



*European Economic and Social Committee*



# Workshop on Public Engagement

10.05.2013

# The EESC – a bridge between civil society and the European institutions



European Economic and Social Committee

European Nuclear  
Energy Forum

Bratislava - Prague



# Key Policy Objectives for Energy



# EU Member States - Agreement

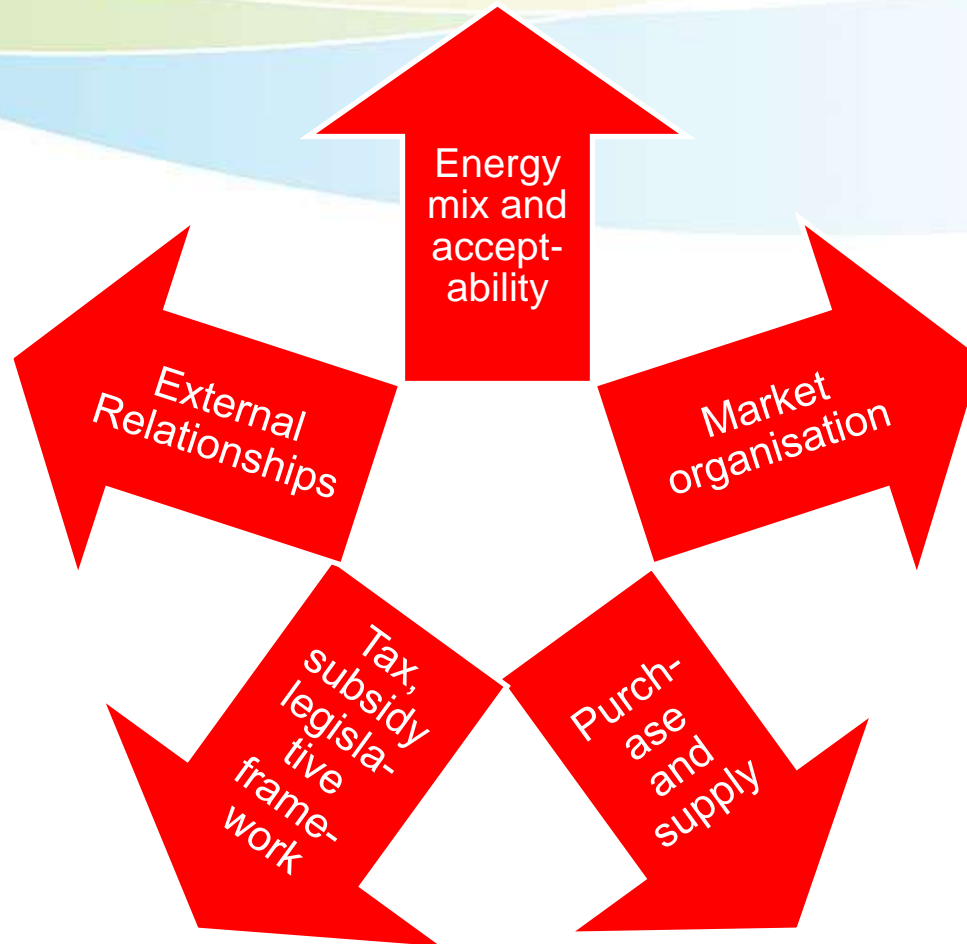
Lights must stay on.  
Efficiency and savings

Move to more  
electricity

Modernisation,  
interconnection,  
investment



# Member States - Divergence



# Bridging the gap

What is technically and economically possible.

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



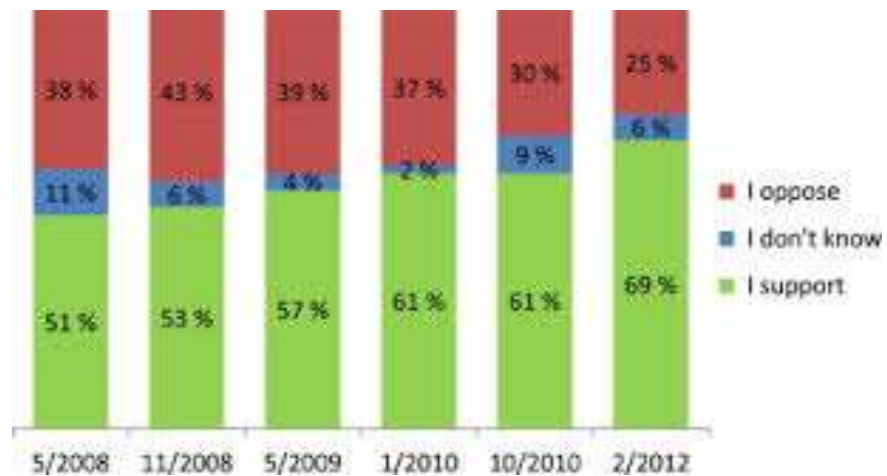
# National factors – public engagement

- strength of civil society institutions
- level of trust in the state
- cultural/historic/geographic
- resource availability
- resource-dependency
- coherent view



