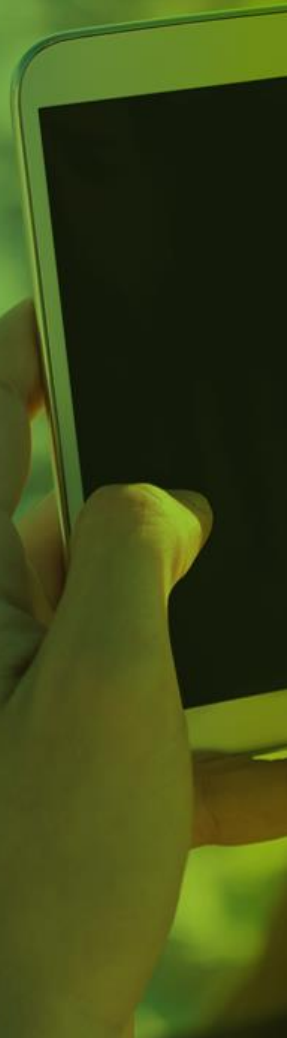




newTRENDS

Policy briefs





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Executive Summary

The 2015 Paris Agreement has as the central aim to strengthen the global response to the threat of climate change by keeping global temperature rise in this century well below 2 degrees Celsius above pre-industrial levels and to pursue efforts to limit the temperature increase even further to 1.5 degrees Celsius. To reach this ambitious goal, two central strategies have to be implemented in all countries: (i) enhancing energy efficiency (EE) and (ii) decarbonizing remaining energy supply and demand, in particular by large penetration of renewable energy sources (RES). Scenarios with different focusses and assumptions have been developed to map this development until 2050. While these scenarios present a major step forward beyond previous modelling approaches, much more progress is necessary. newTRENDS aims to contribute to this progress by identifying relevant trends and improve their modelling based on recent empirical findings. In this context, the project newTRENDS is developing the analytical basis for a "2050 Energy Efficiency Vision" taking into account New Societal Trends in energy demand modelling.

The following report describes IEECP's strategy when it comes to developing policy recommendations on the work done in the past 2.5 years, with partners providing the input and building from the knowledge produced, and IEECP finalizing the policy briefs (post-production, layout and dissemination).



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1. Introduction

The four following trends picked by the newTRENDS project are expected to have a significant impact on increasing or reducing energy demand in the European Union in the coming years.

Figure 1 newTRENDS trends



newTRENDS partners have worked hard in the past years modelling the influence of new social trends on energy demand, and hence developing scenarios of their future development. These will feed in the coming weeks into sets of policy recommendations, spread across several briefings. Earlier in 2022, IEECP, the Institute for European Energy and Climate Policy, entered the project to take over most communication activities for the project remaining year, including the production of this set of policy briefs, developed by partners based on their work. IEECP will finalise, layout and disseminate the briefs, ensuring they serve their purpose and reach out the right targets.

As a reminder, the objectives of WP8 consist of:

- Ensuring stakeholder engagement and two-way communication throughout the project,
- Contributing to policy discussions with the key insights emerging from the enhanced modeling approaches to energy efficiency
- Informing the scientific and expert community about the methodological advances and resulting novel results in energy efficiency modeling and energy policy assessment,
- Building online and media presence of the project.

The project has been running for over two years, and for the past months, focus has been on increasing the communication and dissemination effort to make the project results known and used by the modelling community and now, policymakers. Work package 8 covers dissemination and communication activities which aim to ensure the broad uptake of the project results by



stakeholders, as well as **provide evidence-based contribution to the EU-wide and national public debates on the energy efficiency policies.**

Task 8.2, *Dissemination of the project results to policymakers, expert community and civil society*, is leading the way for this, and involve most partners.



2. Setting the scene: the importance of turning newTRENDS findings into policy recommendations

IEECP took over the WP8 work in September 2022 for the project remaining months, focusing on communication and dissemination aspects as well as policy work.

This WP includes the production of *“at least 4 policy briefs that will cover implications of the three trends explored by the project (one policy brief per trend) as well as overarching lessons for the European energy policy on the implementation of the Energy Efficiency First principle in the context of broader socio-economic and technological transition. The briefs will build on the qualitative policy analysis, novel modelling work as well as interactions with the stakeholders during the project events.”*

IEECP is coordinating the preparation of the policy briefs with WP2-7 leads. Each brief will be a short, non-technical document (2-8 pages) disseminated particularly to policymakers (you will read later in this document how) and through the communication channels to broader audiences (such as events, social media, etc).

