



European Economic and Social Committee

TEN

Section for Transport, Energy,
Infrastructure and the Information Society



**EUROPE'S ENERGY
TRANSFORMATION
– AVENUES OF ACTION
FOR THE SOCIAL PLAYERS**

Energy technology
deployment towards better
demand-side management and higher efficiency

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Foreword

The conference 'Energy technology deployment towards better demand side management and higher energy efficiency' was both a timely and necessary contribution to the ongoing European debate on energy policy.

It was timely because the window of opportunity for mitigating the potentially disastrous effects of climate change is slipping swiftly away. In parallel, the security of Europe's energy supply is endangered if we cannot reduce our dependence on fossil fuel imports. It was also timely as it immediately followed the publication of the European Commission's proposals to meet these twin challenges that include ambitious targets for renewable energy.

The full implementation of these targets will require a profound transformation of the EU's energy system and of society as a whole. There are many barriers to full implementation. One of them is of direct relevance to European civil society organisations, which we represent here in the European Economic and Social Committee at the European level and in our partner institutions at the level of members states: that is the necessity to ensure that the new policy measures are understood, agreed upon and, above all, transformed into concrete action by the European actors, be it at their workplace or in their private life.

This requires effort from us all. At work, at home and in all our activities, the participation of all parts of society is critical to the success of EU energy policy and demands the inspiration and direct involvement of organised civil society in the promotion and implementation process.

The European Economic and Social Committee is a bridge between the EU and European civil society organisations and is well prepared to take on its responsibilities in the critical domain of energy. Energy is the lifeblood of our economy and our society. The future will see changes in the way that we move, consume products and manage our economy. This will require technical, financial and behavioural change.

This conference showed that technical developments are available and new financial instruments can assist their deployment. Furthermore, it shed light on methods to motivate behavioural change and the critical role of civil society in achieving the necessary transformation of our society.

Above all, it is clear that this transformation towards a sustainable and secure energy supply for Europe must be based on solidarity between all actors in European civil society. Only this will ensure an equitable and acceptable solution for and by all its citizens.



János Tóth
President of the European Economic and Social Committee's Section
for Transport, Energy, Infrastructure and the Information Society

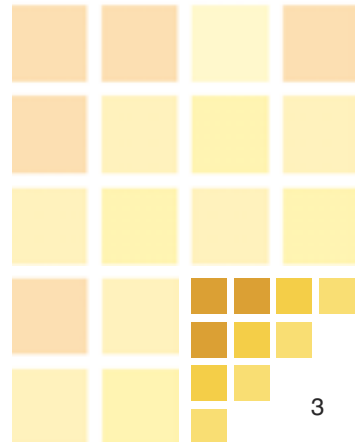


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Executive summary

We live in an era of transition for the energy sector. The twin pressures of climate change and concerns about the security of energy supplies to Europe mean that major change is inevitable – change, that necessitates concerted action across the whole of society, but also brings about new opportunities for Europe's economy: it is not a question of if or when, but of how and now.

With active participation of the EU Commissioner for Energy Andris Piebalgs and the Belgian Federal Minister for Climate and Energy Paul Magnette the colloquium 'Energy technology deployment towards better demand-side management and higher efficiency' – organised jointly by the European Economic and Social Committee (EESC), the Belgian Central Economic Council (CEC) and the Belgian Federal Public Service Economy and Energy (FPS) – explored the new and ambitious EU energy policy that is addressing these twin challenges and examined the role of civil society in this context.

There is consensus in this forum that implementing energy policy must be sustainable, provide security and offer solidarity. The issue affects us all and requires us all to adopt new ways and change our behaviour. And any proactive energy policy must offer incentives to promote change whilst preserving economic competitiveness. In addition, ensuring our energy supply is secure and sustainable must not be at the expense of any part of our society.

European energy policy, both proposed and already in place, provides the framework within which civil society can operate to provide solutions locally, regionally and nationally, and across the various families of stakeholders. New technology, in particular widespread adoption of renewable energy sources, is an essential part of this, but efforts to reduce energy consumption are as important, if not more so.

Concerted inspirational efforts across society are required to bring about a significant energy revolution and a truly sustainable and successful energy economy. The basis of such efforts must be solid alliances between the various civil society actors.

