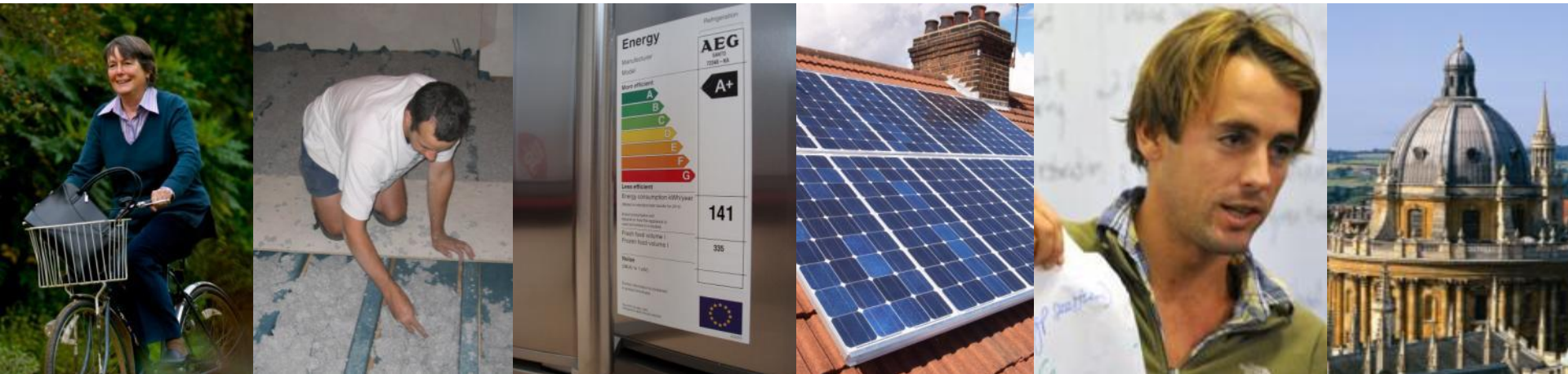




Communicating energy efficiency to European policymakers: What works?

Tina Fawcett, IEA, Paris, 6 March 2018



Our work on multiple benefits

IN-BEE: Intangible benefits of energy efficiency

H2020 project, completed 31 March 2017.

Findings available: <http://in-bee.com/>



M-BENEFITS: Valuing and Communicating Multiple Benefits of Energy-Efficiency Measures

H2020 project, begins 1 March 2018, for 3 years

UK Energy Research Centre

www.ukerc.ac.uk



Also working on this topic: Gavin Killip, Katy Janda



Policy makers have diverse wants

Numbers for models

In European policy-making the PRIMES model, based on economic cost-benefit, is key to setting goals for energy efficiency

Ways of incorporating important intangible / hard-to-quantify benefits in decision-making processes

Being able to link abstract idea of energy efficiency with benefits for their voters / industries / communities

Research with NGOs: Method

Nine semi-structured interviews were conducted with key practitioners from industry-backed or trade organisations and environment-focussed NGOs.

The four most influential (and relevant) EU pro-environment NGOs were interviewed.

These intermediary organisations were asked about their experience of using multiple benefits arguments in their persuasion and lobbying work.

Research with NGOs: Findings 1

All respondents made use of multiple benefits arguments.

Arguments are most persuasive when linked to the values and priorities of decision-makers and politicians.

“Efficiency in itself is very unexciting. What’s exciting is making sure that grannies are warm.”

“...energy savings per se, it’s not really a benefit, it’s just a thing. I don’t see energy savings as a benefit.”

Research with NGOs: Findings 2

Different contexts and different benefits are more or less salient for different stakeholders, at different times.

“[multiple benefits] have different levels of salience at different points in time and what matters one week may not matter in another week. What can be really important at one part of an electoral cycle can be really unimportant at another.”

Language and framing matters.

“Particular multiple benefits arguments and even particular words work with different political groupings. So, for example, if pushing jobs - then ‘fair’ jobs work with greens and socialists and ‘local’ jobs with conservatives.”

Research with NGOs: Findings 3

Numbers alone are not necessarily persuasive

“If you only come with figures, that’s really not enough.... Simply learning from the literature or looking at modelling projections of expected benefits isn’t enough to change decisions.”

Good evidence and arguments can fail

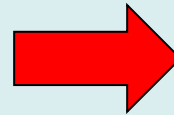
“Sometimes the best evidence there is just falls completely flat, and this is terribly cynical but there is also the tendency for politicians to really like to be seen wearing hard hats and standing outside of something big.”

The multiple benefits framing is expected to be important into the future.

Energy efficiency does not have to be at the centre



Source: IEA 2014



Source: INBEE final report, 2017

Summary

- Policy makers differ in what they want from a multiple benefits framing
- Leading NGOs and trade associations use this framing to influence EU policy makers & politicians
- Multiple benefits arguments work best linked to values and priorities of policy makers
- Persuasive case studies as well as quantitative evidence are required
- Different contexts and different benefits are more or less salient for different stakeholders.
- Communicating effectively takes thought, skill and appreciation of others' points of view.