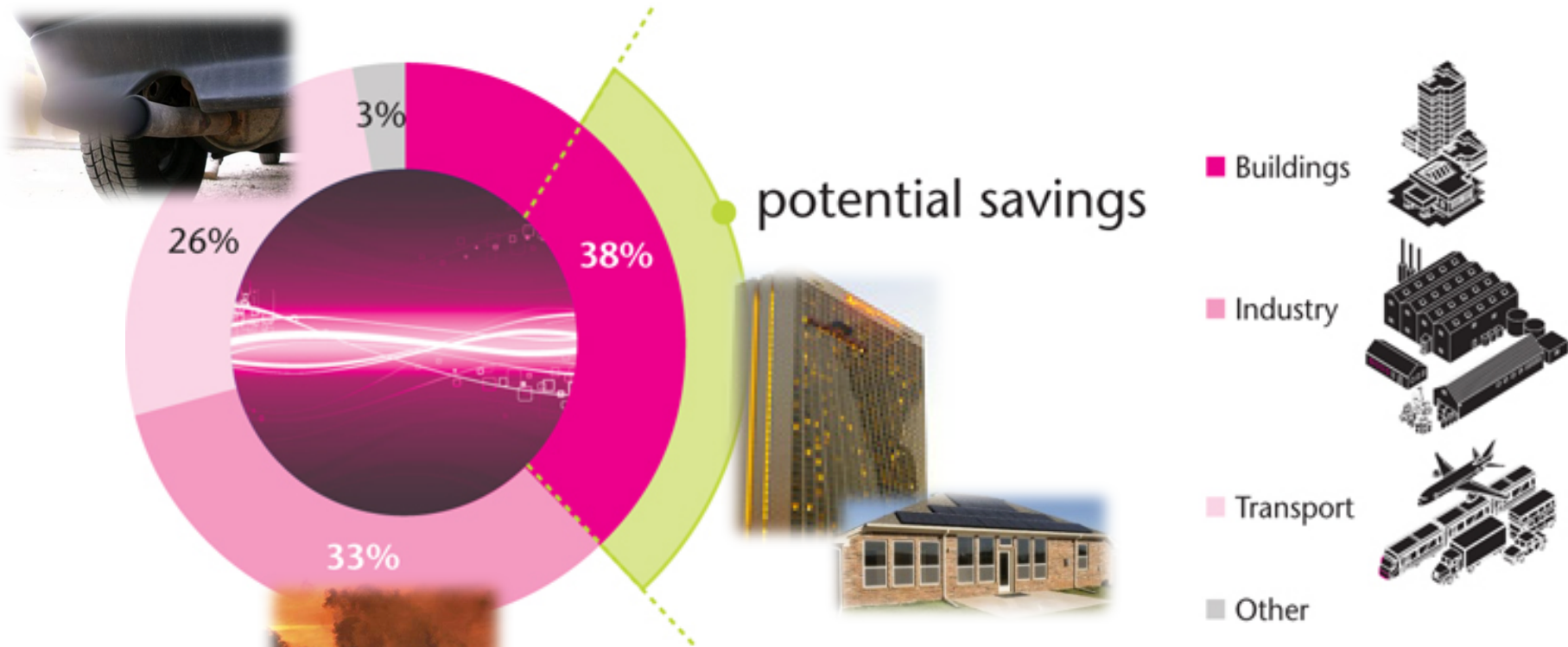




Energy Efficiency in Buildings Scale up implementation

EEB 2.0 Update
February 2013

Why EEB? Buildings are Largest Consumers

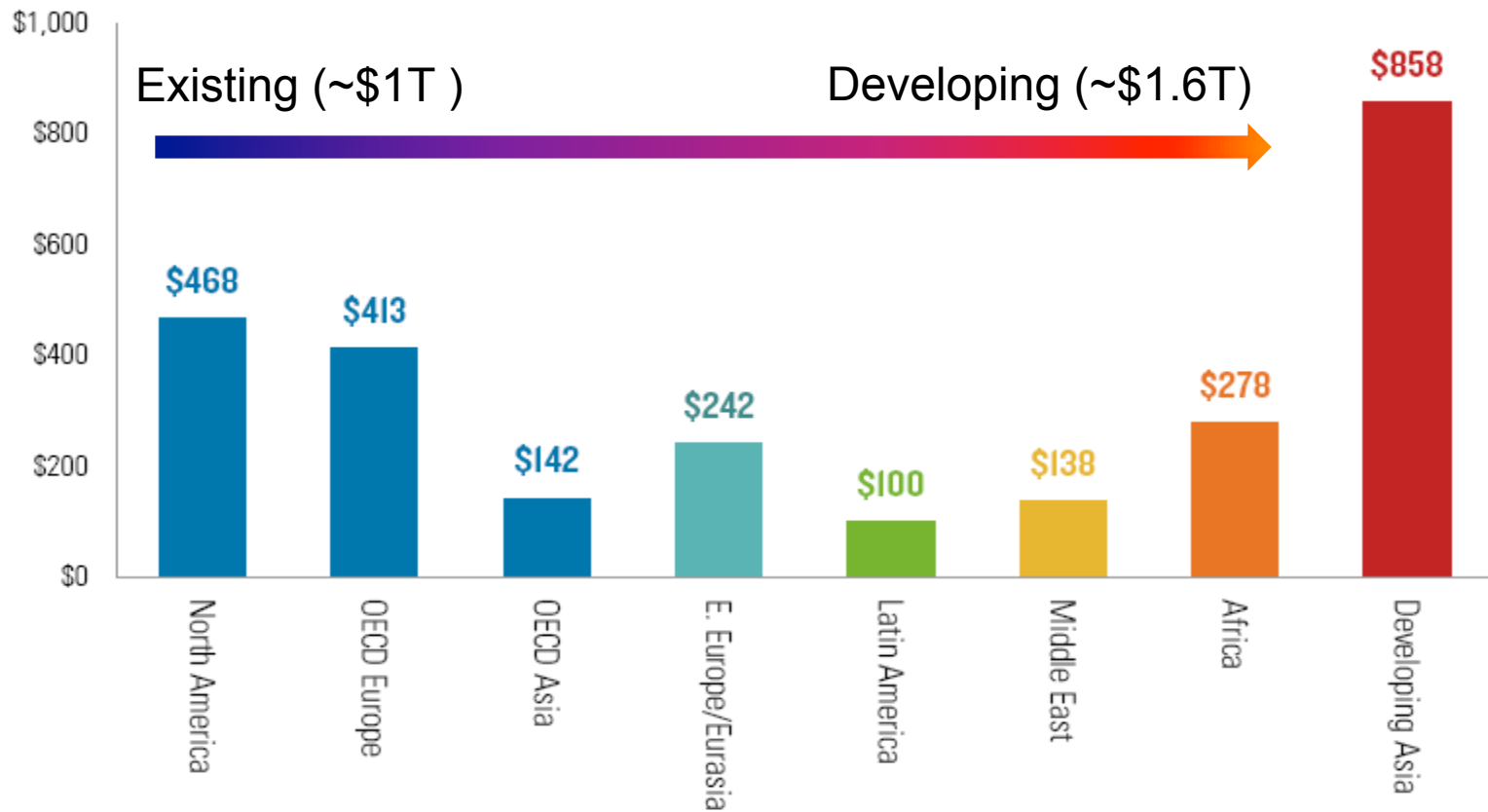


Buildings are the “invisible” large consumers of energy and emitters of CO₂

Source: IEA “Worldwide Trends in Energy Use and Efficiency”, (2008)

Why EEB? A Large Business Opportunity

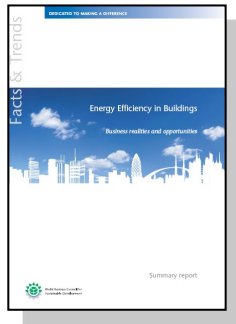
Investment required to deliver a 25 percent improvement in building efficiency by 2035 (\$bn)



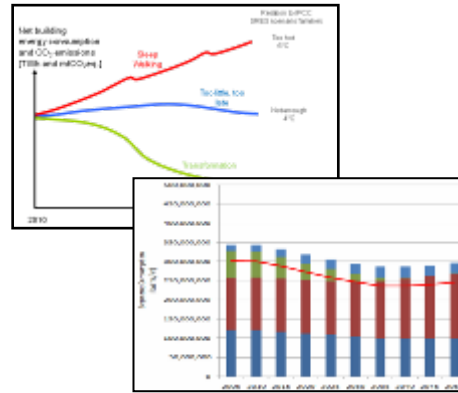
Source: Rhodium Group estimates based on IEA energy projections

