



Global Alliance for Energy Productivity

Addressing climate change will require improving the efficiency with which the world uses its energy resources and produces its energy services. One important need for strengthening and integrating current efforts—which typically focus on energy efficiency technologies and programs in specific sectors—is to set high-level energy efficiency targets and get leaders to commit to meeting them. Such high-level actions are critical for scaling up overall demand for energy efficiency. Further, 2015 is a pivotal year in efforts to address global climate change; the 21st Conference of the Parties of the UNFCCC (COP21) is a key opportunity for securing commitments from countries to take action that will reduce carbon emissions.

The mission of the Global Alliance for Energy Productivity (GAEP) is to **secure policymaker and corporate commitments to improve energy productivity**—i.e., the amount of GDP created per unit of energy consumed—in order to promote the adoption of sound energy efficiency policies and practices by governments (at all levels) and businesses around the world. These commitments and actions will reap multiple benefits such as improved energy security, significant monetary savings, and economic growth, and will drive reductions of significant quantities of CO₂. The intended outcome of such efforts is **a doubling of energy productivity in participating regions by 2030**. Efforts will focus on the U.S., Europe, India, and, China, but all governments, businesses and interested stakeholders worldwide will be invited to support this goal.

Objectives

A key objective of the program is to **change the conversation around energy efficiency to focus on its role in building strong economies, growing jobs and increasing prosperity**. Framing efficiency goals and targets in terms of energy productivity enables decision-makers to deliver a dynamic message and set actionable agendas. Energy productivity messaging also easily fits within and injects new momentum into conversations about sustainability, resiliency and climate goals.

A simultaneous objective is to ensure that **highly influential opinion, business and civic leaders in countries worldwide serve as GAEP Partners in disseminating the message** regarding the benefits of improving energy productivity and the policy options for driving such change. These “influencers” also need to show that they are taking actions and putting in place policies or procedures for increasing energy productivity within their own spheres of influence.

Approach

The structure and organization of the GAEP initiative will be modeled on the **Alliance to Save Energy’s “Energy 2030” campaign** to double U.S. energy productivity by 2030. Launched in 2012, and committed to by President Obama in 2013, more than 115 companies and organizations have endorsed the U.S. Energy 2030 goal, representing more than \$570 billion in revenues and employing more than 1.8 million people. Modeling of the Energy 2030 goal indicates that doubling U.S. energy productivity by 2030 would decrease U.S. CO₂ emissions to 4 billion metric tons; save \$327 billion annually—\$95 billion in buildings, \$139 billion in transportation and \$94 billion in industry; add 1.3 million jobs; and reduce imported energy sources by over \$100 billion. Building on existing targets and policies, the GAEP will

engage leaders from business and governments to showcase energy productivity commitments and actions, and work with key partners and associations to expand outreach and engagement.

Structure

As Secretariat of the GAEP, the Alliance to Save Energy will develop the tools, networks and momentum to support energy efficiency policies in those countries wherever the commitment exists to double energy productivity by 2030. The GAEP will be led by a ***Steering Committee*** comprised of key business and policy leaders from the U.S., Europe, India, and China, as well as other interested countries. In addition to being the “visible faces” of the initiative, ***Steering Committee members will recruit Partners who will influence policy and decision-makers to serve as Endorsers who will adopt energy efficiency policies. GAEP Partners*** will include influential associations, coalitions, businesses and government agencies that can amplify the “call to action” and secure endorsements and actions to help achieve the goal of doubling energy productivity by 2030.

Regional Partners will include local NGOs in each focus region that will help engage policymakers and identify and recruit corporate and other key stakeholder partners. ***Corporate Partners*** will include trade, industrial, and business entities to help scale up the number of individual companies endorsing the goal and committing to action, as well as to influence policymakers. ***Global Partners*** will include International and multilateral entities to help promote the goal of doubling energy productivity, provide in-kind or financial support, and/or host related forums. At all levels, the GAEP will share experiences and best practices in order to help advance global energy productivity improvements, encourage other entities and organizations to endorse the GAEP goal, and put measures in place to achieve it.

The GAEP will aim to secure endorsements of and commitments to action toward doubling energy productivity from a diverse and influential cross-section of the global economy. Special emphasis will be placed on securing commitments from policymakers within the target countries and businesses with significant scale in terms of revenue, buildings footprint, and/or emissions. Recruitment will be the shared obligation of the Secretariat, the Steering Committee and the Partners. ***Regional Sub-Committees*** will further support the work of the GAEP through networks engaged in outreach, implementation and monitoring of productivity initiatives at the national, state/provincial, and local levels.

Measuring Success

Endorsement of the GAEP goal is intended to serve as the catalyst for enactment and implementation of energy efficiency policies and strategies that will increase energy productivity. The success of the initiative will be tracked based on a variety of metrics—e.g., number of partners and endorsers and their constituents/financial strength, publicity for GAEP, and estimated potential energy savings and CO₂ reductions resulting from the goals and policies put in place. To assist with development of appropriate metrics, ***GAEP will convene a Technical Advisory Committee comprised of senior level efficiency experts in the development of metrics, performance measurement, and reporting methodologies to assist with these functions.*** The committee will work with in-country partners to assist, as needed, in the development of appropriate recommendations and actions that will lead to concrete efforts to double energy productivity in 2030.