Coordination and Support Action

H2020-LC-SC3-EE-2019

Webinars and Industry Workshops

Deliverable D5.5

Version N°1

Authors: Diedert Debusscher (ECI)

@streamsaveh2020

www.streamsave.eu

@stream_save

contact@streamsave.eu

This project has received funding from the Horizon 2020 programme under grant agreement n°890147.

Disclaimer

The content of this deliverable reflects only the author's view. The European Commission is not responsible for any use that may be made of the information it contains.

Document Information

Grant agreement	890147
Project title	Streamlining Energy Savings Calculations
Project acronym	streamSAVE
Project coordinator	Nele Renders, VITO
Project duration	1st September 2020 – 31st August 2023 (36 months)
Related work package	WP 5 – Communication and streamSAVE platform
Related task(s)	Task 5.2 – Dissemination and uptake of results
Lead organisation	ECI
Contributing partner(s)	LGI
Due date	31/08/2023
Submission date	23/08/2023
Dissemination level	Public

Table of Contents

List of figures

Abbreviations and acronyms

Acronym	Description
AFIR	Alternative Fuels Infrastructure Regulation
EED	Energy Efficiency Directive
EnPC	Energy Performance Contract
ESCO	Energy Service Company
PA	Priority Action
TEN-T	Trans-European Transport Network
WP	Work Package

Summary

streamSAVE is a 36-month coordination and support action project funded under the Horizon 2020 programme. The streamSAVE project streamlines energy savings calculations and provides the support needed to increase Member States' chances of successfully and consistently meeting their energy efficiency targets. The project specifically focuses on Article 3 and 7 of the EED which are devoted to energy efficiency targets and national energy savings obligations, respectively. streamSAVE develops calculation methods for ten Priority Actions. These actions are targeted at measures with high energy saving potential and considered as priority issues by Member States.

To disseminate the project findings and proposals to the broader EU energy and climate community, the project team organized **a series of three webinars and two in-person workshops**.

The webinars were attended by an average of 111 live participants, **exceeding the original target of 50+ participants per webinar**. The promotion of the webinars was organized via Leonardo ENERGY webinar platform, opt-in distribution lists, social media channels, and all streamSAVE partners' networks. The webinar recordings and slide decks are publicly available for post-event viewing via the streamSAVE webpage and the Leonardo ENERGY YouTube channel.

Attracting industrial stakeholders to attend the in-person workshops proved more challenging, mainly due to the project's specific outputs aimed primarily at national energy agencies and policymakers. To overcome this challenge, we decided to utilize existing industrial networks by partnering with European industry associations and actively participating in events like the Hannover Messe.

The success of the webinars and workshops in engaging participants and facilitating meaningful discussions on the project outcomes can be attributed to several strategies. Firstly, by utilizing a renowned energy community platform like Leonardo ENERGY, the webinars were able to reach a wide audience and attract participants who are actively engaged in the energy transition. Secondly, the webinars were designed to focus on the specific interests of industrial stakeholders rather than attempting to cover all aspects of the project. This targeted approach ensured that the content was relevant and valuable to the industry participants, increasing their engagement and willingness to attend. Thirdly, the organizers made a conscious effort to invite high-level speakers from both policy-making bodies (at European, national, and regional level) and industry, including companies and associations. This diverse range of speakers brought different perspectives and expertise to the webinars, enriching the discussions, and providing valuable insights.

In conclusion, the organization of webinars and workshops proved a **successful strategy for disseminating project findings and outputs to the broader EU energy and climate community**, beyond the stakeholders already addressed in the other work packages. The availability of webinar recordings and slide decks for post-event viewing also contributes to the project's dissemination and communication objectives and valorisation strategy to extend the impact of the project beyond its lifetime and maintain a lively online community for the exchange of ideas and expertise.

Keywords

communication, dissemination, energy efficiency, Energy Efficiency Directive, energy savings, industrial stakeholders, industry workshop, Leonardo ENERGY, networking, stakeholder engagement, targeted approach, webinar

Introduction

About streamSAVE

Energy efficiency is one of the five key dimensions of the Energy Union, and consequently of the Member States' National Energy and Climate Plans. The Energy Efficiency Directive sets the 2020 and 2030 energy efficiency targets and a series of measures that contribute to their achievement within the Union. The streamSAVE project streamlines energy savings calculations and provides the support needed to increase Member States' chances of successfully and consistently meeting their energy efficiency targets. The streamSAVE project specifically focuses on Article 3 and 7 of the EED which are devoted to energy efficiency targets and national energy savings obligations, respectively.

Given the importance of deemed savings approaches in Member States' EED reporting, streamSAVE focuses on streamlining bottom-up calculation methodologies of standardized technical actions. streamSAVE offers these savings methodologies in a transparent and streamlined way, not only to improve the comparability of savings and related costs between Member States (MS), but also between both EED articles. The savings actions are targeted at measures with high energy saving potential and considered as priority issues by Member States, the so-called *Priority Actions*.

More broadly, the project aims at fostering transnational knowledge and dialogue between public authorities, technology experts, and market players. The key stakeholders will improve their energy savings calculation skills and ensure thus the sustainability and replicability of the streamSAVE results towards all European Member States.