When stepping into the project, IEECP presented in September 2022 the first actions taken in increasing the project outreach, and few slides were added to tease the incoming work of producing policy briefs later in the project life. In March 2023, at the sixth project meeting, a workshop was organised to explain the process and define key responsibilities as well as a first timeline.

The idea behind producing these briefs is that we acknowledge that policymakers do not have the time to go through long research reports, especially if they are quite technical, and therefore these briefs will also extract the key results, to lead to how they matter policy-wise and how they can be integrated into ambitious policymaking, with the final aim to reach the EU climate and energy objectives.

The digitalization of the economy and private lives, the circular economy, the creation of a low-carbon industry, and the sharing economy particularly in the transport and the tertiary sectors– the project-focused trends, are expected to have a significant impact on increasing or reducing energy demand in the European Union in the coming years. It is therefore key that the project qualitative (foresight) research and quantitative cross-sectoral modelling are accessible to all, in shortened, visual and impactful formats.



3. Methodology

As mentioned above, two meetings (in-presence) presented the work to be done in the following months to produce impactful briefs.

In September 2022, in Germany, IEECP presented to partners how we would be leading the WP8 work and had prepared 4 slides focusing specifically on policy briefs: what they are, why they matter, and presented guidelines and examples.

One slide of the presentation for instance showed that when looking at homeworking, recommendations could be to enhance support through policies: harmonising policies at EU level across countries, ensuring incentives for employees and companies exist, etc. Or for the e-commerce (actually passed in the EU legislation the days when this report is written), ensuring that no returned merchandise can be destroyed anymore.

In March 2023, in the following project meeting in Poland, a presentation was made focusing only on policy work and then a short workshop organised to start brainstorming, per focus study, on what shape the briefs could take, what content they could build upon, and most importantly, the timing they could be developed in. Indeed, the work not being yet finalised for some studies, more time is needed to produce effective, comprehensive, and precise briefs.

It was also reminded to partners that these briefs can build on additional case studies, link to other projects, etc.

Here are the recommendations given to partners:

- A policy brief is a **concise summary of a particular issue, the policy options to deal with it, and some recommendations on the best option.**
- Aimed at policymakers and others interested in formulating or influencing policy.
- Should be short and to the point, with an attractive design.
- All should be done by early May!
- A policy brief should:
 - Provide enough **background** for the reader to understand a particular problem or issue.
 - Convince the reader that the problem must be addressed **urgently.**
 - Provide information about **alternatives** or **evidence** to support one alternative (in an advocacy brief).
 - **Stimulate** the reader to make a decision



- Remember that... Policymakers are busy and not specialists. **Readers are interested in what you found and what you recommend. They do not need to know the details of our methodology.**

Below are the brainstorming session questions from March 2023:

newTRENDS policy briefs

- Title (short, catchy)
- Group number: // related WP:
- Main contact(s)

- Why this topic? Why is this issue urgent?
- Reference to ongoing process/ key legislation, etc
- What have we found / research outcomes and how they feed into concrete actions / policies
- What *changes* do we want in policies? Can we conclude policy recommendations?
- Suggested revisions in policy. What are the various options?
- Effects of the revised policy or policies. How will the changes improve the situation? With examples.
- Advantages and disadvantages of each policy option. What are the potential benefits? What will it cost? What side-effects might there be?

To conclude here, few emails were sent afterwards to partners and support will be provided every step of the way.

Examples were shared for inspiration, such as recent European Environment Agency reports and briefs on transport, circularity and digitalization, such as: <https://www.eea.europa.eu/publications/transport-and-environment-report-2022/>

4. Policy briefs newTRENDS, tentative structure and layout

The following guiding structure was sent to partners:

- Title (short, catchy)
- Summary
- Recommendations: on the first page, in a separate box or sidebar, at the end as a separate section or distributed throughout the policy brief where they best relate to the text, but highlighted.
- Introduction
- The body (the main text)
- Policy implications
- Conclusions

In addition, a policy brief may contain boxes and sidebars, cases, tables, graphics, etc.

Problem – effects – causes – solution OR Problem – intervention – results – policy implications

IEECP produced a „tentative“ layout to inspire content production.

Figure 2 Policy briefs template





The briefings will be supported by additional formats to increase outreach: banners highlighting the key recommendations for social media posts, icons to add in presentations (especially used for the project final event, October 24, 2023 in Brussels) and dedicated emails to targeted policymakers.