The First EEB Project

A world where buildings consume zero net energy



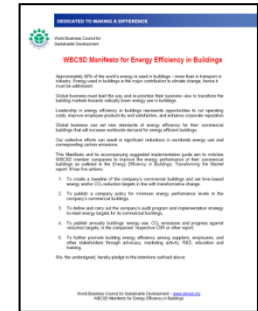
“Facts & Trends” report



Model Qualitative & Quantitative Workshops, Forums, Conferences



“Transforming the Market” report



EEB Manifesto: 118 Signatories to date

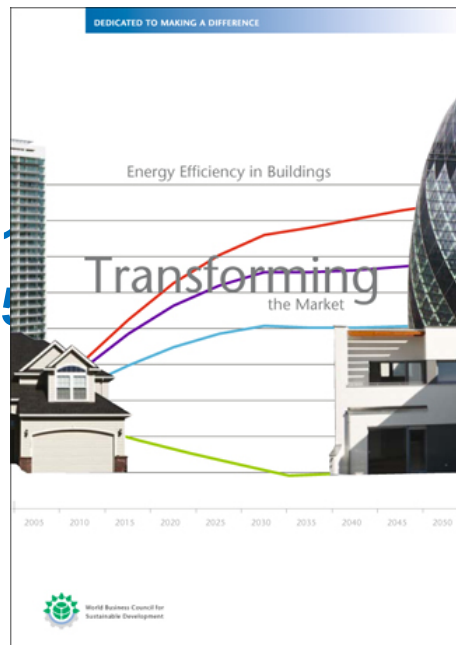
Project launch

2006 | 2007 | 2008 | 2009 | 2010



“Transforming the Market” stated:

“...At energy prices proportional to US\$ 60 per barrel, building energy efficiency measures totaling **\$ 150bn annually*** will reduce related energy use by **40%** with a discounted payback period of **5 years**.”



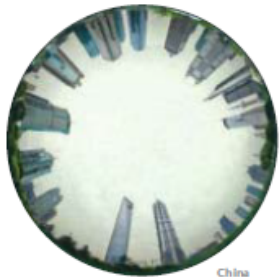
An additional **150bn US\$** investment will reduce energy use by further with payback periods of

... but **change is not happening...**

Why a new EEB project (EEB 2.0)?

EEB 2.0's Ambition is simple but bold:

To Trigger Motivation for **Change!**



China



Europe



India



US



Japan



Brazil

EEB 2.0: Objective

To Unlock **financially viable energy efficiency investments** that today are not being realized mostly because of non-technical (i.e. financial, regulatory, organizational) barriers .

How?

By **analyzing the decision-making process** for energy efficiency measures we can **identify the key barriers and develop recommendations** how to overcome them.

Deliverable:

We expect to develop a **process** that is **replicable and scalable** across different building portfolios.



EEB 2 Decision Makers

A Decision Maker (DM) **owns or manages a building portfolio***:

* Examples are for illustration only, no selection has been made, no one has been approached

	Owner / Investor	Tenant
Housing Single family Multi family	Public sector (e.g. French Office HLM) Private sector (e.g. AXA)	
Office	Institutional investor (e.g. CALPERS, Pension Denmark) Private sector portfolio /real estate developer (e.g. Prudential, La Française) Corporation (e.g. Siemens) Public sector portfolio (e.g. City of Paris, US GSA)	Global occupier (e.g. Deutsche Bank)
Hotels	Corporation (e.g. Marriott) Franchisor (e.g. Hilton)	
Retail	Investor (e.g. Sonae Sierra) Corporation (e.g. WalMart) Franchisor (e.g. 7 Eleven)	Franchisee (e.g. H&M) Individual stores
Education	Public sector (e.g. Univ. South Carolina, Paris schools) Private sector (e.g. Oxford Univ., Infosys)	
Warehouse	Corporation (e.g. Fedex, TNT)	