Energy technology deployment towards better demand-side management and higher efficiency

– Aims and Objectives

This joint colloquium was organised as part of the EU's 2008 Sustainable Energy Week. The conference was held in the EESC headquarters in Brussels.

The colloquium was organised by the European Economic and Social Committee (EESC), the Belgian Central Economic Council (CEC) and the Belgian Federal Public Service Economy and Energy (FPS) as it addressed European policies and their implementation at member state level.

The gathering took as its context the new and ambitious EU energy policy¹ that is addressing the twin challenges of climate change and security of supply by proposing a profound transformation of European energy systems. Clearly, innovative technology can play a key role in implementing this policy. But deployment of this new technology is not yet widespread and many potential users will require further assurance and support to adopt it.

The conference brought together experts, political decision-makers and social and economic players from national and European levels and sought to find answers to some key questions:

- How can we accelerate technology deployment in the transport and construction sectors?
- What types of financial incentives and mechanisms can be put in place to foster uptake of more efficient energy technologies?
- How can consumption patterns be changed to meet EU energy policy objectives in a cost-effective way?
- And what is the role of civil society organisations in this area?

1. The so called "EU Climate Change-Energy package" of January 2008.

It comprises a set of key policy proposals that are closely interlinked.

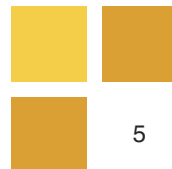
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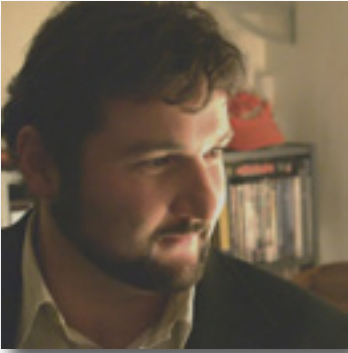
- a) a proposal amending the EU Emissions Trading Directive (EU ETS);
- b) a proposal relating to the sharing of efforts to meet the Community's independent greenhouse gas reduction commitment in sectors not covered by the EU emissions trading system (such as transport, buildings, services, smaller industrial installations, agriculture and waste);
- c) a proposal for a Directive promoting renewable energy, to help achieve both of the above emissions targets.

Other proposals that are also part of the package include a proposal for a legal framework on carbon capture and storage, a Communication on the demonstration of carbon capture and storage and new guidelines for environmental state aid.

The complete set of Commission proposals can be found

at:http://ec.europa.eu/commission_barroso/president/index_en.htm





We can and must do better.



No one can take secure and affordable energy for granted. We must consume less and consume better, but also ensure that policies do not harm the socially disadvantaged.

The energy challenge: sustainability with security

The scale of the global energy challenge was summed up by **Michael Taylor of the International Energy Agency (IEA)** who predicted that global energy demand is likely to grow by 50% over the next 25 years. Clearly, this is a baseline global energy scenario that is not sustainable or as he succinctly put it: "It is not clean, and it is not clever." A new energy revolution is needed just to bring atmospheric greenhouse gas (GHG) levels in 2050 back to today's already dangerous levels, let alone to lower them! He sees demand-side management (DSM) as vital to changing this picture. "We can and must do better," he said and emphasised that improved energy efficiency is the most important part of the picture. A more capital-intensive energy system will be needed with a radically different energy infrastructure. And the change must start now, with global participation.

Belgian Federal Minister for Climate and Energy Paul Magnette agreed and held that the energy debate had taken a fresh turn: "With surging oil prices plus increased energy demand, no one can take secure and affordable energy for granted." Belgium is harnessing renewable energy sources (RES) and hopes to achieve a 13% share for power by 2013. However, reducing energy consumption without damaging competitiveness is essential, warns Robert Tollet, president of the Belgian Central Economic Council. "We must consume less and consume better, but also ensure that policies do not harm the socially disadvantaged."



