newTRENDs

D8.8 – Report on the 3rd Stakeholder Meeting – Final Conference

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1. Executive summary and introduction

The 2015 Paris Agreement has as 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 must be implemented in all countries: (i) enhancing energy efficiency (EE) and (ii) decarbonising remaining energy supply and demand, through extensive penetration of renewable energy sources (RES). Scenarios with different focuses and assumptions have been developed to map this process until 2050. While these scenarios present a major step forward beyond previous modelling approaches, much more progress is necessary. **The newTRENDs project aimed to contribute to this progress by identifying relevant trends and improving their modelling based on recent empirical findings. In this context, it developed the analytical basis for a "2050 Energy Efficiency Vision" considering New Societal Trends in energy demand modelling**.

The engagement of different groups of stakeholders within the project was another important activity, on top of the modelling aspect. Stakeholder dialogue within the newTRENDs project was maintained mainly through workshops, by regularly posting project results online, by participating or speaking at conferences, in a webinar organised in September 2023 with sister projects WHY, EVIDENT and NUDGE, “Empowering Consumer Energy Saving and Sharing” and in the final event.

The following report presents the 3rd stakeholder meeting, which was organised on October 24, 2023, in Brussels, as the **project final event**. The idea to gather forces between several EU-funded projects emerged early in 2023, allowing for a thorough preparation and to build excitement around the event. Organisers were still receiving requests to participate few days before the events, declared full end of September. The idea of organising a “big” event instead of a stakeholder workshop and additional webinars was to really build on the 7 projects’ forces and outreach, focusing organisational time into shaping a major research and policy event gathering many participants into thrilling panels.

This 2-day event concludes seven projects funded by the Horizon programme and was organised under a main headline -**RE-Energising Europe**-, with each day a different scope. For October 24, the main theme gathering three of the seven projects was “*Understanding the future of energy demand and its policy implications through new societal trends, behavioural aspects and multiple benefits*”. The stakeholders who registered to the event – over 140 for each day! - are energy experts, researchers, policy makers, representatives of energy communities, and industry.

This report presents the various steps that have led to the organisation of the event end of October, the major decisions taken, and shares about its success, drawing conclusions for future projects.

2. Event – concept and process

The aim of the newTRENDs project was not only to model energy demand but also to reach decision-makers with the modelling findings and relevant policy recommendations.

The project results can guide policymakers in their future decision-making and create a real impact for the future. The newTRENDs project intended, through effective stakeholder consultation, communication, and dissemination to improve the assessment of possible future trends that might have a potential impact on future energy demand and energy efficiency in the EU, to benefit research and innovation efficiency, as well as cooperation on the international ground for the benefits of the project. Additionally, it aimed to assess policy and governance questions that shape the prospects of EU energy efficiency options in the future and discuss the results with representatives from target audiences to incorporate what can be learned thanks to the project and in relation to it.

newTRENDs also enhanced interactions with various stakeholders, energy sector professionals in particular, to:

- Access the best possible independent expertise in energy practice.
- Contribute to a more efficient and targeted communication with energy sector professionals.
- Explore opportunities for engaging with energy professionals in research and practice areas.
- Enhance energy professionals understanding of the role and activities run within the newTRENDs project.

newTRENDs will continue to collaborate with and provide support to several EU-wide research and development platforms and consortia to explore synergies and foster project development.

The goals were no different when we decided to set up the 2-day event.

2.1 The process

A year prior to writing this report, discussions started between sister projects to organise something together for some of the projects' final events. Early 2023 we therefore agreed with the following projects to have a day focused on energy demand and multiple impacts of energy efficiency:

- NUDGE: https://www.nudgeproject.eu/
- newTRENDs: https://newtrends2020.eu/
- MICAT: https://micatool.eu/micat-project-en/

As IEECP is leading communication work for other projects with similar end dates, the idea quickly came to make the event a 2-day event around energy, adding a day on energy communities and inclusivity with:

- W4RES: https://w4res.eu/
- UP-STAIRS: https://www.h2020-upstairs.eu/
- NRG2peers: https://www.linkedin.com/showcase/nrg2peers/

The event was now officially a 2-day event with a date set on **24-25 of October**, in Brussels.

Description

This 2-day event, organised by 7 EU-funded projects, brought together on stage speakers from the EU institutions, from the projects as well as key players from the energy market, to discuss how the work done in the past 3 years can support RE-energising Europe.