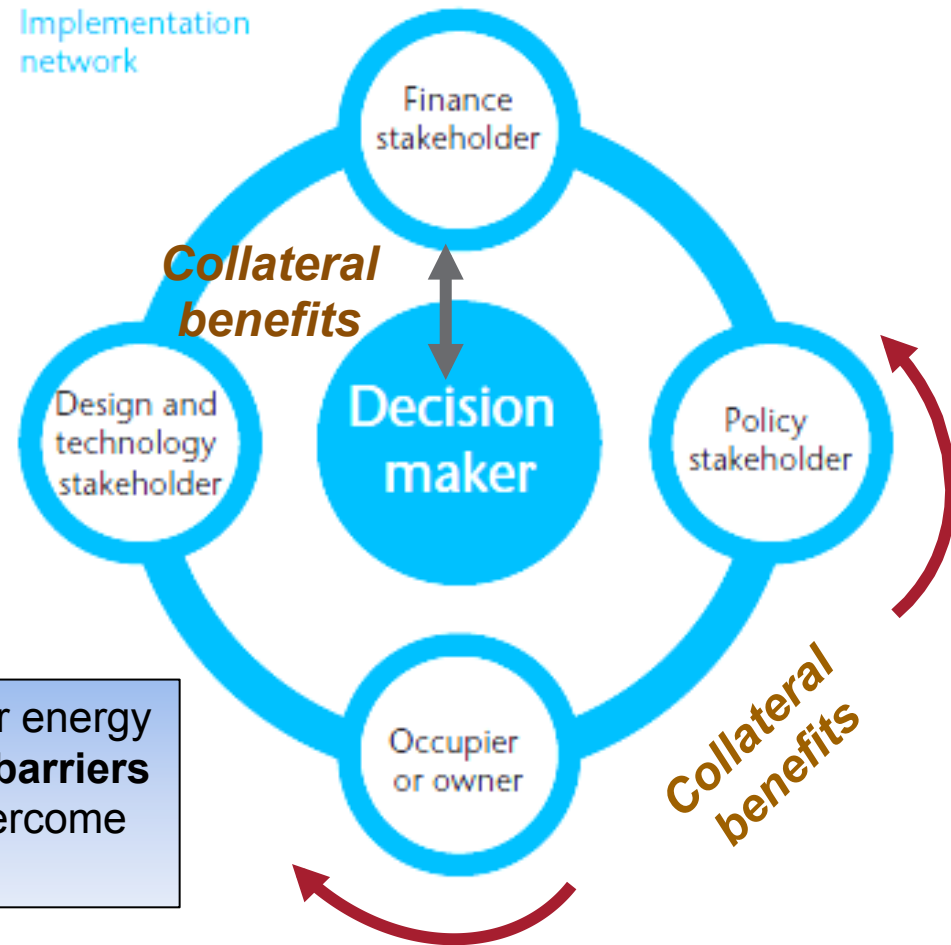


EEB 2 will work with Decision Makers

DM and their Implementation Network

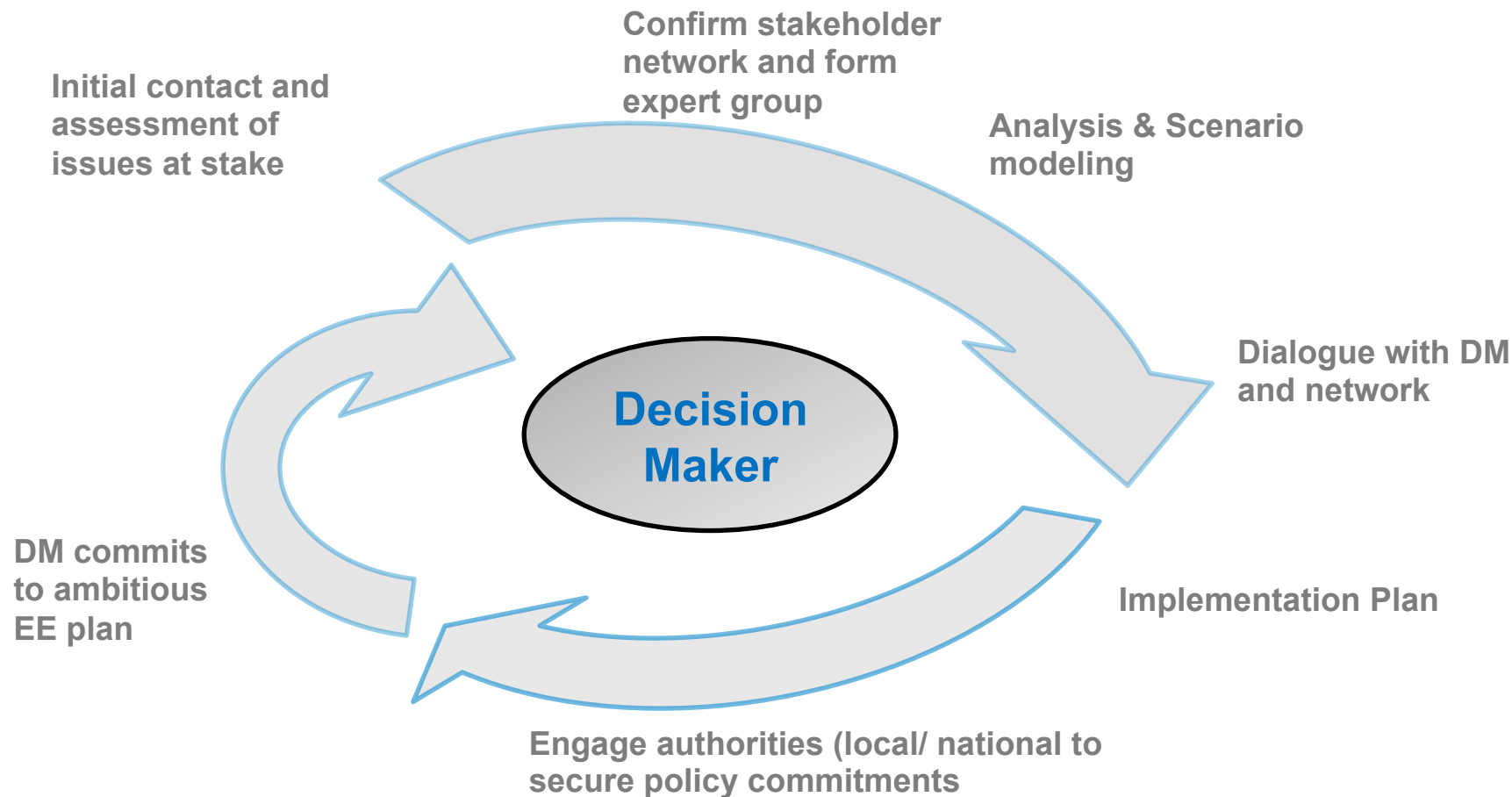
- A DM works with a **wide and diverse group of players** that may include agents, owners, building users, designers and financiers.
- Stakeholders in his network have **influence** on or are **impacted** by DM decisions on energy efficiency measures
- Decisions bring also collateral benefits