About this report

The main purpose of this report is to describe and evaluate the achievements of the yearly webinars and the two in-person workshops, organized by ECI on behalf of streamSAVE, with the aim to disseminate the project findings and proposals to the broader EU energy and climate community, beyond the stakeholders already addressed in other activities. ECI took care of the full event management (including speaker engagement, logistics, promotion, invitations, registration management, hosting, and proceedings), supported by LGI and other consortium partners for the promotion and/or speaker engagement.

The webinars mainly targeted energy regulators, policy makers, energy efficiency-related companies, consultants, academics, and the financial sector. The in-person workshops aimed at engaging with industry. On the one hand, the sessions translated the key findings of streamSAVE and explained how industry can benefit from the project outcomes; on the other hand, they explored how industry could contribute and provide inputs to further enrich the methodologies.

Chapter 1 Context & Objectives

The aim of the webinars and the in-person workshops is to transfer the knowledge generated in the streamSAVE project and diffuse widely the results achieved to maximise their use. One of the anticipated added values of ECI within the consortium was to act as a **bridge between the consortium and market players**, building on ECI's strong connections with technology groups, experts, industrial stakeholders, and other market actors. Through its extensive network, ECI was able to establish and maintain valuable relationships with key industry players and to leverage its close ties with technology groups and experts to provide valuable insights and guidance to the consortium.

Based in Brussels, the European Copper Institute (ECI) is the leading advocate for the copper industry in Europe. ECI's members represent the whole copper production value chain (copper producers, smelters, and recyclers). Through a team of policy, industry, and scientific experts, ECI acts to support copper's role in achieving the EU's policy goals. ECI is also part of the Copper Alliance, creating global leverage to the streamSAVE project. ECI has an impressive track record in engaging with the wider ecosystem and has pioneered strategies that trigger and support substantial carbon reductions in the downstream industrial, residential, service and transport sectors of Europe. One of its flagship initiatives is Leonardo ENERGY, an online Academy of webinars on the clean energy transition. Next to that, ECI has a well-developed social media strategy, and a history of organizing in-person expert workshops to connect technology, policy, and market representatives.

The objective of the **yearly webinars** in the streamSAVE project was to disseminate the project findings and proposals to the broader EU energy and climate community, beyond the key stakeholders already addressed in streamSAVE activities: energy regulators, policy makers, energy efficiency-related companies & industries, consultants, academics and financial sector.

Two industry workshops aimed at identifying and materializing leverage of the streamSAVE project results for industry. Two times, stakeholders were brought together from policy, industry, and think-tanks for a deep dive into the streamSAVE Priority Actions that are most relevant to industry.

1.1 Webinars – dissemination to the broader community

1.1.1 Target audience

The objective of the webinars was to disseminate the project findings and proposals to the broader EU energy and climate community, **beyond the key stakeholders** already addressed: energy regulators, policy makers, energy efficiency-related companies & industries, consultants, academics, and financial sector.

1.1.2 Hosting

The webinars were hosted by the **Leonardo ENERGY webinar channel**, an initiative managed by ECI to promote an acceleration of the energy transition. The channel was set up in 2006 as a platform to provide a bridge between energy technology, policy, and markets. Over 600 webinars have been organized up to now, adding around 50-100 webinars per year. Recordings are freely available on the Leonardo ENERGY YouTube Channel with more than 6,600 subscribers. Leonardo ENERGY has more than 16,000 actively engaged stakeholders registered in its distribution list for webinars. Typically, a webinar hosted by Leonardo ENERGY involves, in average, 100 to 500 registrations per event, 50 to 200 live participants, 500+ post-event views of the recording, and close to

5,000 views of the presentation deck. The library of over 600 recordings has been watched half a million times.

1.1.3 Desired outcome

The project proposal mentioned a target of 50+ live participants per webinar, which was overachieved: on average, the webinars were attended by 111 live participants.

1.1.4 Promotion

The promotion of the webinars was organized via:

- Leonardo ENERGY webinar platform: opt-in distribution lists and social media channels;
- streamSAVE communication channels (via LGI);
- all streamSAVE partners' networks.

1.1.5 Follow-up and valorization

The webinar recordings and slide decks are publicly available for post-event viewing via streamSAVE webpage. The recordings will remain available via the Leonardo ENERGY YouTube channel, even after the project website closes. **This contributes to a crucial dissemination and communication objective and streamSAVE's valorisation strategy to extend the impact of the project beyond its lifetime and to maintain a lively online community for the exchange of ideas and expertise.**

1.2 Industry workshops - gathering feedback from industry

1.2.1 Target audience

Industry is facing unprecedented energy costs and is seeking support to reduce its dependency from fossil fuels. With its recently launched Green Deal Industrial Plan, the European Commission aims at building the industrial capacity for clean technologies and responding to energy market disruption with affordable, secure, and sustainable energy for Europe. The industry workshops brought together stakeholders from policy, industry, and think-tanks to identify and materialize leverage of the streamSAVE project results for industry.

