



Revolutionising the energy efficiency narrative

**Event led by Mission Efficiency, SEforALL and
International Copper Association**

**Tuesday 6 June 2023: 18h00 – 19h00 CEST
Lulli, Palais des Congres
Versailles, Paris**

Event background

Despite the wide range of multiple benefits, environmental, economic, and social, provided by energy efficiency, the pace of global annual improvement remains below target. Based on International Energy Agency (IEA) analysis, there is potential for the annual energy efficiency improvement rate to double from its current level in order to be in line with global climate change objectives.

To achieve a just energy transition, decarbonize the economy and realise SDG7.3, we need to further elevate energy efficiency in development agendas, support progress in emerging and developing economies and prioritise investments in energy efficiency.

The lack of a common understanding on the value and risks of investments have hindered the ability to mobilise capital at scale and consolidate a self-sustaining energy efficiency market. Investment in energy efficiency remains concentrated in Europe, China and Northern America, while significant opportunities remain in emerging markets and developing economies which account for 60% of global final energy demand.

Energy efficiency has been historically based on pure energy savings, Mission Efficiency seeks to expand the perspective of energy efficiency beyond the traditional measures of reduced energy demand and lower greenhouse gas (GHG) emissions by bringing the emotions of living an energy efficient life. The new consumer-driven energy efficiency narrative will invigorate progress in energy efficiency and promote a non-reductionist approach, providing powerful levers that inspire new and more ambitious energy efficiency interventions.

[Mission Efficiency](#) partners will make a call to action to policy makers, private sector and investment decision makers to build a common narrative and join efforts to create a human-centered energy efficiency narrative that will trigger the action needed to achieve our common goals.

Agenda (Draft)

18h00	Welcome remarks and scene setting <ul style="list-style-type: none"> • Brian Motherway - Head of Energy Efficiency Division, International Energy Agency (IEA) • Alvin Jose - Programme Manager Energy Transition Planning & Energy Efficiency, Sustainable Energy for All (SEforALL)
18h05	Powerful communication strategies behind successful campaigns What can we do to better communicate the benefits and emotions from an energy efficient life? <ul style="list-style-type: none"> • Rosalind Skillen - Columnist at the Belfast Telegraph
18h15	Panel discussion - Changing the energy efficiency narrative <ul style="list-style-type: none"> • How can a new emotion-driven narrative: <ul style="list-style-type: none"> ○ motivate behaviour change, ○ create new markets, ○ attract new investors and reduce risk appraisal, ○ influence new and more ambitious commitments toward the achievement of SDG 7.3 and other aspects of the 2030 Agenda? <p>Moderated by: Mr. Alvin Jose, SEforALL</p> <ul style="list-style-type: none"> • Cristina Gamboa World- CEO, World Green Building Council • Emma Mooney- Energy Analyst, IEA • Pierre Langlois - CEO, Econoler • Oliver Bealby-Wright - Head of Climate Change Agenda, Consumers International
18:50	Closing remarks <ul style="list-style-type: none"> • Steve Kukoda, International Copper Association