By analyzing the decision-making process for energy efficiency measures we can identify the **key barriers** and develop **recommendations** how to overcome them.



Decision Makers Engagements

The Engagement Process & Key Outcome



Key Outcome

DM commits to **launching and implementing** a project within the EEB framework, with the aim of **developing energy-efficient solutions through partnership with all stakeholders involved**

How to scale up?

By documenting **financially viable, replicable and scalable solutions** in the decision-making process

... for the different market segments DMs represent

... **disseminating these solutions** through the EEB members and partner organizations

Ambition:
Secure commitments
from a wide range of market actors

EEB 2.0 Members and Partners

Co-chairs



Members



Membership remains open for up to 9 more companies

Partners



**World Green
Building Council**

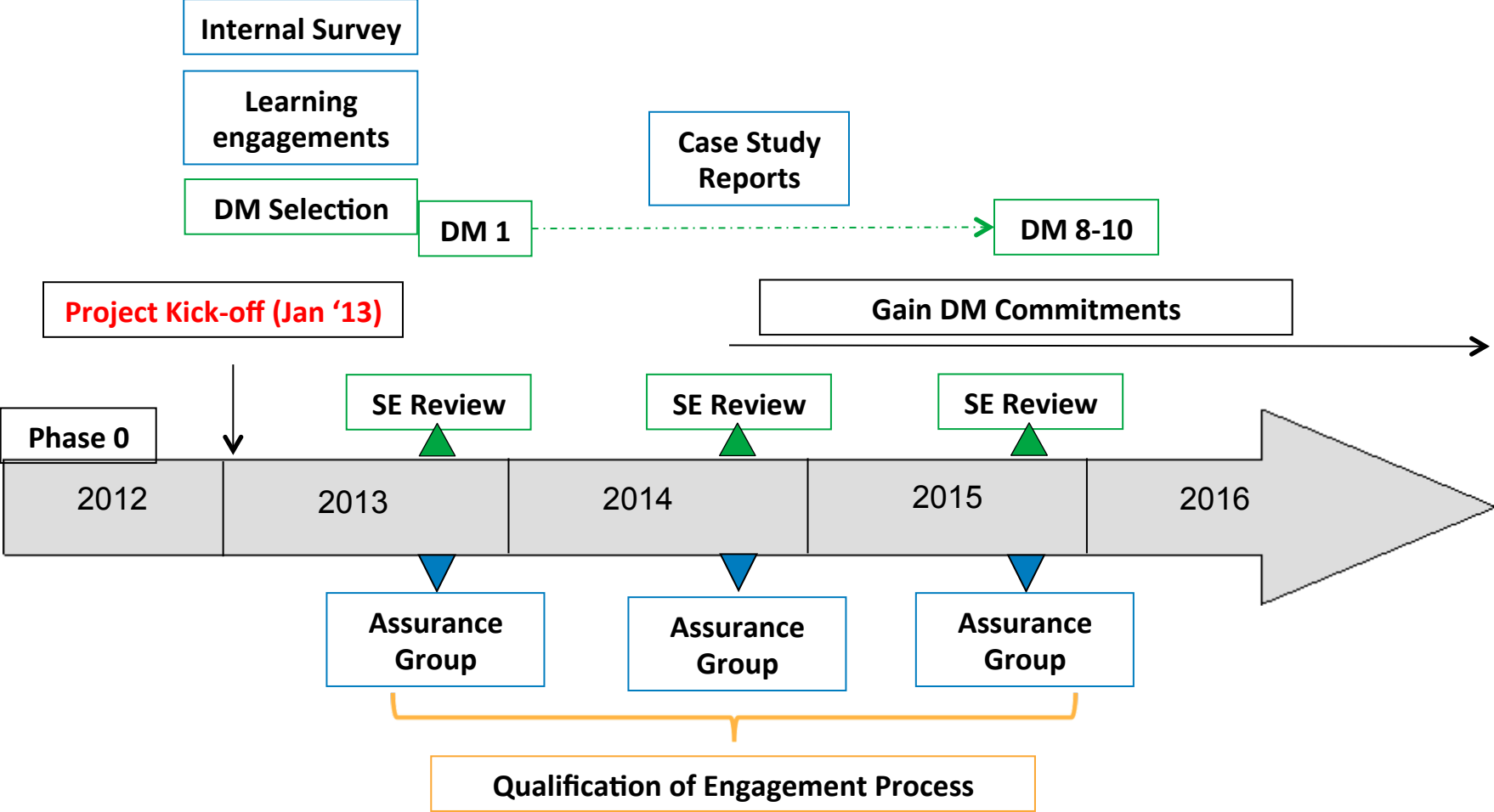


Project governance

- 3-Year Project (2013-15) driven by annual plan and objectives
- Core Group between 10 and 15
- 2-3 co-chairs (Lafarge and UTC, to date)
- Core Group Sr. Exec oversee project at Co-Chair invitation
- Assurance Group guides project quality
- Agreed project fees to cover project costs
- All members commit in-kind resources
- Company experts to be reimbursed, *pro-rata*, allowance for external consultants
- Partners leverage skills and networks
- Governance document formalizes guidelines and decision making rules and structure for key partnerships



EEB 2 Timeline: 2012-2016+



Project Work Plan

1st Half 2013

June 2013 to Dec 2015

From 1st Half 2014

Phase 1

**Understand
DMs' Needs**

Phase 2

**Build and Test
Value Proposition**

Phase 3

Deploy
Get commitments

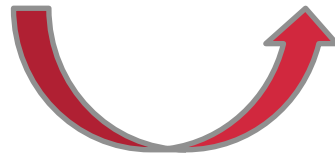
Internal Survey :
with EEB 2 company
experts to understand
key barriers

Learning engagements:
San Francisco (ULI)
Infosys, India

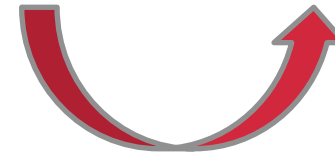
Decision Maker selection

“Beta” Test (June-Aug)
1 DM engagement per
quarter

- “Deep dives”/case studies
- Dos and Don'ts
- Replicability



Meeting to share findings of survey



Promote EEB 2 process,
leveraging Partner Organizations
and the BCSDs

Why should you join EEB 2.0?

Leverage Project Investments

- Leverage against a company's level of planned investment
- Positioning for actual building projects with committed owners/ investors

Business Relationships and Network

- Develop valuable insights and relationships from Decision-Maker and Implementation Network engagements
 - Impact on future product and service offerings

Learn from Others

- Diverse environment of learning for EEB outside of a company's core area of expertise

Brand Leadership Visibility and Position

- Valuable visibility in global and local markets
- Increased brand or corporate identity with EEB 2.0





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