1.2.2 Hosting

Due to the project's highly specific outcomes, which primarily targeted national energy agencies and policymakers, attracting the interest of industrial stakeholders proved to be a challenge. To overcome this hurdle, we decided to leverage existing industrial networks through European industry associations and participate in events such as the Hannover Messe.

1.2.3 Desired outcome

The project proposal aimed for 40 participants per workshop, but the first stand-alone event fell short of this target. To address this, ECI decided to integrate the second workshop into a larger industry event. This strategic move allowed streamSAVE to leverage the engaged audience and proved successful in achieving the desired participation numbers.

1.2.4 Promotion

The promotion of the industry workshops was organized via:

- streamSAVE communication channels (via LGI);
- all streamSAVE partners' networks;
- in the case of the 2nd workshop: the mass communication by Hannover Messe.

1.2.5 Follow-up and valorisation

After the first workshop, a press release highlighting the key points of the session was shared. This caught the attention of industry media and led to media coverage in Innovation News Network. The publication featured an expert article written by Pedro Moura and Diedert Debusscher, both partners of streamSAVE. The article[1] effectively summarizes the findings from the event.

The second workshop was livestreamed on the Hannover Messe website. Recordings of all presentations and the panel discussion are still available to watch[2].

[1] https://www.innovationnewsnetwork.com/how-can-e-mobility-increase-energy-efficiency-in-road-transport/27181/
[2] https://www.hannovermesse.de/event/-/forum/103297

Chapter 2 Webinar 1 (09/12/2021)

Figure 1. Social media banner of the first webinar.

2.1 Overview

Title

Streamlining energy savings calculations: “5 actions fit for 55”

Date & time

09 December 2021 @ 14:00-15:30 CET

Event page

https://streamsave.eu/2021/11/30/upcoming-webinar-five-actions-fit-for-55-streamlining-energy-savings-calculations/

Introduction

During the first year of the Horizon 2020 project streamSAVE, multiple activities were organized to support countries in developing savings estimations under Art.3 and Art.7 of the Energy Efficiency Directive (EED).

A fascinating output after the project’s first year was the Guidance on Standardized saving methodologies (energy, CO2 and costs) for a first round of five so-called Priority Actions:

- Building Automation & Control Systems
- Refrigeration Systems
- Lighting Systems
- Electric Vehicles
- Heat Recovery

This Guidance assists EU Member States in calculating savings more accurately for a set of new energy efficiency actions. This webinar presented this Guidance and other project findings to the broader community, including industry and markets.

Agenda

Time	Topic	Speaker
14:00	Welcome & introduction	Diedert Debusscher, ECI
14:05	Introduction to streamSAVE by the project coordinator	Nele Renders, VITO/EnergyVille
14:10	Views from the EU Commission and the link with Fit-for-55	Anne-Katherina Weidenbach, DG ENER
14:20	The streamSAVE guidance and its platform illustrated	Elisabeth Böck, AEA
14:45	Country experiences: the added value of standardized methods	Elena Allegrini, ENEA, Italy
14:55	A view from industry: What is the added value of streamSAVE (standardized) methods in frame of the EED?	Conor Molloy, AEMS ECOfleet
15:05	Panel discussion and Q&A with the audience	Moderator: Nele Renders
15:25	Conclusions and wrap-up	Diedert Debusscher

2.2 Key take-aways

Under the EED recast, deemed savings estimates will remain the preferred calculation methodology for simple actions that have a well-defined and widely accepted energy saving values. Deemed savings are commonly applied in cases where many similar actions can be described in a standardised way, and/or where collecting specific data for each action could be difficult or expensive compared to the energy savings achieved. Documentation of deemed savings is key to comply with reporting obligations and to allow for regular and sound review and update of the deemed savings methodology.

Industry needs trustworthy and credible references on energy savings related to certain actions, such as the streamSAVE Guidance, on which to base investment decisions. In the car industry for example, the so-called 'Dieselgate' scandal (back in 2015) showed a clear need for deemed savings and modelled savings calculations. Independent measurement & verification of savings are rare, supplier references are insufficient, and transparency on how savings are calculated often lacks (sometimes leading to greenwashing). Uncertainty on energy savings lead to investment hesitancy.

2.3 Statistics

- Registered: 252
- Live attended: 103
- Attendance rate: 41%
- Countries represented: 59