The EU response

The Commission's energy package, published on 23 January 2008, has set the path for the EU's future energy policy. **Energy Commissioner Andris Piebalgs** admitted that the "target of 20% energy from renewable sources and 20% improvement in energy efficiency in the EU by 2020 is ambitious". But he reiterated the three pillars of the policy: the urgent need to tackle climate change; the urgent need to tap into new sources of energy to enhance the security of supply; and ensuring that Europe's competitive position is not jeopardised. But he warned that to be in a position where over 50% of Europe's energy is imported is clearly non-competitive.

The Emissions Trading Scheme (ETS) will help reach these EU targets and new state aid guidelines will allow for increased governmental investment in the sector. Piebalgs is encouraged by the growing number of European cities (over 100) which have already signed up to reduce their emissions by more than 20% by 2020. "It is for regional, national and local societies to make the change," he believes. "The action for change must be closer to the citizen and, for success, we need everyone's involvement."

"More and better research is an essential element to improve energy technology," comments **José Manuel Silva Rodriguez, the director-general of the Commission's Research DG**. "But the 2050 targets must be much more ambitious. For 2050, we need to move towards complete decarbonisation." He foresees a wide spectrum of technologies playing a part: truly sustainable second generation biofuels, photovoltaics (PV), nuclear fission and fusion, together with an intelligent EU-wide power grid and 'breakthrough' energy storage materials.

Vice-chair of the European Parliament's Committee on Industry, Research and Energy Catherine Trautmann, MEP, saw a need for a truly integrated and competitive internal market for energy. This will make a major impact on energy decisions but it needs a regulatory agency but with real powers. "We must think long term," she stressed. "This requires a citizen debate; not just a technical debate."



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Sustainable technologies – can technology provide the solution?

Two sectors that can make a major contribution to reducing energy use are construction and transport. In the building sector, **Martin Jakob of the ETH Centre for Energy Policy and Economics in Zurich (CH)** highlighted numerous existing success stories: for example, window glazing has achieved significant reductions in thermal transmittance since the 1950s. A key element is the establishment and propagation of new building codes. Higher standards rapidly increase market share for new technologies. This works for national codes and would work better with EU-wide standards. In Switzerland, new technology, such as heat pumps, is increasing in popularity, which requires a clear framework for all players (the installers, power companies, etc.) involved and quality assurance of the technology for the end-user is an essential element – i.e. new technology must deliver promised benefits and work!

Jakob also advocated the Minenergie labelling approach. This label established a performance-based reference for energy efficiency in new housing. It has increased the market share of energy-efficient new housing in Switzerland as consumers see the benefits of energy-efficient new housing considerably outweighing any extra costs. But the energy efficiency of the existing building stock still is a major issue.. External insulation is a possible solution but the retrofit rate is low and will need further incentives.

Smart metering and home automation systems could help reduce energy demand in the residential sector, according to **Geert Deconinck of the Catholic University of Leuven**. “To measure is to know – if you don't know your consumption, you will find it hard to measure your improvement,” he observed.

Improving energy efficiency often requires significant investment, but there is a high return on that investment. Deconinck advocated that consumption should be made more understandable for the average citizen, with power use converted into cash terms. He foresees energy meters that create their own webblog – so homeowners are aware of energy use wherever they are – and allow power usage to be automatically controlled to take advantage of the best tariffs that, in turn, relate to demand.

Such demand-side actions look promising but rely on national implementation action. **EESC member Antonello Pezzini** recalled a series of previous energy-efficiency directives from the EC dating back to the 1990's that had set out the need for energy savings and had set out the concept of third party financing to achieve improvements for buildings. Unfortunately the opportunity had not been grasped at the Member State level and in fact a majority of EU



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If you don't know your consumption, you will find it hard to measure your improvement.



We need third-party financing to achieve improvements in the energy efficiency of buildings.

Member States were now being fined for non-compliance with the Directive 2002/91! There were exceptions, but in terms of energy saving “European countries had been behind” he believed. With a new directive to be published in October 2008 this had to change, with all social players taking a stance: his own organisation had already made energy savings of 10% in their own operations.

Transport innovation

Yves Toussaint of the Belgian company Green Propulsion and the University of Liège recalled that the first car to achieve a speed of 100km/h in 1899 was electric and the first patent for what we would now call a hybrid vehicle was registered in 1897. Green Propulsion works on alternative fuels, electric drive, lithium batteries, advanced hybrids and fuel cell projects with a focus on urban transports and sports cars, including one that ran for over 2,100 km on only one litre of fuel.