5. Content plan

As written above, the content and split of the briefs was discussed and approved in March 2023, as well as the timing of writing for each of the briefs, yet we decided on some flexibility for the work still ongoing, giving as final deadline end of summer 2023, in time to organise events in the last project months.

- **Policy brief #1 - Title: Energy demand side policy needs at EU level**
 - o Release date: January 2023
 - o Content: newTRENDS is developing the analytical basis for a "2050 Energy Efficiency Vision" taking into account New Societal Trends in energy demand modelling. This briefing is based on the newTRENDS report "Diagnosis of energy demand-side policy needs at European level" authored by Research and Innovation Centre Pro-Akademia (RIC) and WISE, and providing a diagnosis of energy demand-side policy needs at European level, with a particular focus on effective implementation of the Energy Efficiency First principle
 - o Partners involved: Authored by IEECP, based on "[D4.1: Diagnosis of energy demand-side policy needs at European level](#)", by Research and Innovation Centre Pro-Akademia (RIC) and WISE.
 - o Link: <https://newtrends2020.eu/wp-content/uploads/2023/01/newTRENDS-Policy-needs-brief-1.pdf>

Figure 3 Policy brief #1





- **Policy brief #2 – on WP2 - Selection of New Societal Trends and Quantification of Impacts on Energy Demand- work, and the trends impacting energy demand, why they matter politically (May) / overarching lessons for the European energy policy on the implementation of the Energy Efficiency First principle in the context of broader socio-economic and technological transition**
 - Title: Which new societal trends will shape our future energy demand?
 - Content: Presentation of the key new societal trends which are expected to have major (disruptive) impacts on future energy demand
 - Key outcomes: Provision of a comprehensive overview of new societal trends that are impacting future energy demand as well as the interrelations among them
 - Partners involved: Fraunhofer ISI, IEECP, based on [Deliverable D2.1: "Identifying New Societal Trends impacting future energy demand"](#)
 - Tentative publication date: July 2023

 - **Policy brief #3- on WP3 - Transition Pathways for New Societal Trends and Methodological Improvement in Modelling such Trends**
 - Partners involved: e3modelling
 - Tentative publication date: end of June

 - **Policy brief #4 – WP5 - Prosumagers and big data (new data sources) in energy demand models related to the built environment**
 - Partners involved: TU Vienna, IEECP
 - Tentative publication date: end of July

 - **Policy briefs #5 and #6 – WP6, Circular economy and digitalisation in energy demand models related to the industry and tertiary sectors**
 - Partners involved: Fraunhofer ISI, IEECP
 - Tentative publication date: ongoing

 - **Tentative – Policy brief #7 – WP7, New Societal Trends in Transport and Tertiary Sector – The Impact of the Shared Economy**
 - Content: use of D7.1 and 7.2
 - Partners involved: TEP / e3modelling
 - Tentative publication date: September 2023
-



6. Outreach and dissemination plan

All policy briefs will be designed as separate documents, and when all available, will be gathered in a handbook.

For a targeted dissemination, several ideas have already been brainstormed:

- The key aspects of these briefs will be used specifically during the final Brussels event, October 24. This event, co-organised with sister projects H2020 NUDGE and MICAT, will be a one-day event gathering all stakeholders interested in newTRENDS results and who can benefit from the results. The event will focus on energy demand, the impacts of energy efficiency and energy behaviour, and be divided into several panels, with the aim to present both research results and key recommendations. It will be followed on the 25 by another day event, co-organised by 4 EU-funded projects, on the topic of energy communities. The idea of joining these events into a two-day conference, organised in the same location, is to allow all project partners to attend both and benefit from the presence of key players at the EU level both for research and policies, ensuring the first step of exploitation for all 7 projects. Specifically for the event, posters focusing on each briefing and the key recommendations will be prepared.
- Partners will be provided with designed slidedecks and banners gathering the recommendations in ready-to-use formats for events and social media use.
- IEECP, with the precious support from Fraunhofer, will map policymakers and other stakeholders who should receive the briefs, by personalised email, potential tags on social media and supported with wider dissemination in all partners' communication tools.
- Dissemination using existing channels and multipliers (as news items, opinions sharing the policy recommendations, etc):
 - eceee newsletter and website
 - Fleishmann Hillard
 - Press release(s) sent specifically to EU media
- Social media posts
- Addition to newTRENDS and partners' websites, IEECP and other partners' newsletters, etc.

As a conclusion, the work has kick-started now, and all partners are fully on board to deliver this important aspect of newTRENDS work. We are looking forward to producing the following briefs and ensuring their proper dissemination.



Imprint

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