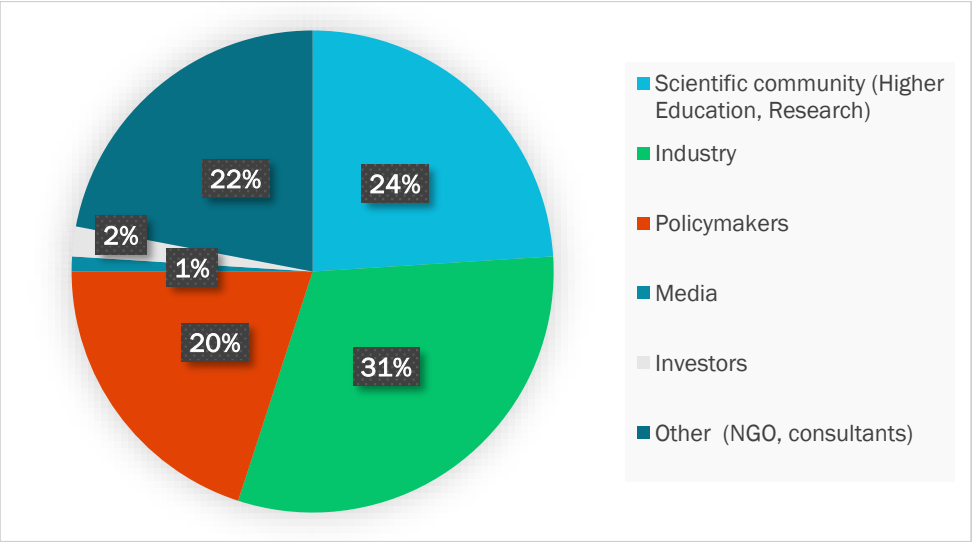


Figure 2. Registrations per type of organization (webinar 1).

Chapter 3 Webinar 2 (13/12/2022)

Figure 3. Social media banner for the second webinar.

3.1 Overview

Title

Ambitious targets for heat pumps: How to streamline energy savings calculations across the EU?

Date & Time

13 December 2022 @ 14:00-15:30 CET

Event page

https://streamsave.eu/2022/12/05/webinar-ambitious-targets-for-heat-pumps-how-to-streamline-energy-savings-calculations-across-the-eu/

Introduction

In its REPowerEU plan, the European Commission has set ambitious targets for heat pump deployment: 50 million heat pumps to be installed by 2030, with an annual growth of 16%.

Member states are getting ready with their own heat pump roll-out plans. But how much energy and CO_2 savings can they expect?

The Horizon 2020 project streamSAVE supports countries in developing savings estimations under Art.3 and Art.7 of the Energy Efficiency Directive (EED). Its Guidance on Standardized saving methodologies (energy, CO_2 and costs) assists EU Member States in calculating energy savings more accurately for a set of new energy efficiency actions.

This webinar explained the Guidance and zoomed in on heat pumps. Speakers elaborated on the status of the European heat pump market, and shed light on the potential of heat pumps for industrial processes.

Agenda

Time	Topic	Speaker
14:00	Welcome & introduction	Diedert Debusscher, ECI
14:05	Introduction to streamSAVE by the project coordinator	Nele Renders, VITO/EnergyVille
14:10	Heat Pumps in the EU – Key findings from the recent status report on technology development, trends, value chains and markets	Jonathan Volt & Lorcan Lyons, JRC Clean Energy Technology Observatory
14:20	The streamSAVE guidance and its platform illustrated: Streamlined energy savings calculations for small scale heat pumps	Nelson Garcia, CIRCE
14:45	The use of heat pumps in industrial processes	Thomas Nowak, EHPA
15:05	Panel discussion and Q&A with the audience	Moderator: Nele Renders
15:25	Conclusions and wrap-up	Diedert Debusscher

3.2 Key take-aways

Heat pump deployment is accelerating significantly but there is still a long way to go. In 2021, 17 million of heat pump units have been installed across the European Union. Sales increased with 34% to 2,2 million per year and heat pumps represented 21.5% of all heating systems sold. The installed base however still meets only 10% of the total heating demand.

Amongst the drivers for this growth of the heat pump market are EU and national policies, next to higher gas and oil prices, technology improvements, and the trends in heating demand. The main barrier for uptake is still the higher up-front costs. Finance mechanisms to overcome this are still underdeveloped, and there is still a lack of awareness on the operational savings that can be achieved by switching to a heat pump. Projects like streamSAVE can help to make these tangible.

Also in industry, the deployment of large-scale heat pumps is growing. Industrial heat pumps are highly versatile and are applicable to a wide range of processes in many sectors. Heavy lifting is however needed. Technology awareness, development and favourable regulatory frameworks, subsidies, incentives, and lower electricity costs are primary drivers for market potential and demand. A quick-win would be to regulate the re-use of waste heat from cooling in Europe, as each installed megawatt of cooling capacity results in 1,2 megawatts of waste heat capacity.

3.3 Statistics

- Registered: 238
- Live attended: 118
- Attendance rate: 49%
- Countries represented: 16