The first car to achieve a speed of 100km/h in 1899 was electric and the first patent for what we would now call a hybrid vehicle was registered in 1897. To accelerate market acceptance of new transport technology there was a need to compare explicitly external costs over the vehicle lifetime.

Hybrid vehicles cover a wide range of technologies and that deliver a spread of environmental performances at varying cost. Analysis of the vehicle life costs shows that hybrids are still more expensive than diesels over 15 years. However, manufacturing costs are likely to fall quickly and, in the long term, technologies, such as “plug-in” hybrids, will deliver big benefits to owners. He felt that to accelerate market acceptance of new transport technology there was a need to compare explicitly external costs over the vehicle lifetime. This would allow a common combined factor for total procurement costs including fuel and pollution.

Andrea Ricci of the Institute for the Studying of System Integration (ISIS) studies developments on the demand side to promote sustainable mobility, i.e. reducing congestion, fuel consumption and pollution. He stated that increasing fuel prices have not reduced consumption. Private vehicle use is subject to a wide range of taxes, most of which are not geared to specific objectives. “This sends the wrong pricing signals,” said Ricci. “The key is cost-based road pricing through internalisation of external costs that allows charges to be differentiated on a user/polluter pays principle.”



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Ricci highlighted the London Congestion Charge as a pricing scheme that works: reducing both congestion and emissions. A similar but more highly differentiated trial in Stockholm had also succeeded. In highly congested cities, road pricing had a big effect on emissions. But social exclusion from transport is an issue. This could be mitigated by the promotion and use of alternative or improved (public transport) systems. A future extension of the ETS to transport would be possible for aviation but including the road sector would not be easy.



Sustainable finance

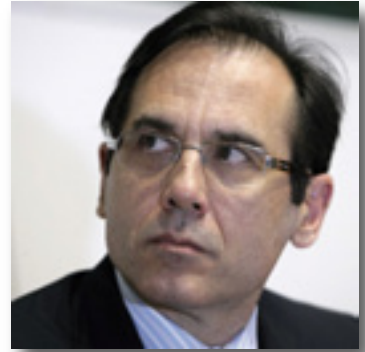
In parallel with the emergence of new technologies, Europe is developing new mechanisms to finance them. **Juan Alario Associate, head of the European Investment Bank's (EIB) Energy Efficiency and Renewables division**, is a firm believer in Europe's energy efficiency policy. "Since 2006, EIB investment in renewable energy systems has trebled to €2 billion," he said.

EU objectives require the fast development of low-carbon technologies. The current cost is high but this should decline rapidly. In the medium term, there is also a need to renovate existing power stations and electricity grids. He estimated that total RES investment could be of the order of €600-800 billion. The EIB has a strong expertise in energy and there is great demand for finance: its energy-related lending is 50% over target. Financing for energy efficiency itself is often part of other investments and not easily separable, while energy efficiency projects are often small in size. There is a need for new financial instruments and the development of expertise in this area to assess risks and benefits better. Alario also saw a role for government to ensure the best energy efficiency in public buildings.

"Invest now for cost reduction later to gain technology leadership in expanding markets," Alario urged. He believed that adequate financing would be available if policy and regulatory frameworks were clear and stable.

The financial sector is developing specific instruments for energy saving projects. An example is the Triodos Bank based in Belgium that describes itself as a sustainable bank and is exclusively involved in financing companies and projects with a social, cultural or environmental value. Its main investments are in environmental projects, such as loans for new eco-buildings, energy saving, co-generation or RES.

Gregory Corbeau from the Triodos Bank described the three approaches Triodos employs: direct investment (loan to end user); indirect third-party investment (often via an Environmental Services Company), and via project finance. Payback to Triodos clients is often related to the energy savings that their projects realise for the end-user and is profitable for the client, Triodos and the end-user.



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Changing our behaviour



Successful demand-side management is possible. The best energy is the energy we don't use.