# Finland – high energy awareness

**FENNO  
VOIMA**





# France – in transition



# Energy – is there a national narrative?

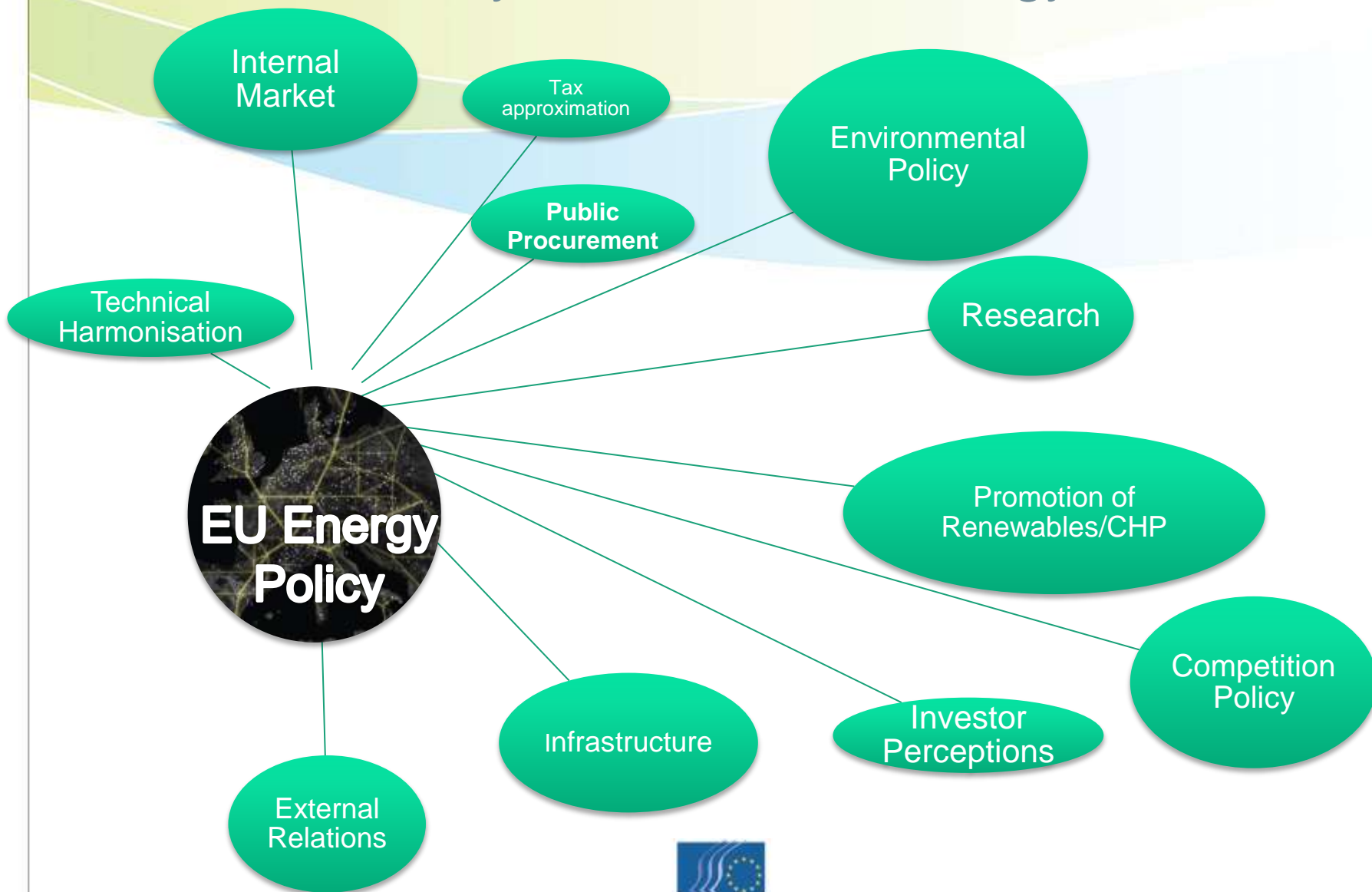
- where energy fits in relation to the country's needs, history, tradition and resources
- where it should be going



