



**Australian Alliance to Save Energy (A2SE)  
Member Newsletter – January 2015**

Dear member

I am using the term 'member' flexibly as this message is going out to all of the organisations that have provided a financial contribution to A2SE in recent years and those that signed the 2XEP Roadmap commitment last April.

Please accept our apologies for the extended delay since our last communication. We've been totally absorbed in the doing of the Roadmap and have now spared some time for communicating what we've been doing.

You may be aware that A2SE has focused all its efforts in the last year on **2XEP – Doubling Australia's Energy Productivity** by 2030. This is an extremely ambitious project that will tie up all of our resources -and more- through to the end of this year. Our objective is no less than leading the development of a 2XEP Roadmap for Australia, and gaining acceptance for implementing this Roadmap from business groups in each sector of the economy, as well as from federal and state governments.

A2SE recognised that the great challenges of improving Australia's energy competitiveness *and* substantially reducing carbon emissions could be addressed simultaneously by implementing an aggressive energy productivity improvement target and the policies/programs needed to achieve it. Our vision is an energy productive economy that is innovative, integrated, thrifty - and does not accept energy waste, competitive, low carbon and clean.

We have made remarkable progress after being inspired by the experience of our sister organisation, the Alliance to Save Energy. They successfully developed a comprehensive plan with non-partisan support for doubling US energy productivity by 2030. This goal is now Obama administration policy.

We delivered the 2XEP Forum on Energy Productivity in April 2014; a very successful gathering of over 250 leaders talking about how we could double our energy productivity in each sector of the economy. Together with a wide range of collaborators we then scoped a program of research, stakeholder engagement and communications to define how we could achieve 2XEP and build support for 2XEP. In parallel, we secured funding to kick-off the program.

And we achieved a lot of cut through in 2014:

- The Energy White Paper, expected out early this year, speaks to development of a national energy productivity plan
- The G20 had a focus on energy efficiency and 'energy productivity' terminology is now increasingly used internationally
- The Commonwealth Department of Industry and NSW Office of Environment and Heritage now have policies and programs framed as 'energy productivity'

activities.

- Financial support for Roadmap development was sourced from Commonwealth agencies – Department of Industry, Department of Environment and Clean Energy Finance Corporation, as well as from the NSW Government, and we have garnered interest from the new Victorian Government.
- We developed a ground breaking conceptual ‘framing paper’, *2XEP Australia’s Energy Productivity Opportunity*, available on our website, and communicated the key messages from that paper in a public function in November, with Minister Rob Stokes as the keynote speaker along with John Osborn, the chief economist at ACCI.
- We finalised, with input from our research partners, comprehensive Roadmap discussion documents for the manufacturing, mining and agriculture sectors. Papers covering the built environment (commercial and residential buildings) and passenger transport will be complete shortly.
- Initial stakeholder engagement activities in several key sectors which will be stepped up early this year. Several major organisations such as ACCI have publicly endorsed the 2XEP target and approach.

The 2XEP program is being undertaken by the A2SE team with a range of collaborators and consultants. The in-house team includes:

- Jonathan Jutsen, A2SE chairman;
- Tony Westmore, our full-time general manager; and
- Anita Stadler, who heads up research.

The first quarter of this year will see:

- Very active stakeholder engagement program to build business involvement in the development and refinement of the initial sector Roadmap papers
- Identification of patrons for the program and ultimately a steering committee
- Design of some ‘quick win’ programs for manufacturing and other sectors, such as a voluntary commitment program
- National energy productivity event: a half-day briefing in Canberra in late March
- Freight transport sector Roadmap paper
- Comprehensive communications program to explain the need and justification for taking up 2XEP
- Project to review the role of renewables in 2XEP (subject to funding)

We also hope to make a major contribution to the proposed Energy White Paper energy productivity plan.

These activities are building towards the target of having a 2XEP Roadmap, endorsed by businesses, their associations and governments, in place by the end of 2015.

Yes, it is a very ambitious program. The Roadmap is critical for the future of energy management, carbon mitigation and national economic productivity and competitiveness.

We need you and your organisations to support our work and participate in the program to deliver on this promise. We are currently undertaking a membership drive to renew and grow our membership base. At this stage, membership is the best way to support the Roadmap

initiative and our other work. Your ongoing leadership in sustainability will be recognised through support of, and association with, 2XEP.

We offer two levels of membership (see below). Benefits include acknowledgement and branding as well as privileged participation in meetings and events. Please let me know if you have thoughts or questions. In the next week or two we will be would like to discuss your continuing support and involvement in our work.

Kind regards,

Jon

Jonathan Jutsen

Chairman, Australian Alliance to Save Energy

phone 0418 510 109 email: [jonathan.jutsen@energetics.com](mailto:jonathan.jutsen@energetics.com)



### **Australian Alliance to Save Energy Membership 2015**

**Fellowship** level membership offers the benefits of Ordinary membership plus:

- acknowledgement of sponsorship of the Roadmap project, including branding on A2SE website homepage, in all Roadmap publications (digital and printed), at all Roadmap events, and in promotional activities and materials for the 2XEP agenda,
- participation at no charge at all Roadmap public events, participation in private policy briefings including economy-wide and sector-level briefings,
- eligibility to stand for A2SE Board – assigned positions for Fellowship members.

**2015 fee: \$15000**

**Ordinary** membership offers

- listing and logo placement on the membership page of the A2SE website,
- recognition and listing at A2SE events,
- eligibility to stand for A2SE Board

**2015 fee: \$5000**

**To renew your membership, please email Tony Westmore, General Manager A2SE at [tony.westmore@a2se.org.au](mailto:tony.westmore@a2se.org.au) or call 0419 256 339 and we'll arrange an invoice.**