- Questions asked during Q&A session: 13

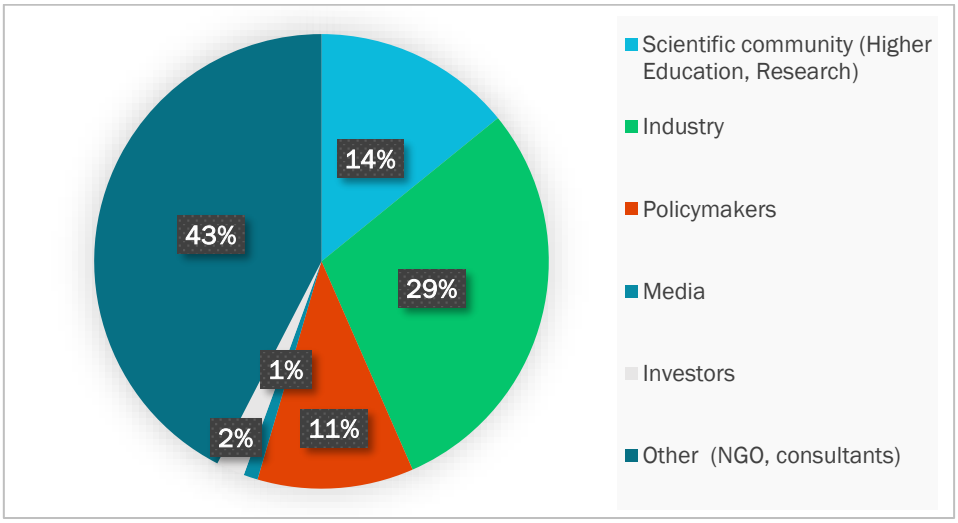


Figure 4. Registrations per type of organization (webinar 2).

Chapter 4 Webinar 3 (02/02/2023)

Figure 5. Social media banner for the third webinar.

4.1 Overview

Title

How can the ESCO market benefit from streamlined energy savings calculations?

Date & Time

2 February 2023 @ 14:00-15:30 CET

Event page

https://streamsave.eu/2023/01/25/webinar-how-can-the-esco-market-benefit-from-streamlined-energy-savings-calculations/

Introduction

The energy services market in Europe is still relatively small compared to the US. The European Union has taken legislative measures to foster the development of ESCOs (Energy Service Companies) and their industries, such as providing incentives for investments and encouraging energy efficiency projects. Recent trends suggest that the ESCO market is growing, with an increasing number of companies offering energy services.

The Horizon 2020 project streamSAVE supports countries in developing savings estimations under Art.3 and Art.7 of the Energy Efficiency Directive (EED). One of the outputs worth a check is the Guidance on Standardized saving methodologies (energy, CO_2, and costs) for in total 10 prioritized energy savings actions.

This webinar explains the Guidance and zooms in on those energy savings actions that deserve a more prominent role in energy services contracts (EnPC), such as the **replacement of old and inefficient electric motors** in industry. The average industrial motor remains in operation much longer than its anticipated lifetime and ESCOs can help accelerate their timely replacement. Speakers elaborated on the status of the ESCO market

and shed light on the role of streamlined energy savings calculations to foster this market and its industries.

Agenda

Time	Topic	Speaker
14:00	Welcome & introduction	Diedert Debusscher, ECI
14:05	Introduction to streamSAVE by the project coordinator	Nele Renders, VITO/EnergyVille
14:10	ESCOs and Energy Performance Contracts in the EU – Views from the EU Commission	Margot Pinault, DG ENER
14:25	The streamSAVE guidance and its platform illustrated: Streamlined energy savings calculations for electric motor replacement	João Fong, ISR
14:45	A view from industry: Can ESCOs save the energy crisis?	Rüdiger Lohse, EDL_HUB
15:05	Panel discussion and Q&A with the audience	Moderator: Nele Renders
15:25	Conclusions and wrap-up	Diedert Debusscher

4.2 Key take-aways

The EED recast proposal includes new provisions (Article 27 replacing Article 18) requiring Member States to **promote Energy Performance Contracting (EnPC) via 4 types of actions:** (1) deploy a contractual framework for market actors (templates for energy service contracts and closures); (2) ensure dedicated financial instruments; (3) promote certified and qualified energy service providers; and, (4) ensure harmonized and standardized monitoring and verification methodologies. Furthermore, Member States shall support the energy service market and must encourage quality labels based on European and international standards. The same Article 27 also **encourages public bodies to use EnPC for renovations of large buildings**, as for renovations of non-residential buildings above 1000 m² they have to assess the feasibility of using an EnPC.

In Germany, the ESCO market is steadily growing (at 3-5% per year) and could contribute to decarbonise industry, but disruptive changes in the energy market challenge traditional ESCO business models. For ESCOs to adapt to new user demands requires innovative responses and a supportive policy framework, amongst others by (1) setting a level playing field for energy services; (2) support ESCOs in shifting their services towards electrification of the heating sector and support them in building up experience with new risk-based business models; and, (3) enable and support industry (via ESCOs) to set up transformation plans that carry out holistic energy efficiency and renewable energy integration in major processes and cross-technologies.

4.3 Statistics

- Registered: 269
- Live attended: 112
- Attendance rate: 42%
- Countries represented: 70