Key topics related to energy in Europe were tackled: (renewable)(bio) energy communities, energy efficiency, multiple benefits, RES, RHC, women, empowering people, energy behaviour, new trends of energy consumption (digitalisation, circular economy and more).

To bring content to the discussions, our initiatives presented tools and models, one stop shops, awareness raising and nudging campaigns, showcased through inspirational presentations, a poster session and a field visit (Belgian energy community).

This event provided an opportunity for attendees to learn about the latest developments in these areas and exchange ideas and best practices. Both days complemented each other and provided a comprehensive overview of the current state of research and policy recommendations in the energy field.

Target audiences and attendees included experts from the following areas: Energy experts, researchers, energy communities, policy makers, industry, energy agencies, NGOs and civil society.

Organisation

Other important decisions were made in April/May 2023:

- ✓ The event would be **in-presence only**.
- ✓ Yet, **video producers** would be hired to film the whole event and make a short summary video. As the event was organised by 7 projects, costs were reduced, and more actions could be planned.
- ✓ The 24/10 would start with an **event organised by CINEA** for some projects related to the topic, and end with a **cocktail**.
- ✓ The 25/10 would end with the **visit to an energy community** in Brussels, organised by NRG2peers.
- ✓ Both days were planned to integrate many **external speakers** and avoid a project-focused event with long presentations.

- ✓ Quotes were asked to few places and Brussels and the decision was made to organise the event in the Brussels EU district, in **Atelier29**.
- ✓ We invited other projects to submit **posters**, as there was the possibility onsite to attach 16 of them.
- ✓ **41 speakers** agreed to join the event in **8 panels**!
- ✓ Finally, we also **left space in the agenda** for people to discuss and question project partners, test our tools, etc.

Organisational aspects

- ✓ **Monthly calls** were set up between the projects, and two partners took the lead to simplify the exchanges, yet always involving everybody at all steps (definition of the agenda, speakers, panels, chosing the location, etc.): EUREC (W4RES) and IEECP (BECoop, NUDGE, MICAT and newTRENDs). Many emails were exchanged, the preparation really was a high effort from everybody, as we hope was reflected in the event success.
- ✓ The full organisation (and event itself) was really a **team effort**: moderators actively engaged in exchanges with the speakers to prepare the panels, discuss the questions and presentations. We cannot thank enough everybody and our 41 speakers for playing the game and being so engaged in the preparation!
- ✓ A **drive** was created, to share all event material such as:
  - Offers and project contacts
  - List of participants
  - Information about all speakers and photos
  - Identity of the event, photos, etc. with the video producers
  - Moderators briefings
  - Final presentations

Figure 1 – Banner for the final event

The final event agenda is included below.

October 24

Understanding the future of energy demand and its policy implications through new societal trends, behavioural aspects and multiple benefits

Organised by MICAT, newTRENDs and NUDGE.

Event moderated by Heike Brugger, Fraunhofer ISI

10.30 – 10.45 - **Registration & welcome coffee**

10.45 - 11.00 - **Welcome and introduction** - Heike Brugger, Fraunhofer ISI

First part - Modelling, nudging and assessing future energy demand patterns

11.00 - 11.15 - **Scientific keynote** - Nives Della Valle, European Commission Joint Research Centre, Directorate of Energy, Transport and Climate - Unit of Energy Efficiency and Renewables

11.15 - 13.00 - **Modelling, nudging and assessing future energy demand patterns** - In-depth presentation of the projects' methods and findings, tools and models to understand and reduce energy demand.

Scientific audience, including Q&A - *For more information about the projects, posters about tools, pilots and more will be hung in the event room.*

Moderation: Filippos Anagnostopoulos, IEECP

- Meta Thurid Lotz, Fraunhofer ISI (representing newTRENDs)
- Philipp Mascherbauer, TU Wien (representing newTRENDs)
- Peter Conradie, Senior Researcher, IMEC (representing NUDGE)
- Anne Kesselring, Fraunhofer ISI (representing NUDGE)
- Frederic Berger, Fraunhofer ISI (representing MICAT)
- Felix Suerkemper, Wuppertal Institute (representing MICAT)

13.00 - 14.30 - **Networking lunch**, including poster sessions

Second part - Multiple benefits, behavioural change and new societal trends - Contributions to energy policy.

