



Mission Efficiency
Elevate. Support. Invest.

An Energy Efficiency Ecosystem
Driving Progress

Alexander Ablaza

15 June 2023, Asia Clean Energy Forum

Mission Efficiency is a global collective of actions, commitments and goals on energy efficiency by a coalition of governments, organizations and initiatives. Energy efficiency represents the largest share of cost-effective actions to achieve the Paris Agreement. Mission Efficiency unites these partners and actions to accelerate the transition towards energy efficient economies worldwide.



Learn more at missionefficiency.org



Photo: Energy efficiency financing charette hosted at the UNEP Copenhagen Climate Centre, June 2022

We are seeking to drive progress on energy efficiency



Elevate energy efficiency in personal, organizational and global agendas - a clear narrative, convening partners, matching solution offers and advocating for energy efficiency.



Support energy efficiency with strategic and technical assistance by partners for progress in countries on key issues in high impact sectors, across multiple sectors or economy wide.



Invest in energy efficiency with coordinated and actionable project funding through loans, grants and incentives for infrastructure and projects by countries, funds and financial institutions.

An ecosystem is being built to promote coordinated and faster progress

- 2013 ● Copenhagen Centre on Energy Efficiency**
 SEforALL Energy Efficiency Hub, supporting action towards doubling the global rate of energy efficiency improvement
- 2014 ● SEforALL Global Energy Efficiency Accelerator Platform**
 Public-private partnerships helping countries and cities to build capacity and enabling environment for energy efficiency action in key energy using sectors
- 2014 ● IEA Energy Efficiency in Emerging Economies Programme**
 Programme for IEA to work closely with six of the world's largest emerging economies on energy efficiency
- 2019 ● Three Percent Club**
 A collaboration of governments and organizations launched at the Global Climate Action Summit with the goal to put the world on a path to three percent annual efficiency improvement
- 2022 ● Mission Efficiency**
 Campaign, Commitments and Partnership



Mission Efficiency Activities



Energy Efficiency Narrative Taskforce

ACTIVITIES

- Reframe key messages for a range of audiences to induce an emotional response on the benefits, experiences and feelings received from energy efficiency.
- Use the new narrative to motivate new energy efficiency commitments and raise ambition on existing ones.

It is time to flip the narrative of the benefits, experiences and feelings received from energy efficiency in our lives by developing emotion-based and humanized messaging that inspire a non-reductionist and abundant modern life.