- Questions asked during Q&A session: 20

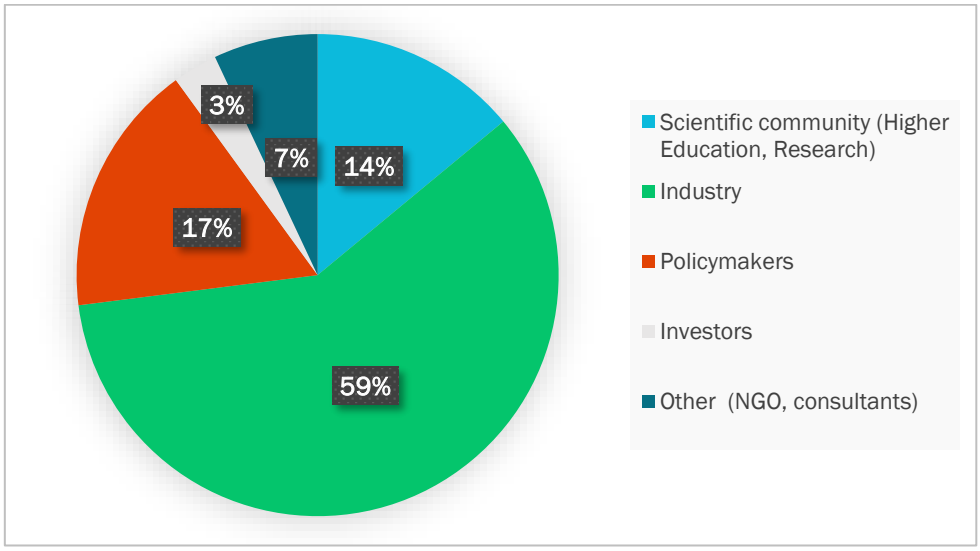


Figure 6. Registrations per type of organization (webinar 3).

Chapter 5 Workshop 1 (Brussels, 13/09/2022)

Figure 7. Social media banner for the first industry workshop.

5.1 Overview

Title

How can e-mobility increase energy efficiency in road transport?

Venue

AVERE (Brussels, BE)

Date & Time

13 September 2022 @ 09:30-12:30 CEST

Event page

https://streamsave.eu/2022/07/20/learn-more-about-the-upcoming-streamsave-workshop-how-can-e-mobility-increase-energy-efficiency-in-road-transport/

Agenda

Time	Topic	Speaker
09:30	Welcome by the host	Philippe Vangeel, AVERE
09:40	Introduction to the streamSAVE project	Nele Renders, Vito/EnergyVille
09:50	StreamSAVE methodology for the evaluation of energy savings with EVs	Pedro Moura, ISR-UC
10:10	Views from the European Commission	Contança Martins Leite de Almeida, ENER.B2
10:20	Industry cases	Julian de Groot, Dataforce Bart Massin, Stroohm Jehan de Thé, Europcar
11:05	Coffee break	

11:20	Panel discussion and Q&A with the audience	Moderator: Diedert Debusscher, ECI
12:15	Conclusions and wrap-up	Nele Renders, Vito/EnergyVille
12:30	Networking lunch	

5.2 Key take-aways

Key actors from the European Commission, suppliers, and end-users, took a deep dive into how streamlined savings calculations under the Energy Efficiency Directive (EED) could support fuel switching, and how industry could benefit.

Increasing energy efficiency in the transport sector through the proposal of regulatory measures is one of the key actions of the REPowerEU plan, a European initiative to save energy, diversify energy supply and roll out renewable energy. **The accelerated electrification of corporate fleets would be key to fulfilling this action, but as industry faces unprecedented energy costs and a lack of support to accelerate the electrification of car fleets, clear provisions on energy efficiency are needed.**

Figure 8. Keynote by Contança Martins Leite de Almeida, ENER.B2.

Figure 9. A lively discussion explored how industrial stakeholders could be supported in the electrification of corporate fleets.

When discussing how the project could support industrial stakeholders in the electrification of corporate fleets, several points were addressed.

- Though the methodology developed in streamSAVE will not directly ensure a higher adoption of electric vehicles, Member States would benefit from this support in designing dedicated and effective policy measures, which would, in turn, lead to more electrification of transport.
- It was also mentioned that for industry, electricity prices and costs are the main incentives to switch, not the energy savings as such.
- However, as the REPowerEU plan proposes increasingly ambitious targets in the EED, the importance of expected and realised savings will increase. Therefore, transparency on how savings are reported is crucial, as is tackling the challenges around data availability.
- In terms of improving data collection and fleet monitoring, it was shared that one obstacle lies in determining distances travelled due to the data discrepancies between countries and the lack of recent data at national levels. Potential solutions include collecting data from vehicles in mandatory periodic inspections, mandating data sharing from fleet managers, communicating with fuel card companies who know the actual distance and fuel used, and lastly, monitoring information on distance using fleet software.
- Ultimately, improvements are needed to ensure broad public access to charging infrastructure across the EU, to increase co-ordination between EU Regulations such as AFIR and TEN-T guidelines, and lastly, to implement comprehensive user information to raise consumer trust.

5.3 Statistics

- Registered: 24

- Live attended: 16
- Attendance rate: 67%
- Registrations per type of organization are given in graph below.