14.30 - 14.45 - **Keynote** - Margot Pinault, DG ENER, European Commission

14.45 - 15.45 - **Policy learnings from the projects**

Moderation: Giulia Pizzini, IEECP

- MICAT: Barbara Schlomann, Fraunhofer ISI
- NUDGE: Heike Brugger, Fraunhofer ISI
- newTRENDs: Maksymilian Kochanski, RIC

15.45 - 16.00 - **The Necessary Evolution of Energy Efficiency Policies for Inclusive Transitions** – Emma Mooney, International Energy Agency

16.00 - 17.00 - **Panel - The way forward for energy policy**

Moderation: Giulia Pizzini, IEECP

- Nives Della Valle, European Commission, Joint Research Centre, Directorate of Energy, Transport and Climate - Unit of Energy Efficiency and Renewables
- Emma Mooney, International Energy Agency
- Roland Gladushenko, EURIMA
- Heleen Schockaert, RESCoop.eu
- Indra Van Sande, Gent city
- Alessandro Mostaccio, President of Movimento Consumatori, EESC Member and Board Member of the European Consumer Union (ECU)

17.00-18.30 - **Cocktail reception**

Figure 2 – Agenda of October 24 (as of October 19)

October 25

Energy communities and renewable energy, accelerating Europe's transition towards a climate neutral, inclusive future

Organised by BECoop, NRG2PEERS, UP-STAIRS and W4RES

Master of ceremony: Ioannis Konstas, Q-PLAN

8.45 - 9.00 - **Registration & welcome coffee**

9.00 - 9.15 - **Keynote** - Tadhg O'Briain, European Commission, DG Energy, Deputy Head of Unit for Consumers, Local Initiatives and Just Transition (tbc)

9.15 - 9.40 - **Skill up! RECs, RES, inclusivity: What are we talking about? Fire pitching of the 4 projects**

- Dimitrios Chapizanis, White Research (representing BECoop)
- Simona D'Oca, Huygen Engineers and Consultants (representing NRG2peers)
- Lorena Sánchez Relaño, IERC (representing UP-STAIRS)
- Giulia Zendron, White Research (representing W4RES)

9.40 - 11.00 - **Policy panel: Driving a clean energy transition through taping the biomass potential, boosting rescoops and empowering women as agents of change: discussing the projects' recommendations**

Moderation: Pádraig Lyons, IERC

Fire pitch by project representatives:

- Diana Süsser, IEECP (for BECoop)
- Anna Klöpper, UIPI (for NRG2Peers)
- Paweł Gilewski, Polish National Energy Conservation Agency (KAPE) (for UP-STAIRS)
- Elsebeth Terkelsen, European Green Cities (for W4RES)

Then joined in a panel by:

- Stavroula Pappa, REScoop.eu
- Tadhg O'Briain, European Commission, DG Energy

11.00 - 11.15 - **Coffee break**

11.15 - 12.15 - **Get inspired - Innovative Approaches, Success stories from the RES and RHC ecosystems**

Moderation: Dara Turnbull, Housing Europe

- BECoop - From your morning coffee to heat: Vasilis Filippou (ESEK)
- NRG2peers - Lessons learnt from the pilot sites: Eelke Kingma (Schoonschip)
- UP-STAIRS - One-Stop-Shops to empower community energy: Ivanka Pandelieva-Dimova (Sofia Energy Centre)
- W4RES - Elke Weidenfelder (Steinbeis Europa Zentrum) and Carina Holzapfel (H2MC)

12.15 - 13.30 - **Lunch + poster session**

13.30 - 14.30 - **The legacy of our projects / Looking forward - Once our projects end: what comes next? How can we replicate our projects' findings/work?**

Moderation: Dimitrios Chapizanis, White Research

- W4RES: Ioannis Konstas, Q-PLAN - The next steps for W4RES in terms of gender awareness in RES - The way to an inclusive energy transition
- UP-STAIRS: Paco Jofra, Ecoserveis Association
- NRG2peers: Stefan Kop, Spectral & Sylvia Breukers, Dune Works - Tool and follow-up projects.
- BECoop: Kostas Dasopoulos, Q-PLAN - Adjusted Business Model Canva for RESCoops

14.30 - 15.30 - **Networking session**

- W4RES co-creation workshop "DIY Gender Equal RES sector: Dive into practice with W4RES towards a gender equal RHC and RES sector". Register here (the number of seats is limited).
- Poster presentations, world café discussions, access to computers to play with our tools, etc.

