

**FORSCENE 2. workshop**  
**industry and economy**  
**“Energy efficiency and leap-frogging”**

**Vienna, October 23rd – 24th**

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## ● European Business for Sustainable Energy

### ➤ Lobbying in the EU

for an economical and ecological sustainable energy future

### ➤ Enforce and enlarge sustainable business opportunities *Build up a knowledge- and contact base for sustainable energy*

### ➤ Sister organisations: BCSEs in US, AUS and UK common presence at UN level

## ● e5: “Climate is Business”

### ➤ e-ENERGY, e-NVIRONMENT, e-CONOMY, e-MPLOYMENT, e-FFICIENCY

## ● Members of e5

Business- and umbrella association with app. 110 members

- Companies:     
- Association        
- Renowned personal members

# Content

- **Define the frame of the Picture / Image**
  - Where do we want/have to be in 50 years
- **Status Quo**
  - Historical challenge
  - Current situation
- **Transition path**
- **Main barriers to overcome**
  - Political
  - Economical
  - Technological



## We know, where we want to be in 50 Years

### ● **Secure access to power, heating for everyone**

- Cross country/Europe
- For feasible price
- For private and industrial use

### ● **Don't exceed 2°C global warming**

- Globally: Don't overshoot 450ppm CO<sub>2</sub>(e)
- For Europe: Power sector has to reduce GHG-emissions by 100%

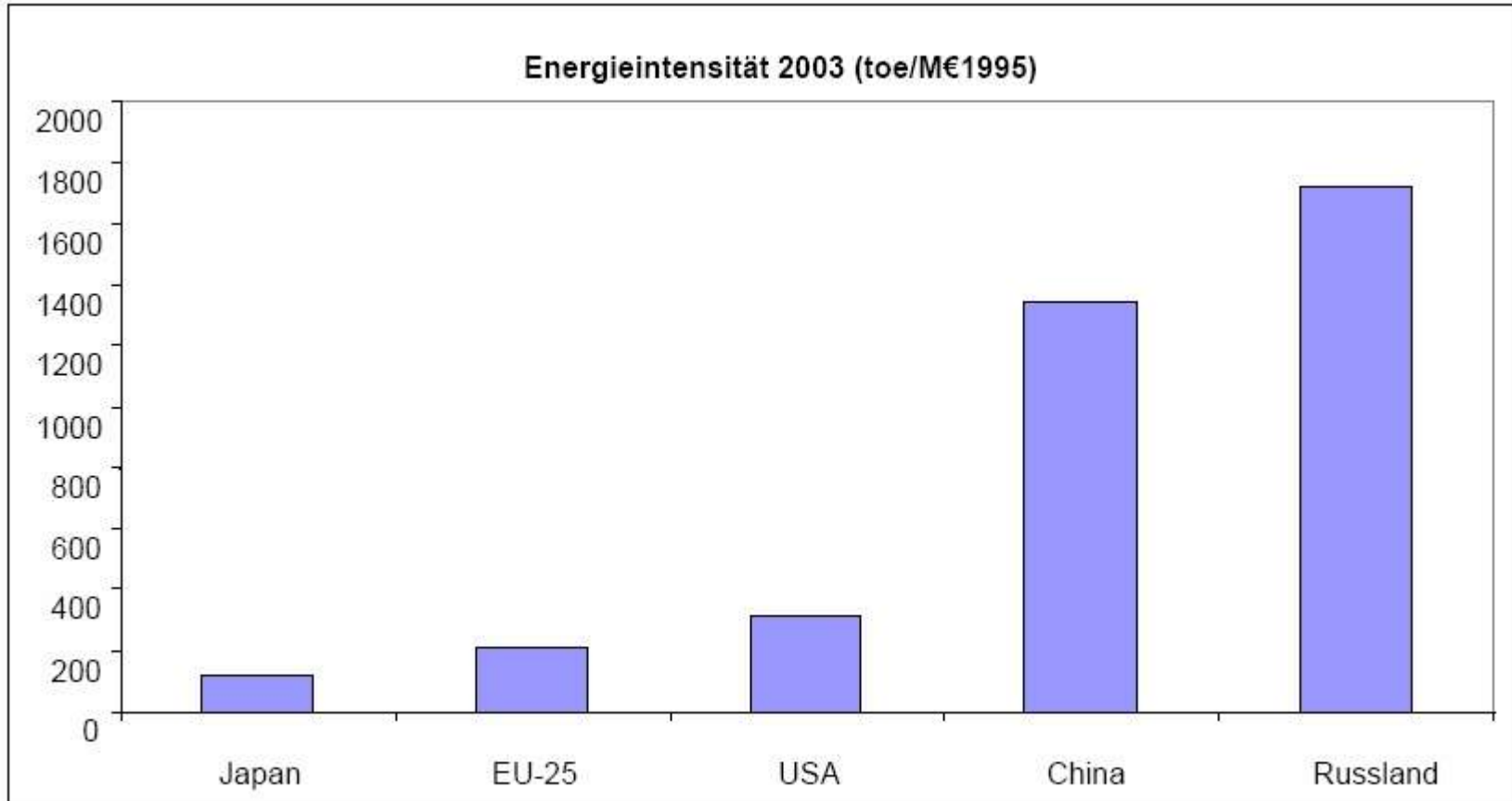
## History

- **Main challenge of the last century:**
  - Providing reliable energy sources to everyone
- **At least since the beginning of the 80th the energy infrastructure has been finished in the EU**
- **End of 80 the liberalization of the electricity sector stops every investment in the infrastructure**

## Current situation

- **Today we have a well financed hand full of European players in the market who are earning a lot of money with business as usual**
- **These companies are more than influential**
  - Influential in policy making
  - Economically independent
  - Oligopolic market
- **European energy technology and infrastructure companies are market leaders in the global economy**

## Energy efficiency



Source: European Commission : Green paper on energy efficiency;  
COM (2005) 265 final

## ● Technical

- Production:  
There will be no silver bullet BUT plants will be CO2-free
- Transmission: "Smart Grids"  
→ Transmission control and communication
- Consumption:  
→ Efficiency through KnowHow/DemandSideManagement

## ● Policies & Measures

- Harmonization of existing p&m
- Ambitious mandatory targets

## ● Society/economy

- Creating and telling "sexy" stories which are leading to an accepted challenge



## ● Political barriers

- How to overcome the strong influence of business as usual companies?

## ● Economical

- The money is already there, BUT
- How to shift financing from centralized to diversified/decentralized investments?

## ● Technological / Services

- How to create an innovation environment for smart solutions?