BRIAN DEAN
Head of Energy Efficiency, SEforALL



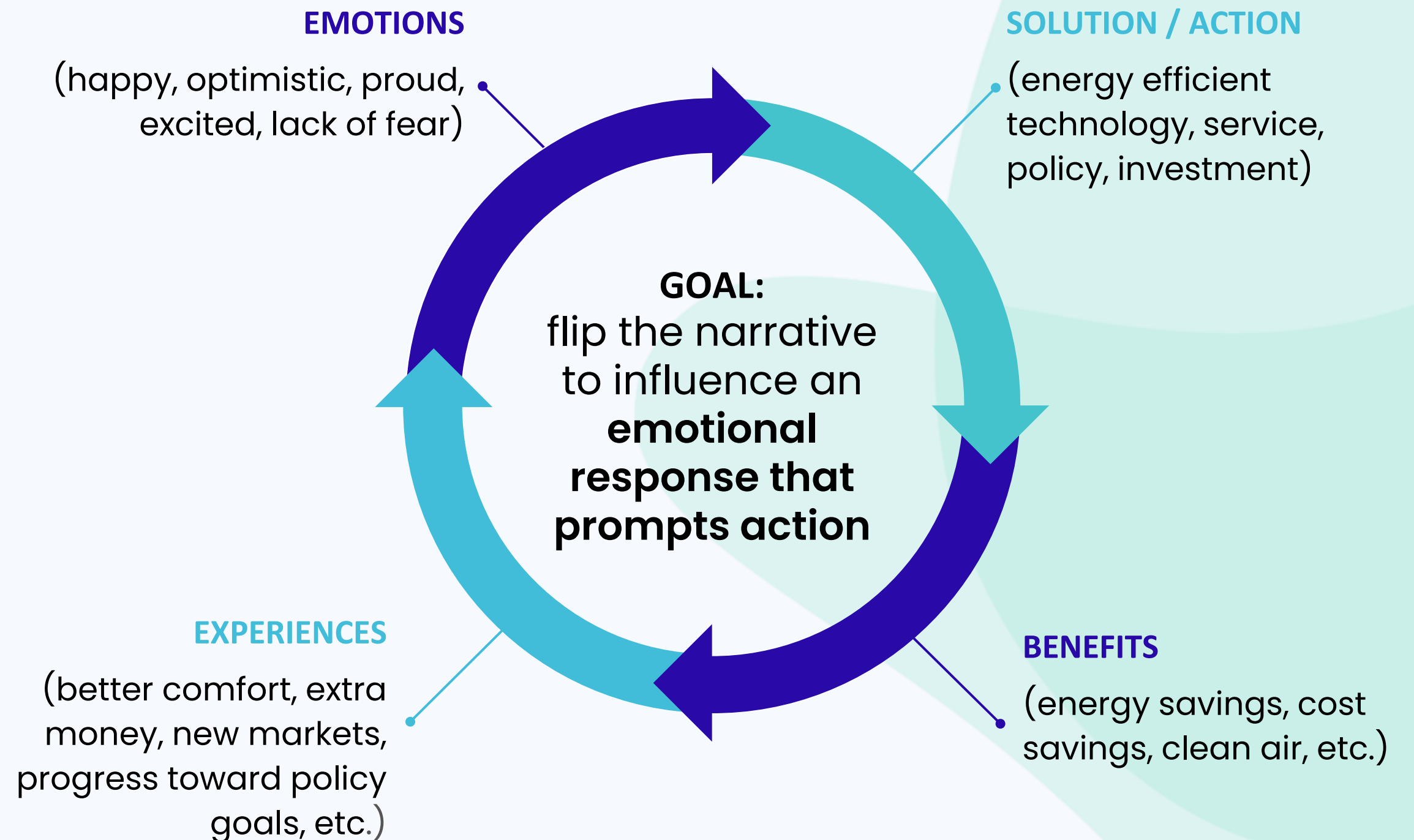
Energy Efficiency Narrative Taskforce

TARGET AUDIENCES

- Individual decision-makers: an Energy Efficient Life
- Societal decision-makers: an Energy Efficient World

FUNDAMENTALS

- **Abundance:** Not a reductionist agenda
- **Modernity:** A cool and modern feeling (compared to inefficiency)
- **Positivity:** Share the good news, while reflecting on the bad news
- **Meet people where they are:** link to familiar solutions and experiences



Energy Efficiency Narrative Taskforce

Charrettes: Interdisciplinary workshops to understand the enablers and drivers of energy efficient behavior.

- **New Delhi**, May 11. Energy Efficient LiFE Charrette
- **Paris**, June 8. Global Energy Efficient Life Charrette



Help the planet. Help your wallet. META campaign in selected countries to elevate energy efficiency and inspire daily actions that can bring more comfort and energy savings (India, Nigeria, Ghana and Kenya).



Widening the Net Taskforce

ACTIVITIES

- Identification of key partners and socializing energy efficiency investment with country and city governments, private sector and capital markets
- Showcase energy efficiency commitments made through Mission Efficiency and disseminate high-level commitments

The Widening the Net Task Force aims to attract companies and financiers to play a key role in placing energy efficiency as a leading opportunity for ambitious climate action. This is one of the ways through which Mission Efficiency is delivering on concrete impact. ”

GABRIELA PRATA DIAS

Head at the Copenhagen Centre on Energy Efficiency



Technology Selector Taskforce

ACTIVITIES

- Expand the use of a proven tool platform, EBRD Green Technology Selector, to trigger energy efficiency investment.
- Expand the reach of the tool platform to more countries, while adding all bankable energy efficiency solutions (technologies and services) and the policies that enable energy efficiency investment.

Collaborative action on the digital tools needed to de-risk energy efficient technology investment is pivotal to unlocking EE finance at the pace needed to achieve 40% global emissions reductions by 2050. The Technology Selector Task Forces is the home for this collaboration.

PAUL HUGGINS

Associate Director, Carbon Trust



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Marketplace Taskforce

ACTIVITIES

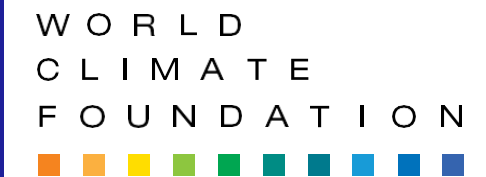
- Support project origination and matchmaking of energy efficiency projects with financiers.
- Advance collective support from partner initiatives to enable integrated investments and reduce risk, cost and time for financial institutions and investors.
- Gather existing de-risking facilities to trigger private and MDB finance.

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In order to meet global climate action goals, we must vastly increase investments in energy efficiency. The Mission Efficiency Marketplace connects to global energy efficiency and finance communities to increase ambition through project origination, de-risking and matchmaking.