15.30 - 18.00 - **Visit to an energy community**

Visit of the new citizen energy community in low-income housing near Gare du Midi (Brussels).
https://foyerdusud.be/sunsud_vlogaert/
The number of seats is limited. Register here (only if you are sure to attend.).

Figure 3 – Agenda of October 25 (as of October 19)

2.2 Communication about the event

Organisers launched the first save the date before summer and quickly opened registrations. All 7 projects intensely promoted the event from June onwards, with posts on social media, in newsletters, on websites, etc. Several networks were also leveraged including:

- ✓ The EU Commission newsletters
- ✓ The Fleishman Hillard energy daily news
- ✓ RESCoop.eu newsletter
- ✓ Eceee website and newsletter

- ✓ The Coalition for energy savings newsletter
- ✓ Organisations websites and socials: IEECP, Wuppertal Institute, Cittadinanzattiva, Housing Europe, White research, UIPI, etc
- ✓ Projects websites: NUDGE, W4RES, Smartspin, MICAT, UP-STAIRS, etc
- ✓ And many more!

Figure 4 – Banner prepared specifically to fit the Linkedin header

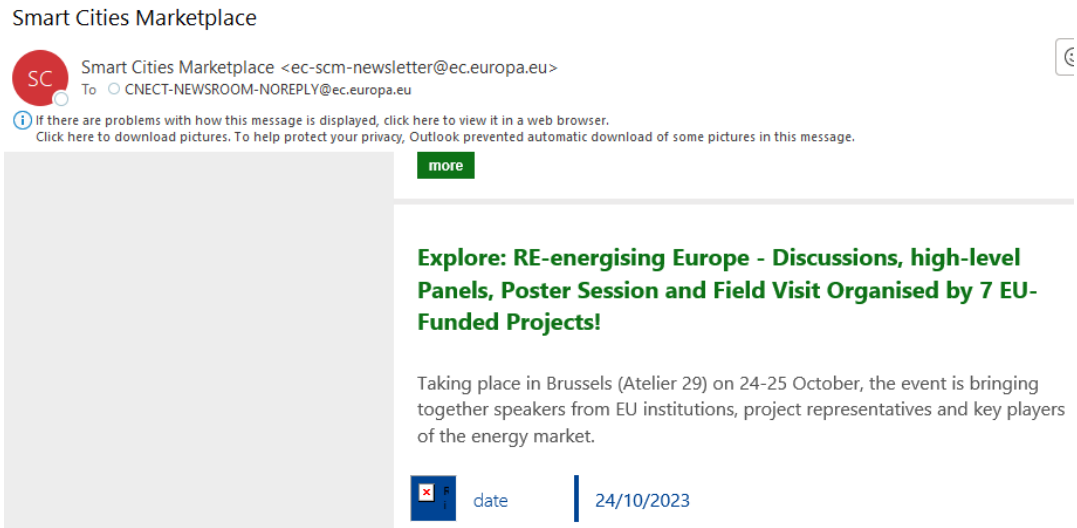


Figure 5 – Event promoted in a newsletter from the EU Commission

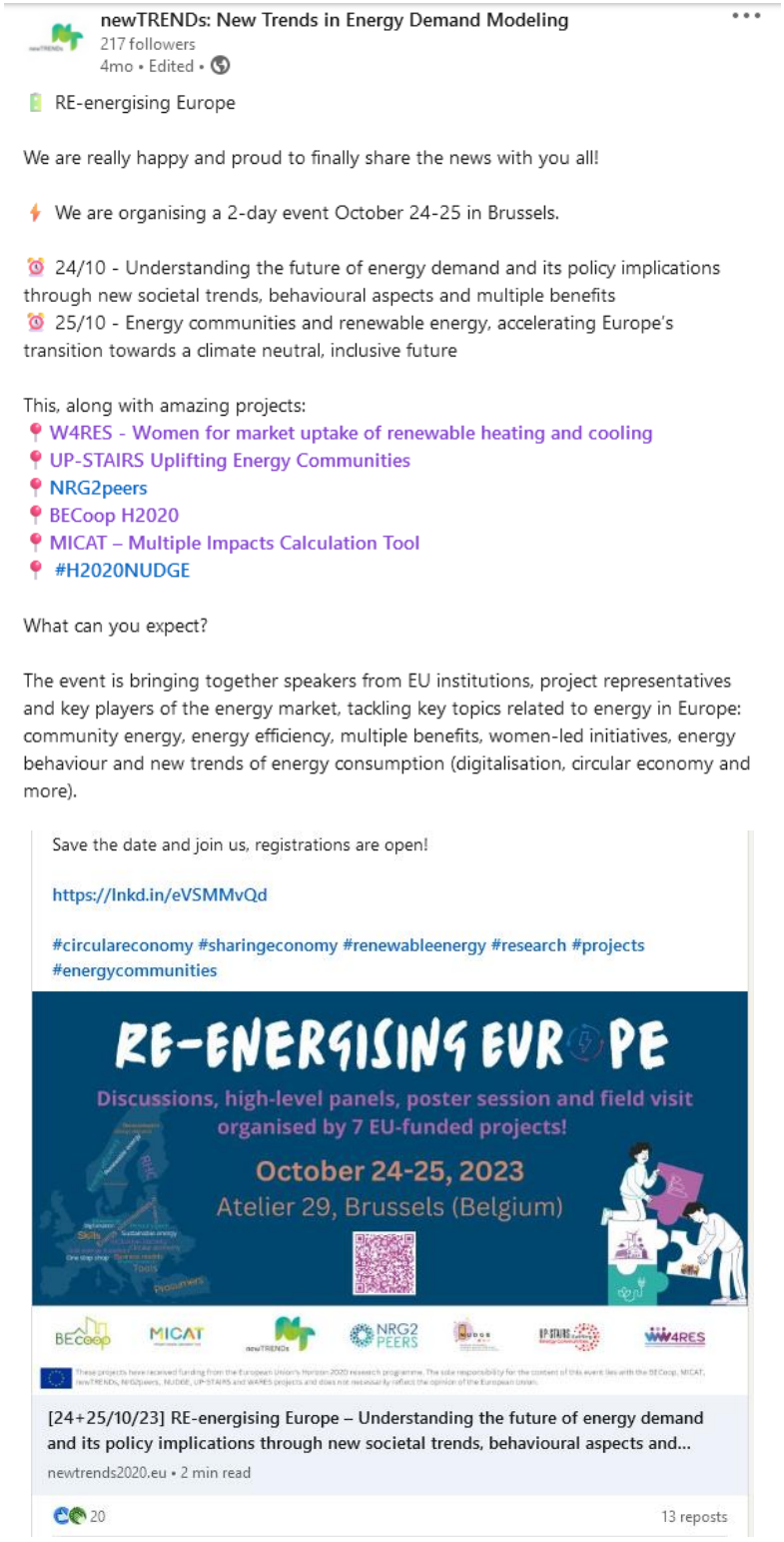
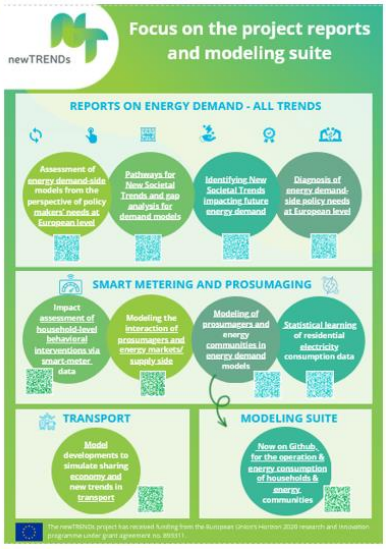


Figure 6 – LinkedIN post

The package to communicate about the event was shared with newTRENDs' partners, and all projects communicated from before summer 2023.

The event was declared full, and registrations were closed a week before the end of September. Therefore, we created a new registration form to allow people to receive updates about the event and, in case seats became available again, to be placed on a waiting list. We allocated a 30% overbooking allowance as there are typically some dropouts at events.

A welcome package was prepared with participating projects, to include in a bag some of the most important results (policy briefs, posters in A4 format, and more). newTRENDs communication manager, IEECP, prepared 3 leaflets to put into the bags (linking to the main project results through QR codes), and 3 posters were prepared, 2 by IEECP and 1 by ISI.