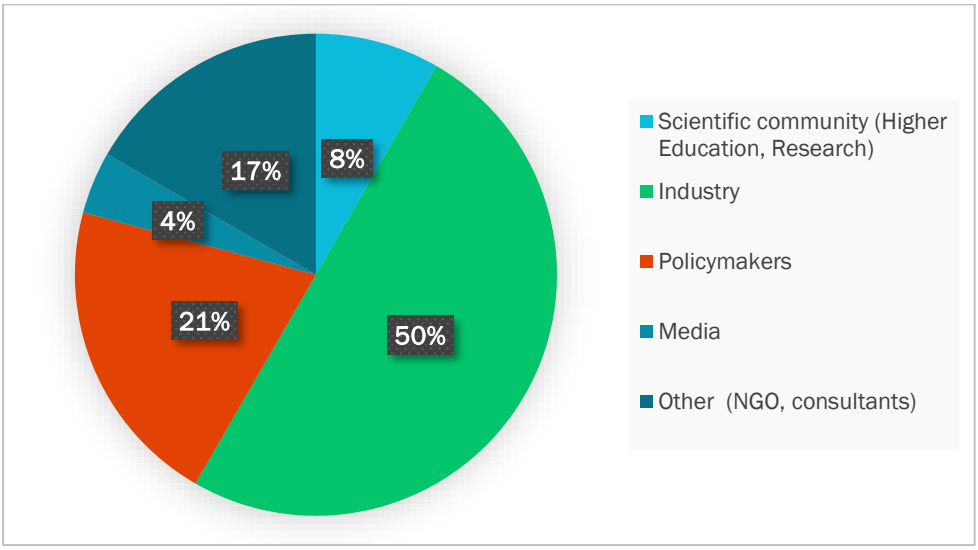


Figure 10. Registrations per type of organization (workshop 1).

Chapter 6 Workshop 2 (Hannover Messe, 17/04/2023)

Figure 11. Social media banner for the second workshop.

6.1 Overview

Title

The call to enhance energy efficiency in the Green Deal Industrial Plan via streamlined savings calculations.

Venue

Messegelände Hannover, Hall 12 (Hannover, DE)

Date & Time

17 April 2023 @ 09:30-11:00 CET

Event page

https://streamsave.eu/2023/04/07/streamsave-at-hannover-messe/

A recording of all presentations is available online via the Hannover Messe website; links are provided in the agenda table below[3].

Agenda

	Topic (and link to recording)	Who
09:30	Welcome address	Tomas Jezdinsky, European Copper Institute on behalf of streamSAVE
09:35	Keynote from DG GROW	Cesare Dunker, DG GROW Unit G3 – Digital transformation of industry

[3] https://www.hannovermesse.de/event/-/forum/103297

09:45	Introduction to streamSAVE by the Project Coordinator	Nele RENDERS, VITO/EnergyVille on behalf of streamSAVE
09:55	How can streamSAVE support industrial stakeholders to achieve energy savings?	Diedert Debusscher, European Copper Institute on behalf of streamSAVE
10:05	Enhance energy efficiency in the Green Deal Industrial Plan via streamlined savings calculation	Peter CLAES, IFIEC
10:15	Opportunities and Challenges of energy and material efficiency from the perspective of German SMEs	Wei Min Wang, VDI Zentrum Ressourceneffizienz GmbH
10:25	An SME perspective	Wilko Brahms, Enterprise Europe Network Bremen, RKW Bremen GmbH
10:35	Panel discussion with all 6 previous speakers and Q&A with the audience	Moderator: Tomas Jezdinsky, European Copper Institute on behalf of streamSAVE
10:55	Closing remarks	Nele Renders

6.2 Key take-aways

Rebuilding Europe's energy security requires prioritizing energy efficiency in industry support programs, such as the Green Deal Industrial Plan. This workshop explored how simplified and streamlined energy savings calculations can help set the right priorities, highlighting the outcomes of the project. **Featuring experts from the European Commission, competence centres and industry, this workshop explored the challenges and opportunities for implementing promising energy-saving measures, such as heat recovery, motor replacement, and fleet electrification**. Held on the 'Energy 4.0' stage, this workshop focused on the role of industry actors in achieving improved energy and resource efficiency.

Figure 12. The audience enjoyed hearing different perspectives and experiences from the speakers and the participants.

The session started with a keynote intro from **Cesare Dunker from DG GROW**, who gave an overview of the EU's policy framework and support for energy efficiency and digitalization in industry.

Next, **Nele Renders** presented the streamSAVE project. She explained how streamSAVE aims to develop a common methodology and a web-based platform for calculating energy savings, based on streamlined methodologies and indicators.

Then, **Diedert Debusscher from ECI** had the opportunity to demonstrate how streamSAVE can help industrial stakeholders to identify and prioritize energy efficiency measures, monitor their performance, and report their results.

After that, we heard from **Peter Claes from IFIEC Europe** the opportunities and challenges for improving the energy efficiency of energy intensive industries. He explained that much progress already has been made and that a technology shift is needed to overcome the technical limits. He also raised some questions about the economic feasibility and policy coherence of such a shift.

Next, **Wei Min Wang from VDI Zentrum Ressourceneffizienz** shared some opportunities and challenges of energy and material efficiency from the perspective of German SME's. He highlighted the potential of digitalization and Industry 4.0 to improve resource efficiency and competitiveness in SME's, explained key challenges for SME's and provided examples of how policy measures can support their efforts.

Finally, **Wilko Brahms of RKW Bremen** gave an SME perspective as well. He stressed that SME's need pragmatic support and easier access to external expertise and funding, so that the limited resource of time does not lead to optimization potential going unused.

