccard, Hesso (Serious Game).

² Outputs developed based on a survey of over 100 firms, literature reviews and pilot projects in 20+ firms, and in discussion with the Project Advisory Board, policy, and industry stakeholders.



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3. Boost the efficacy of public and private-sector energy efficiency programmes and initiatives that target businesses and SMEs, including marketing and promotional campaigns.
4. Build workforce capacity and “green jobs” by integrating multiple benefits into training programmes (e.g., for energy auditors), and through continuing education for executives and key personnel within companies.

The table below summarises these opportunities and associated use cases.

Working version





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Synergy area	Description	Target group	Use cases/examples
1. Motivate greater targets and investment levels	Include multiple benefits in cost-benefit models that underlie energy and climate policy development and investment decisions	EU- and national-level policymakers	<ul style="list-style-type: none"> a) National Renovation Wave programmes and investments – Open up the cost-benefit logic to multiple benefits to boost member state ambitions b) Industrial strategy revision under the EU Green Deal c) Eco-design and Sustainable Products Initiative (SPI) - embed multiple benefits when revising performance levels d) National recovery and resilience plans – include initiatives that stimulate the deployment of efficiency measures in companies through use of Multiple Benefits-toolbox
	Include multiple benefits when setting company-level energy/climate targets	Company executives	<ul style="list-style-type: none"> a) Identify and integrate value of multiple benefits to inform level of climate/energy efficiency ambition and investment levels
2. Strengthen basis for compelling private investments	Use M-Benefits training, approach, tools to identify multiple benefits in energy audits; quantify non-energy benefits in cost-benefit analysis of identified measures	EU- and national-level policymakers National-level policymakers; International governmental organisations; EE programme administrators	<ul style="list-style-type: none"> a) Embed Multiple Benefits training, approach, and tools in mandatory energy audit training and audit protocols (Energy Efficiency Directive) b) Share cases, structured evidence on how energy saving actions lead to competitiveness benefits. c) Include Multiple Benefits training, approach, and tools in voluntary energy audit programmes e.g., targeting SMEs, regions with no mandatory audits
	Make Multiple Benefits assessment protocols, tools, trainings standardized and readily available to industry/businesses	Industry standards bodies	<ul style="list-style-type: none"> d) Consider Multiple Benefits approach as a basis for enhanced/new industry standards e.g., energy audits

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Synergy area	Description	Target group	Use cases/examples
	Streamline ability of banks and investors to assess energy-saving investments as competitive and profit-generating	EEFIG/Investors/Banks	<ul style="list-style-type: none"> a) EU DEEP database: Consider multiple benefits taxonomy as basis to include accrued evidence in database to underpin investment decisions b) Building valuation tools to capture value-add through multiple benefits c) Treat e-saving investments as competitive “core or profit-generating” investments (as opposed to non-core activities)
3. Boost efficacy of efficiency programmes	Improve targeting, marketing, promotion, and quality of energy efficiency programmes/initiatives focused on businesses/institutions	EU- and National-level programme administrators Public-funded programme administrators	<ul style="list-style-type: none"> a) Create public resource of metrics, key indicators, examples, and evidence on realised non-energy benefits b) Measure non-energy benefits during audits, consultations and evaluations – feed back into public database/resource c) Inform policy makers what motivates SMEs and businesses to invest d) Promote programmes and initiatives in terms that resonate with business decision-makers
4. Build workforce capacity and “green jobs”	Provide training on multiple benefits to enrich educational programmes for energy engineers and other practitioners. This should be available in-house and at accredited centres	National-level, public-funded programme administrators Industry/trade associations	<ul style="list-style-type: none"> a) Include multiple benefits logic, method, and tools in Energy Manager training and certification programmes b) Include multiple benefits logic, method, and tools in Energy Auditor training and certification programmes c) Include multiple benefits module in pre-professional and vocational training including the Serious Game (e.g., engineering)

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