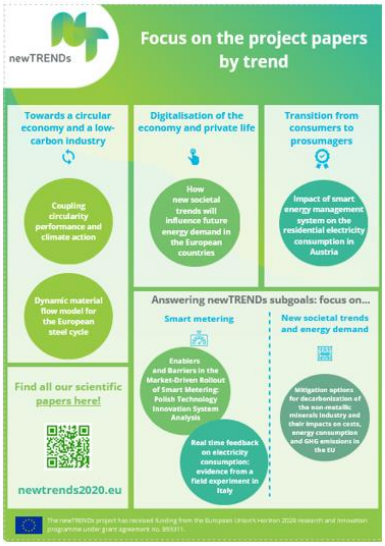


Figure 7 – Flyers distributed in the participants' bags

The project 4 policy briefs were printed in a few copies to be available onsite while posters from 2 of them were showcased onsite:

- WP2 - **What are the new societal trends that will shape our future energy demand and how?** https://newtrends2020.eu/what-are-the-new-societal-trends-that-will-shape-our-future-energy-demand-and-how/
- WP4 - **Recommendations for better design of energy-demand modeling based on policy makers' needs** https://newtrends2020.eu/recommendations-for-better-design-of-energy-demand-modeling-based-on-policy-makers-needs/
- WP6- **Circular buildings: Paving the way to a net-zero industry** https://newtrends2020.eu/policy-brief-circular-buildings-paving-the-way-to-a-net-zero-industry/
- WP5 - **Flexing the residential energy demand** https://newtrends2020.eu/policy-brief-understanding-residential-energy-demand-flexibility/

Figure 8 – The two posters based on our policy briefings

3. Event summary

The conference took place at Atelier 29, Rue Jacques de Lalaing 29 in Brussels. This chapter describes the key issues raised during the sessions of the day 1 (dedicated to the newTRENDs project).

The programme was split into two parts:

- First part – research focus - Modelling, nudging and assessing future energy demand patterns (including a scientific keynote and presentation of projects' results).
- Second part – policy focus - Multiple benefits, behavioural change and new societal trends - Contributions to energy policy (including a keynote, two panel discussions and a presentation).

Heike Bugger from Fraunhofer ISI, who made an introduction, underlined that all three projects (newTRENDs, MICAT and NUDGE) had different perspectives, however, they had also a common denominator.

Picture 1 – Introduction by Heike Brugger

3.1 Scientific keynote

The scientific keynote was given by **Nives Della Valle from the European Commission Joint Research Centre**, Directorate of Energy, Transport and Climate - Unit of Energy Efficiency and Renewables.

During her speech, she discussed the issues of climate change and energy crisis, as well as the ways in which citizens can participate in the energy transition, known as Energy Citizenship. She outlined both the drivers and barriers to the energy transition, emphasising that promoting it is crucial in tackling the challenges we face today. She also pointed out that we have already significant knowledge in designing effective instruments and testing their efficiency using various methods and lenses. With this knowledge, we can further improve the design of these instruments to make them even more effective. She finally presented results from key behaviour science research.

3.2 Modelling, nudging and assessing future energy demand patterns – In-depth presentation of the projects' methods and findings, tools and models to understand and reduce energy demand

This part was moderated by **Filippos Anagnostopoulos from IEECP**. The following experts delivered presentations and discussed the main project results:

- Meta Thurid Lotz, Fraunhofer ISI (representing newTRENDs)
- Philipp Mascherbauer, TU Wien (representing newTRENDs)
- Peter Conradie, Senior Researcher, IMEC (representing NUDGE)
- Anne Kesselring, Fraunhofer ISI (representing NUDGE)
- Frederic Berger, Fraunhofer ISI (representing MICAT)
- Felix Suerkemper, Wuppertal Institute (representing MICAT).

newTRENDs was (re)presented by **Meta Thurid Lotz** and **Philipp Mascherbauer**. The project aims at answering such questions as: Which trends are relevant in the future? What is the role of policies? What impact do they have? What could the future look like? Thurid and Philipp talked about the 4 in-depth studies carried out within the project to help improve models used in it. These were:

- Towards a circular economy and a low-carbon industry
- Digitalisation of the economy and private life
- Transition from consumers to prosumagers
- Towards a shared economy

During the dynamic presentation, the audience (mainly researchers and policy makers) demonstrated great interest. Thurid was asked about the integration of resource/material aspects in the model. The partners mainly focused on material demand, but they also considered different factors. The audience was invited to discuss this more deeply during the break while having a look at the posters.