The session ended with a lively panel discussion with all six speakers, moderated by **Tomas Jezdinsky (ECI)**. The panel answered some questions from the audience and exchanged views on various topics related to streamSAVE and energy efficiency in industry.

6.3 Statistics

- Registrations: (all visitors to Hannover Messe had access)
- Live attended: 50-100 people in the room; 80 online

Conclusion

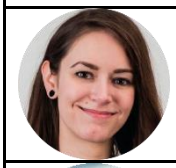
The organization of webinars to disseminate project findings and outcomes to the broader EU energy and climate community has proven to be a successful strategy for several reasons. Firstly, by utilizing a renowned energy community platform like Leonardo ENERGY, the webinars were able to reach a wide audience and attract participants who are actively engaged in the energy and climate sector. This platform provided a trusted space for knowledge sharing and networking. Secondly, the webinars were designed to focus on the specific interests of industrial stakeholders rather than attempting to cover all aspects of the project. This targeted approach ensured that the content was relevant and valuable to the participants, increasing their engagement and willingness to attend. Thirdly, the organizers made a conscious effort to invite high-level speakers from both policy-making bodies and industry, including companies and associations. This diverse range of speakers brought different perspectives and expertise to the webinars, enriching the discussions, and providing valuable insights.

Live events can be quite challenging to organize, especially when it involves getting interested actors to travel. This becomes even more difficult for a project like streamSAVE that mainly targets national policymakers and agencies. However, a valuable lesson learned from streamSAVE is that embedding an event within a broader industry event (like Hannover Messe) can lead to greater success. By bringing the content to a place where industry key people already gather, the organizers eliminate the need for key individuals to travel and instead make it more convenient for them to attend. This approach not only saves time and effort for the participants, but also increases the chances of attracting a larger and more influential audience.

Both the webinars and the in-person workshops struck a good balance between knowledge sharing through presentations and fostering debate through interactive Q&A sessions. This allowed participants to not only gain knowledge but also engage with the speakers and fellow attendees, creating a dynamic and collaborative environment.

In conclusion, the success of the webinars and workshops in disseminating project findings and streamSAVE's platform to the broader EU energy and climate community can be attributed to the use of a renowned energy community platform, a targeted agenda, high-level speakers, and a balanced approach to knowledge sharing and debate. These strategies ensured that the sessions were effective in engaging participants and facilitating meaningful discussions on complex energy and climate challenges.

Annex: List of speakers

	Name	Job title	Organization	Speaker at
	Anne-Katherina Weidenbach	Policy Officer	European Commission, DG ENER B.2 (Energy Efficiency)	Web1
	Bart Massin	CEO	Stroohm	Indu1
	Cesare Dunker	Economist	European Commission, DG GROW G.3 (Digital transformation of industry)	Indu2
	Connor Molloy	Independent Energy Advisor	AEMS ECOfleet	Web1
	Contança Martins Leite de Almeida	Policy Officer Energy Expert	European Commission, DG ENER B.2 (Energy Efficiency)	Indu1
	Diedert Debusscher	Freelance Project Manager Clean Energy Transition	European Copper Institute	Web1 Web2 Web3 Indu1 Indu2
	Elena Allegrini	Researcher	ENEA (Italian National Agency for New Technologies, Energy and Sustainable Economic Development)	Web1
	Elisabeth Böck	Expert Energy Efficiency	AEA (Austrian Energy Agency)	Web1
	Jehan de Thé	Group Public Affairs Director	Europcar Mobility Group	Indu1
	João Fong	Researcher	University of Coimbra, Institute of Systems and Robotics	Web3

	Jonathan Volt	Project Officer	European Commission, JRC, Clean Energy Technology Observatory	Web2
	Julian de Groot	Head of Sales & Marketing	Dataforce	Indu1
	Lorcan Lyons	Project Officer Heating and Cooling	European Commission, JRC, Clean Energy Technology Observatory	Web2
	Margot Pinault	Policy Officer	European Commission, DG ENER C.3 (Buildings and Finance team)	Web3
	Nele Renders	R&D Project Manager	VITO-EnergyVille	Web1 Web2 Web3 Indu1 Indu2
	Nelson Garcia	Head of Industrial Technologies	CIRCE	Web2
	Pedro Moura	Assistant Professor	University of Coimbra	Indu1
	Peter Claes	President	IFIEC Europe	Indu2
	Philippe Vangeel	Secretary General	AVERE	Indu1
	Rüdiger Lohse	Managing Director	DENEFF EDL_HUB	Web3
	Tomas Jezdinsky	Freelance Project Manager	European Copper Institute	Indu1 Indu2

	Tomas Nowak	Secretary General	European Heat Pump Association	Web2
	Wei Min Wang	Researcher Digitalization & Industry 4.0	VDI Zentrum Ressourceneffizienz	Indu2
	Wilko Brahms	Sustainability consultant for the Enterprise Europe Network	RKW Bremen	Indu2

Note: speakers are in first name alphabetical order.

CONTACT THE PROJECT

@stream_save

@streamsaveh2020

contact@streamsave.eu

www.streamsave.eu

This project has received funding from the Horizon 2020 programme under grant agreement n°890147.