STEVEN KUKODA

Executive Director, International Copper Association

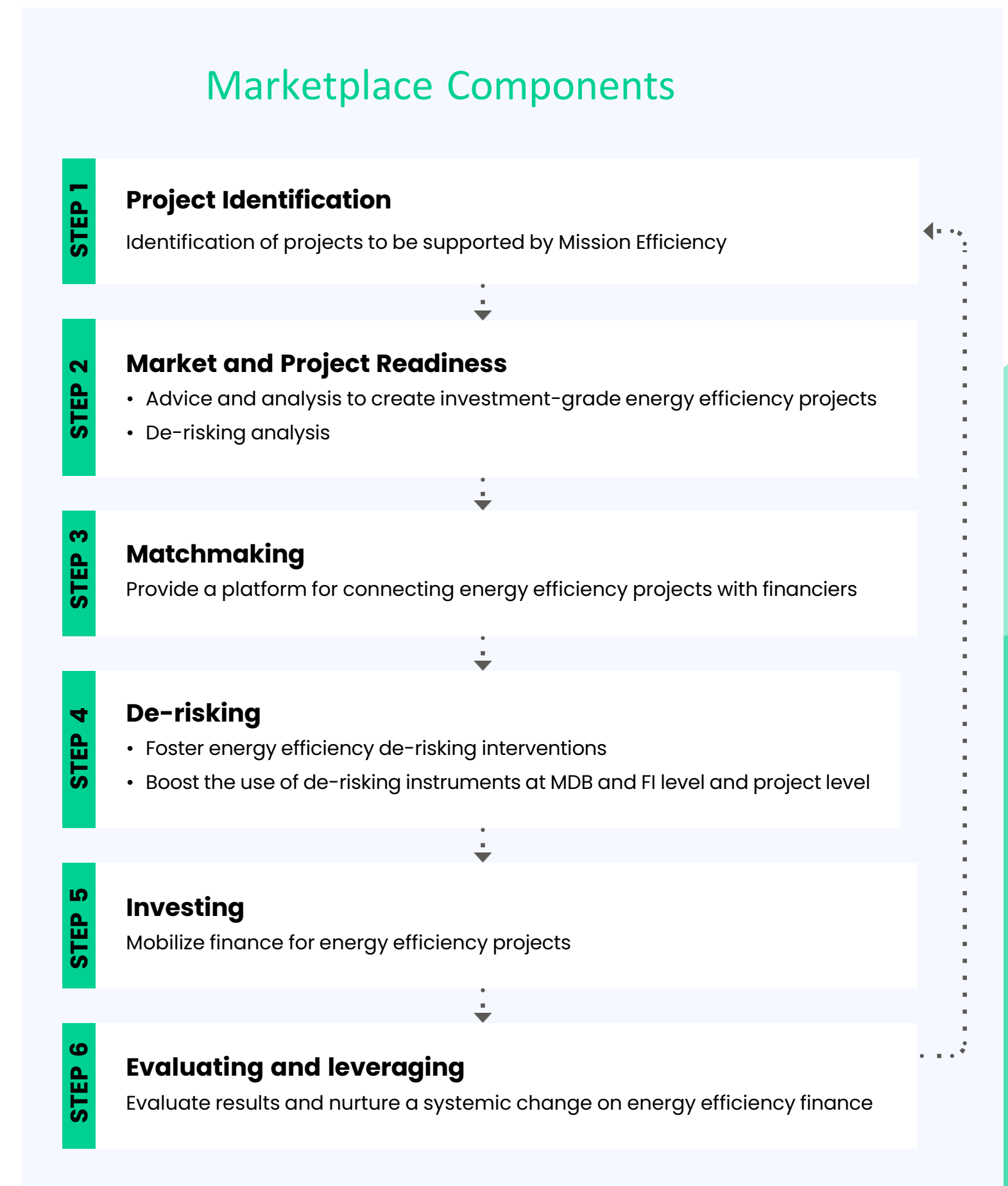


De-risking Energy Efficiency Finance

The Mission Efficiency Marketplace is a demand-driven platform to connect energy efficiency projects with financial resources to enable energy efficiency investment.

THE MARKETPLACE WILL:

- Provide advice and facilitate the creation of bankable energy efficiency projects.
- Support de-risking analysis and promotes risk mitigants and transaction enablers.
- Provide project preparation assistance.
- Support the enabling environment for energy efficiency investments.





Mission
Efficiency

How to be part of the energy efficiency ecosystem

- 1 Join the Mission Efficiency Taskforces.
- 2 Widen the net: Invite private and public stakeholders to join Mission Efficiency and help us to put energy efficiency at the forefront of climate action and economic recovery.
- 3 Make your energy efficiency **pledge** through the Mission Efficiency Website.

Get involved

<https://missionefficiency.org/get-involved/>

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