Another question was raised about how the crisis influenced the project. Researchers examined how high electricity prices had affected prosumers' decisions.

There was a question about the neutral impact of digitalisation. Thurid clarified that in the service sector, the neutral impact relates to three specific trends, which were listed in the presentation. Other questions were asked about GDP, the type of model used in the project, and the level of research.

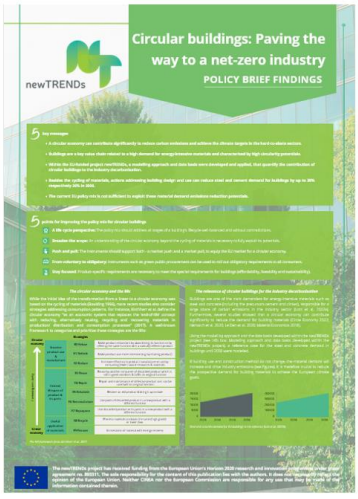
Picture 2 – Presentation by Meta Thurid Lotz

After that, the NUDGE and MICAT projects were presented.

The NUDGE project aims to systematically assess and unleash the potential of behavioural interventions towards achieving higher energy efficiency; and to pave the way to the generalized use of behavioural interventions as a worthy addition to the policy-making toolbox.

MICAT – Multiple Impacts Calculation Tool – is a project that aims to develop a comprehensive approach to estimate Multiple Impacts of Energy Efficiency (MI-EE) by co-creating a free, easy-to-use, scientifically sound online tool (MICATool). The MICATool will enable holistic analyses of MI-EE at the European, national and local levels to strengthen the climate strategy of the Energy Union and accelerate an affordable and just sustainable energy transition by addressing the challenges and needs of important target groups: policy makers, practitioners and evaluators.

During the lunch break, attendees had the chance not only to network but also to view project summary posters (they will all be uploaded on the after event public webpage, available early November with the videos).



Pictures 3 & 4 – Poster session

3.3 Keynote

The second part began with a keynote by **Margot Pinault from DG ENER, European Commission**. Her presentation was dedicated mainly to the Energy Efficiency Directive and its articles. The final text was adopted on 13 September 2023, and the entry into force was 10 October 2023. Transposition period is 2 years. She discussed in detail the 'Energy Efficiency First' principle, which was described in the Article 3 of EED. One of the questions from the audience concerned the plans of the European Commission, whether it intends to provide any political support for the adoption of and compliance with the Directive.

3.4 Policy learnings from the projects

This session was moderated by **Giulia Pizzini from IEECP**. It hosted the following speakers:

- Barbara Schlomann, Fraunhofer ISI (representing MICAT)
- Heike Brugger, Fraunhofer ISI (representing NUDGE)
- Maksymilian Kochanski, RIC (representing newTRENDs).

Barbara Schlomann from Fraunhofer ISI presented MICAT, which was primarily aimed towards policy makers. Heike Brugger discussed NUDGE, which focused on individual consumers. Maksymilian Kochanski from RIC presented the learnings from newTRENDs and identified opportunities and challenges for policy making in relation to new societal trends. He highlighted the disruptive potentials, controversial impacts, and inter-relationships that these trends bring about. The conclusions were as followed:

- Enhanced and new policy instruments are needed to reap the benefits of disruptive potentials of new societal trends for the EU decarbonisation.
- Policies facilitating the acceleration of new societal trends need to have built-in mechanisms to prevent potential negative effects on decarbonization.
- A stronger policy coordination between policy areas and policy levels is needed.

When asked about the next steps within the project, Maksymilian replied that new opportunities arise every day.

Picture 5 – Presentation by Maksymilian Kochanski

3.5 Presentation "The Necessary Evolution of Energy Efficiency Policies for Inclusive Transitions"

The presentation was delivered by **Emma Mooney from International Energy Agency.** Inclusive transition has many components: decent jobs; skills & trainings; social dialogue & stakeholder engagement; socio-economic development; universal energy access; energy security, affordability & resilience; gender, equality & social inclusion; fair distribution of benefits; youth in decision making; behavioural change; public participation; international collaboration. During a recent presentation, she mentioned that technology offers us the capability to increase progress in energy efficiency by two-fold from the present to the year 2030. The audience had some inquiries about energy communities and how to reduce the gap between the affluent and the underprivileged during the energy transition.

