



D8.3: Documentation of major dissemination events

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Purpose

The purpose of this document is to summarize the take-aways and protocols from the European-wide dissemination events. A summary of all local or national-level workshops/events, webinars, and training sessions – a total of over 40 events throughout the course of the project – is included in D8.4 (General Dissemination).

The major European-level dissemination events held during the project and summarized in this report include:

- eceee Summer Study workshop – 2019
- Symposium on valuing the multiple benefits of energy efficiency (Mid-term conference) – 2019
- Multiple benefits final conference – 2021

eceee Summer Study workshop (2019)

Approximately 30 stakeholders attended the Multiple Benefits workshop during the week of 3-8 June 2019. Attendees were exposed to the general method and then played the Serious Game! The main learnings and findings from the workshop include the following.

The shortened version of the Serious Game requires additional context and clear instructions. It was clear from the written comments and discussions with participants afterwards that the small groups struggled to start the game, and to understand how to proceed effectively. When facilitating a workshop/session using a shortened Serious Game (2 hours or less), one tip is to provide a more thorough introduction or guide to orient groups and help them to be effective. Participants would likely have responded more favourably to question 3 (above) if facilitators had provided more explanations on the game logic, goals, guidelines, etc. before starting. Printing the documents for participants may have also reduced the stress level of stress.

Set expectations clearly. Establish success factors and learning objectives for the game. We could tell that the blood pressure of the groups was pretty high, and some were disappointed they didn't have time to complete the whole game!

Provide instructions how to establish an account and join a team. This would have made life easier if we had a step-by-step instruction with screen shots of how to start an account, establish and join a team, and get going. Two laptops per group of 3-4 people worked well.

Understand and communicate technical limitations ahead of time. Part of the issue with groups struggling at the beginning of the game was technical: Internet Explorer did not work with the Serious Game. This was the browser many groups tried to use, and we forgot/did not know to warn them of this limitation. When we realized that and switched browsers then groups could start the game and move through it without too much difficulty.

We also discovered that the financial calculation sheet did not work, as it was coupled to other files for formulas. That needs to be checked for future workshops. Finally, we anticipated a weak Wi-Fi connection and planned to use mobile devices for backup. This was wise planning, as the mobile "hot spots" were needed in several instances to maintain Internet connection.

Symposium on valuing the multiple benefits of energy efficiency (Mid-term conference, 2019)

Background

BPIE and Fraunhofer ISI organised a symposium in Berlin, Germany on 28 October 2019 (Figure 5). It was organised in cooperation with a German project¹ on multiple benefits in the residential building sector.

Clemens Rohde, Fraunhofer ISI, and Anne Höh and Senta Schmatzberger, BPIE, kicked things off by providing results from the first Trialogue on multiple benefits of building renovation in Germany and providing an overview of the Multiple benefits project.



Figure 1: Presenting the project at the symposium in Berlin

The first part of the Symposium included several topics and speakers:

- Quantification of multiple benefits and their inclusion in economic models
- The investors perspective: how can multiple benefits play a greater role in decision-making?
- A panel moderated by Adrian Joyce, EuroACE, discussing how to value multiple benefits of deep, energy efficiency projects and including non-energy benefits in decision-making processes or negotiations with clients.

Parallel expert workshops were held in the afternoon including a track focused on Multiple Benefits of energy efficiency in industry.

Key take-aways

The symposium highlighted and discussed lessons, methods, and tools from both projects. Participants learned about the different approaches to quantify the multiple benefits of energy efficiency, how they can be integrated in decision-making and how to communicate them with relevant stakeholders. Expert presentations from Robert Bruce Lung from the US Department of Energy and Koen Verdru from the Dutch Mijn Hus association rounded off the event.

