

Sustainable Energy Europe

2005-2008



First Annual Conference

Preliminary programme

28-29 November 2005

Résidence Palace - Brussels



A European campaign to raise awareness
and change the landscape of energy



Directorate-General
for Energy and Transport



EUROPEAN
COMMISSION



Preliminary Programme

DAY 1 – 28 November 2005

09:00 – 10:00

Registration and Welcome coffee

A Press Conference by Commissioner for Energy Andris Piebalgs will be held from 9:30 to 10:00

Official opening session of the conference: Sustainable Energy Europe 2005-2008

10:00 – 11:30

*High level keynote speeches to introduce the Campaign. The conference will be opened by Energy Commissioner **Andris Piebalgs**, tackling the new boost for a sustainable EU energy policy. Followed by keynote speeches from high level EU Institutions and Member State representatives.*

Round table 1: Energy efficiency, a major European challenge

Presentation and discussions of the views on the Green Paper of major public stakeholders. Tackling key ongoing EU initiatives to address the energy efficiency challenge.

Moderator: **Mr. Rob Kool, Director of SenterNovem, Secretary of EnR**

11:30 – 13:00

Presented topics and speakers include:

- Energy efficiency, the Green paper, **by Luc Werring**, Principal Advisor, DG TREN
- Challenges from the Green paper, a view from the EU regions, **by Bernd Vögerle**, Rapporteur for the Green Paper and Vice-President of the Austrian Federation of Local Authorities, Committee of the Regions
- Energy efficiency in Europe: the role of municipalities, **by Jeremy Smith**, Secretary General, Council of European Municipalities and Regions (CEMR)

Presentations are followed by a debate

13:00 – 14:30

Lunch (Walking buffet)

Round table 2: Energy efficiency: how to do more with less?

Presenting contributions to energy efficiency. To entice audience to get involved in the Campaign, by showing the benefits of becoming Associate or Partner. Discussion on the various opportunities offered by the SEE Campaign.

Moderator: **Alex Taylor, Journalist**

14:30 – 16:15

Presented topics and speakers include:

- Can the SEE campaign save energy? **by Alfonso Gonzalez Finat**, Director of DG TREN D
- Why to be Campaign Associate? The energy agencies role, **by Roger Léron**, President, FEDARENE
- Why to be Campaign Associate? Views from the Industry, **by Luigi Meli ***, Director General, CECED

Presentations are followed by a debate

16:15 – 16:45

Coffee Break

Round Table 3: How to finance Energy Efficiency?

Moderator: **Alex Taylor, Journalist**

16:45 – 18:00

Presented topics and speakers include:

- Getting financing for energy efficiency programmes, **by Zdravko Genchev**, Executive Director, Eneffect, Bulgaria
- The Energy Intelligent Europe Programme, **by Patrick Lambert**, Director of the IEEA, European Commission
- Structural Funds for Energy Efficiency, **by Peter Ungar**, DG REGIO, European Commission

Presentations are followed by a debate

18:00

Cocktail

* to be confirmed



Preliminary Programme

DAY 2 – 29 November 2005

Round table 4: Fostering energy intelligent behaviour through market mechanisms

Presenting the role of the industry and of the distribution in influencing consumer behaviour for a sustainable energy. Can energy efficiency create jobs?

Moderator: André Brisaer, Head of Unit DG TREN of the European Commission

09:30 – 11:00

Presented topics and speakers include:

- Can Energy efficiency create jobs? by **Adrian Harris***, Secretary General, Orgalime
- Why buying Energy Efficiency? by **Jim Murray**, Director of the European Consumers' Organisation (BEUC)
- Energy efficient mobility for competitiveness, by **Jonas Ericson**, Coordinator Environment & Health, Energy efficiency & job creation, Trendsetter

Presentations are followed by a debate: Energy efficiency and job creation

**Working Group:
Campaign
Associates and
Partners**

Presenting the role of Associate and Partners in the Campaign, Identifying new Partners.

International Press Center Room

11:00 – 11:30

Coffee Break

Round table 5: Civil society action to foster energy intelligent behaviour (Internet chat available)

Presenting and discussing social and public initiatives leading to more sustainable patterns of energy development. This session is focussed on the local authorities, social stakeholders and representatives of citizens.

11:30 – 13:00

Moderator: Alex Taylor, Journalist

Presented topics and speakers include:

- Energy education, by **Sergio Santos**, International Coordinator of the Eco-School network
- The role of environmental NGOs, by **Jean-Phillippe Denruyter**, European Unit – Climate and Energy, WWF
- Local Networking for spreading good practice, by **Gérard Magnin**, General Director, Energie-Cités

Presentations are followed by a debate: 200€ a barrel; the best public awareness campaign?

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International Press Center Room

13:00 – 14:30

Lunch (Walking buffet)

Round table 6: Energy Weeks/Days: can they make the EU citizen aware of sustainable energy benefits?

Presenting various local and national initiatives dealing with the organisation of Energy weeks/days. Discussing the impact of such actions and the interest of closer links among those initiatives and new ones, including networking to exchange experience and co-ordination of events.

14:30 – 16:00

Moderator: Bernhard von Mach, Campaign PR desk, Pracsis

Presented topics and speakers include:

- The National Energy Week in Finland, by **Irmeli Mikkonen**, Communications Manager, MOTIVA
- Local Energy days Ireland, by **Geraldine Cusak**, Manager, Meath Energy agency
- Regional Energy day in Slovakia, by **Roman Doubrava**, Director, Energy Center Bratislava

Presentations are followed by a debate: How do energy days create citizen awareness? Is there a role for the EC?

16:00 – 16:30

Coffee Break

Closing Session

16:30 – 17:30

- Visions for raising awareness towards energy sustainable developments, by **Mechtild Rothe***, MEP, European Parliament
- Presentation of the conclusions on the entire conference topics and closing address by **François Lamoureux**, Director-General DG TREN, European Commission

* to be confirmed