The EESC – a bridge between civil society and the European institutions
Key Policy Objectives for Energy

- Sustainable
- Competitive
- Secure
- MS/EU Policy
EU Member States - Agreement

Lights must stay on.
Efficiency and savings

Move to more electricity
Modernisation, interconnection, investment
Member States - Divergence

- Energy mix and acceptability
- External relationships
- Market organisation
- Tax, subsidy legislative framework
- Purchase and supply
Bridging the gap

What is technically and economically possible.

What is feasible: i.e. politically and socially acceptable to stakeholders.

EU/MS policy
National factors – public engagement

• strength of civil society institutions
• level of trust in the state
• cultural/historic/geographic
• resource availability
• resource-dependency
• coherent view
Finland – high energy awareness
France – in transition
Energy – is there a national narrative?

• where energy fits in relation to the country’s needs, history, tradition and resources

• where it should be going
Germany – ‘100% renewables’
Policy Influences on Energy

Internal Market
- Tax approximation

External Relations
- Technical Harmonisation

Environmental Policy
- Research
- Competition Policy
- Promotion of Renewables/CHP

Public Procurement
- Investor Perceptions

Infrastructure

EU Energy Policy
Policy Foundation for Energy

Participation
Engagement
Involvement
Confidence
Trust
Dialogue

Sustainable
Competitive
Secure

MS/EU Policy
A European Energy Dialogue

The EESC Vision

⇒ By 2016 citizens and civil society organisations will be engaged in the European Energy Dialogue, an inclusive, transparent, independent and co-ordinated multi-level ‘conversation’ within and across all member states. It will encourage practical action and having a measurable influence on energy policy-making at MS and EU level.
What the Energy Dialogue will offer

- A Europe-wide structured, action-oriented, conversation about energy issues

- Provide consumer’s with what they want to know about energy

- From industry and policymakers’ perspective offer what the citizen needs to know, now and in the medium and long-term

- All energy issues should fall within its scope, including; infrastructure, energy sources and resources, markets, consumer issues, technologies, political and environmental issues, etc.
Key objectives

• To converge and integrate at EU level
• National - recognising differing cultural and energy future landscapes
• Multi-level, integrating national, regional, metropolitan and local
• Role of public knowledge, helping all parties to reassess, and adapt for an uncertain world
• Accessible knowledge for the citizen firmly linked with action on issues like cost and energy poverty
Essential features

- Trusted by all participants
- Independent
- Reliable and authoritative
- Clear social and ethical principles
The challenge:

- Redefine energy as a social issue and move it from a marginal to a mainstream topic of public understanding and discussion
- Talked about in the cafes, clubs, classrooms and kitchens of Europe
Essential elements

• Identify consumer and public benefit
• Highlight and encourage action possibilities (demand, supply and fiscal)
• Energy Dialogue becomes a trusted ‘social brand’

for example...
Principles and action combined as a ‘social brand’

A consumer guarantee of a social objective

Licensed in over 50 countries

30%-85% citizen recognition across 15 EU countries, €3 billion sales 2012

FAIRTRADE
The Energy Dialogue as a social brand