A total of 63 people registered for the symposium, and due to its location a large number were German stakeholders. The presentations generated significant interest and were valued as

¹ [Multiple benefits as drivers for building renovation](#) aimed to improve communication on multiple benefits in building renovation and identify barriers and opportunities for quantifying and including them in investment decisions.

very useful to familiarise people with the topic. The symposium was also seen as a good networking opportunity.

The afternoon session was split into two workshops – one for the German project and one for the M-Benefits project. During the Multiple Benefits focused track participants received an introduction to the methodology and then played the Serious Game! German-speaking participants participated in a parallel session (Figure 2).

Participants found the Serious Game introduction very useful and recommended more sessions should be organised as side events at energy efficiency conferences to expand the reach.



Figure 2: Workshop breakout discussion

The participants who took part in the German workshop showed a high interest in joining an additional workshop on the Serious Game, if it were to take place in Berlin or their place of business. This option was considered by IREES, but due to the pandemic in 2020, it could not be achieved.

Multiple benefits final conference (2021)

Background

The Multiple Benefits Virtual Conference attracted over 300 participants for an engaging event on May 11, 2021. Representatives from industry, the buildings sector, energy services, research and academia, government and policy, and investors came together to discuss how companies realise competitive advantages through energy efficiency.

New evidence and tools were presented on how to make a compelling business case for energy-saving projects, and panelists and participants identified how the multiple benefits approach and results can bolster energy efficiency policy, programmes, and related green recovery efforts.

Key themes included:

1. **Competitiveness** – Companies highlighted competitive energy saving investments leading to improved value proposition, lower costs and risks
2. **Enhancing the business case** – New tools, project results and evidence linked energy saving projects/solutions to core business benefits
3. **Synergies with green recovery** – Panelists and participants made connections and identified synergies with efficiency policy, programmes, and related green deal and recovery plans.

Key take-aways

The major take-aways from the event are summarised below.

Advantages & lessons learned from companies

- In firms, the Multiple Benefits approach and tools can promote collaboration and communication across business units/departments that may not interact often. It is a platform that helps promote common cause between e.g., finance, operations, HR, sustainability/energy, and upper management.
- Multiple benefits help firms think creatively and generate insights.
- By opening communication channels across departments, the approach can even lead companies to extend/relax the financial return criteria to allow for more projects to receive funding.
- The approach is not a “copy and paste”. It is a tool that can be applied to many different types of organisations; however, the process and analysis requires time, commitment, and practice. The types of benefits and how to quantify them will vary across firms.
- The pilot projects identified and quantified different types of benefits and their contribution to competitiveness (value proposition, reduced costs and risks). Some of the benefits quantified in the case studies include safety improvements, time savings, enhanced productivity, improved occupant comfort, reduced maintenance costs, and reduced carbon (CO₂) costs.

Synergies with policy, programmes, and related initiatives

- The Multiple Benefits approach can create a meaningful bridge and stimulate dialogue across disciplines or across “silos” e.g., a platform/forum for academia to collaborate with energy services, for labour/finance departments to collaborate with environmental/energy departments.
- While the process at a high-level can be applied to all types of companies and organisations, companies are not homogenous, so the benefits differ and are not always obvious. Structured tools and practical examples (from the project) can contribute to better understanding of these benefits.
- Multiple benefits are spoken about at multiple levels – traditionally the societal or regional level – so it is important to define the level and make the context clear (who receives the benefits?)
- The focus on non-energy benefits especially better comfort, healthier homes and workplaces, and reduced energy poverty can help stimulate demand for a host of programmes including building renovation efforts.
- More harmonisation and standardization of the approach and the benefits, through for example a taxonomy, can lead to benchmarks for monetising these benefits (links to investor-level and ESG/impact investors).
- Enhancing energy audits to account for and clearly include multiple benefits in the results and recommendations is a clean synergy. However, energy auditors will require training on the method and tools and there needs to be a business driver/case since applying the method requires more time (and hence cost).

See the Multiple Benefits Synergies document (D8.6) for additional information and potential linkages with energy efficiency policies and related programmes.