3.6. Panel - The way forward for energy policy

This last panel discussion was moderated by **Giulia Pizzini from IEECP** and attended by the following experts:

- Nives Della Valle, European Commission, Joint Research Centre, Directorate of Energy, Transport and Climate - Unit of Energy Efficiency and Renewables
- Emma Mooney, International Energy Agency
- Heleen Schockaert, RESCoop.eu
- Indra Van Sande, Gent city
- Alessandro Mostaccio, President of Movimento Consumatori, EESC Member and Board Member of the European Consumer Union (ECU)

During an energy system discussion, the moderator posed several questions to the panellists. **Emma Mooney** was the first to answer and emphasized the importance of hearing citizens' voices in the conversation. Giulia mentioned the various levels and roles of different actors in the energy system.

Indra Van Sande was asked about data availability and highlighted the challenges faced in Gent. However, she also mentioned the authorities' efforts to collect data through surveys and a one-stop-shop.

Nives Della Valle emphasized the need to find a common language that includes not only citizens and consumers but also other stakeholders.

Helen Schockaert was asked how an energy community can function as an actor, and she provided insights into the role of energy communities.

Finally, **Alessandro Mostaccio** concluded by summarizing the discussion, stating that although the Commission is doing a good job, the EU still lacks the structure to carry out foreign policy. He cited the example of countries with raw materials that have been colonized in the past, which now prefer to trade with China rather than with Europe.

Picture 6 – Panel - The way forward for energy policy

The official part was followed by a cocktail reception where most people stayed to exchange and went in the area where all posters were hung.

4. After event communication

After the event, IEECP will deliver the usual actions following events:

- ✓ Usual thank you emails to speakers and participants are planned.
- ✓ The event material (presentations, posters, etc.) will all be available on the 7 projects' websites and shared on social media and through the last project newsletters.

The full event will be available in a long video (split per panel) and a short recap video. They will both be leveraged to communicate on the 7 project results.

5. Summary and conclusions

As mentioned earlier in the report, the event was as successful as it was thanks to a real collaborative work, and an engagement from everybody: moderators, speakers, organisers.

This is a proof that for projects to work together was a great initiative that should be replicated in the future.

134 participants attended the 2 days, and brought home the many project findings to be exploited!

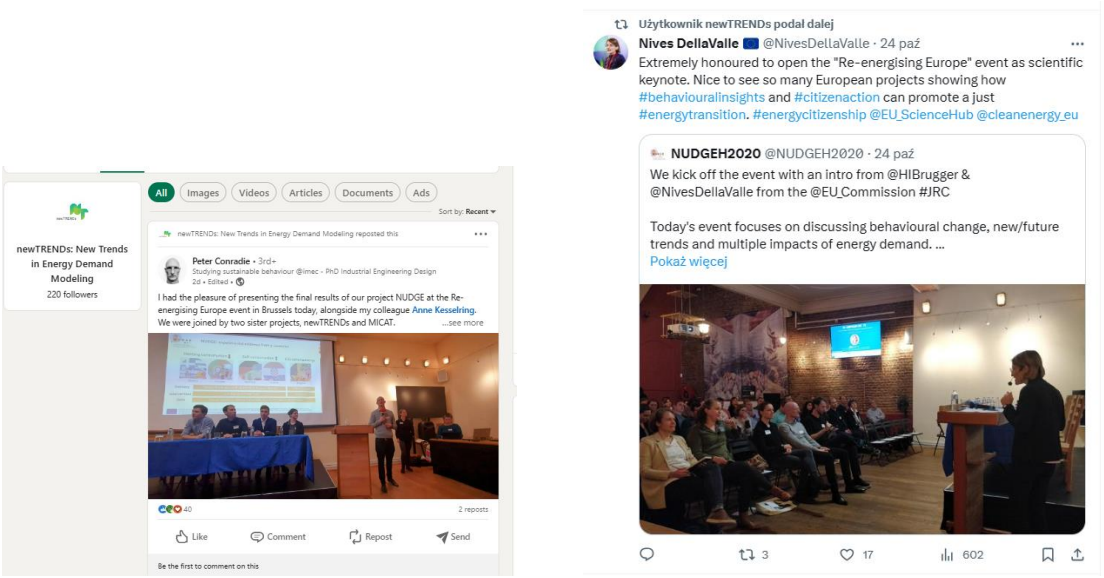


Figure 9 – X (Twitter) and LinkedIn posts by the speakers regarding the event

Imprint

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