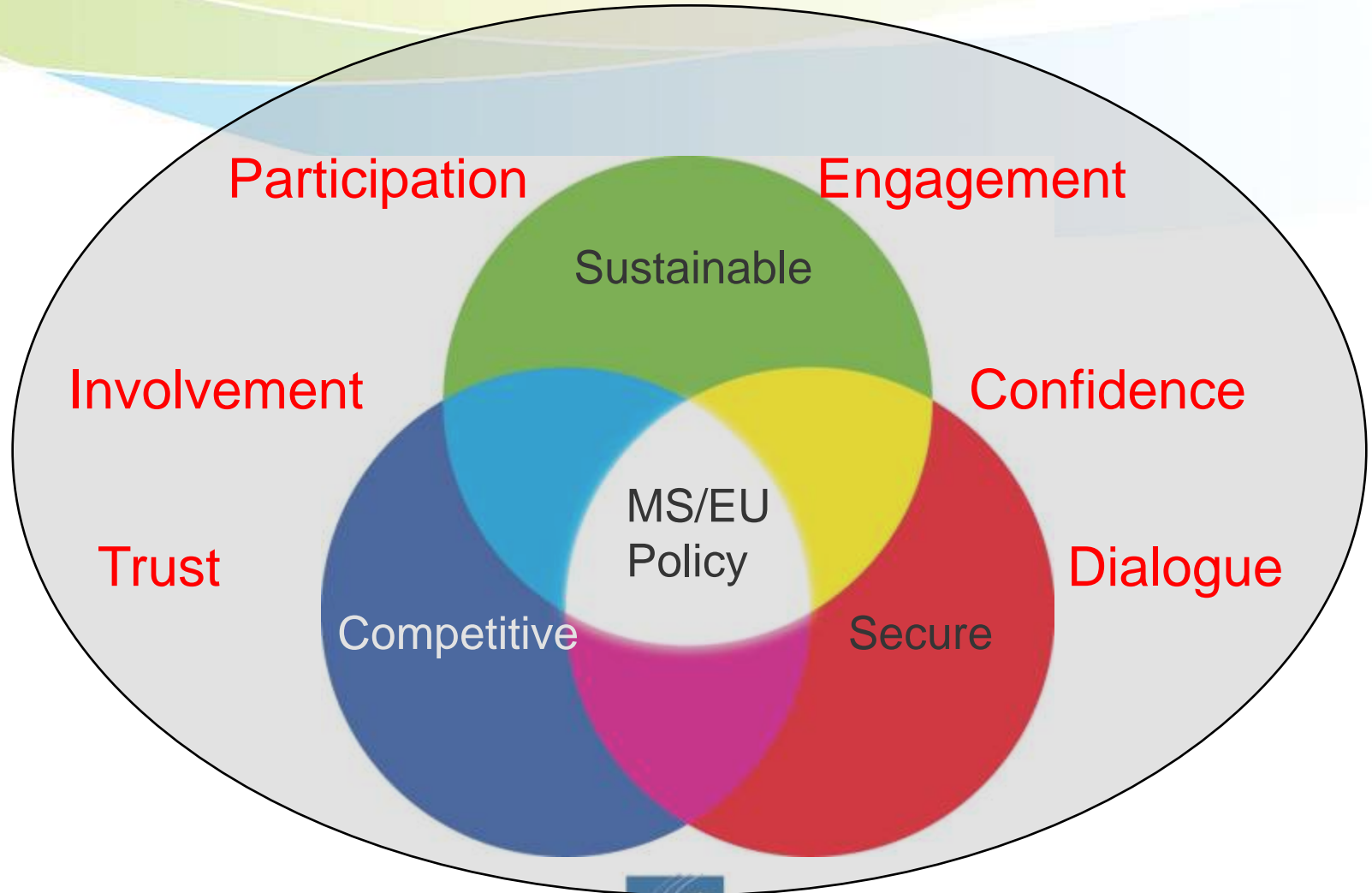
# Germany – ‘100% renewables’



# Policy Influences on Energy



# Policy Foundation for Energy



# 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



# From theory to reality

## 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**



# The Energy Dialogue as a social brand

energía  
diálogo

energia-párbeszéd

energiaalase  
dialoggi

energetinis  
dialogas

dialog  
energetyczny

energdialogen