With the technology and finance available, success in reducing energy consumption still requires people to take positive action. But how can we induce this change throughout society? "Successful demand-side management is possible," said **Marie-Pierre Fauconnier, director-general of the Belgian Federal Public Service Economy and Energy**, citing the example of California where considerable per-capita energy savings have been made. She saw three roles for government in the promotion of DSM and end-use energy efficiency: incentives for new technology; provision of information to citizens to change behaviour; and financial instruments to differentiate tariffs and other measures. As she put it, "The best energy is the energy we don't use."



Simply providing information on energy saving does not change behaviour, unless it is backed up by trusted peers. Research shows no association between energy saving techniques and knowledge about climate change. In fact, some studies show the reverse: the more people know, the less they save!!

But changing societal behaviour is a complex issue. The drivers for real change are not obvious in many cases asserted **Françoise Bartiaux of the Belgian Scientific Research Fund (FNRS) of the Catholic University of Louvain (UCL)**. Simply providing information on energy saving does not change behaviour, unless it is backed up by trusted peers. Information raises awareness but other factors motivate consumers to take action. Research shows no association between energy saving techniques and knowledge about climate change. In fact, some studies show the reverse: the more people know, the less they save!

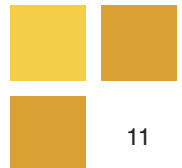
To most citizens, comfort is much more important than knowledge about the environment. "You can ring as many alarm bells about the environment but only those who want to will hear," noted Bartiaux. "What most people want is to make their daily lives more simple."

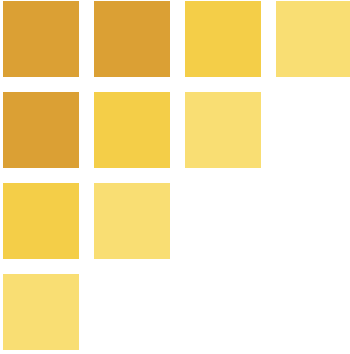
Giving personalised information is important. The information needs to be consistent and in context. And people need to be able to talk to their peers about recommendations and be supported and their actions approved. Most critically, Bartiaux argued, many positive factors were needed to encourage action, but only one negative factor could halt change.



To succeed, environmental promotion must be as efficient as that of the big brands.

Could environmentalists get inspiration from the marketing strategies of leading commercial brands? Marketing is all about changing behaviours, maintained **Arnaud Pêtre of the Department for marketing, Catholic University of Louvain (UCL)**. The big brands do this all the time. Good marketing is all about subconscious affective conditioning: "the association of a brand with an affective trigger".





The marketing role is to understand and fulfil the need to create value. "To succeed, environmental promotion must be as efficient as that of the big brands," said Pêtre. This needs a marketing segmentation approach but it is not possible to produce a one-size-fits-all solution.

Pêtre agreed that conveying the facts is important but not enough, you need to appeal to affective behaviour, to make positive links, provide an emotional trigger, and meet unconscious needs. The important thing is to make people "do" – learning and feelings are not enough.



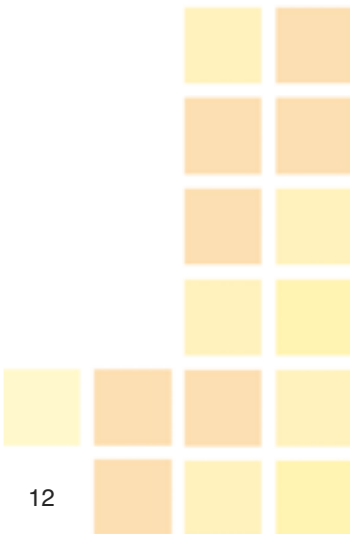
The best way to save is to stop spending.

Civil Society – working together, showing the way

An excellent example of what can be achieved by civil society is in Narbonne in the south of France. Narbonne has a population of 50,000 and, in conjunction with energy company EDF and the European Institute for Energy Research (EIFER), has developed a wide-ranging energy plan. Reducing consumption is priority and as **Patrice Millet of Department of Strategic Development of the City of Narbonne**, France said: "The best way to save is to stop spending."

From January 2009, only energy-positive buildings will be allowed for new municipal facilities. The Narbonne approach is progressive on all fronts, from transport, where mobility buses, car loan schemes, bike stations and electric river shuttles are among the innovations, to energy where thermal and PV panels are promoted. 'Energy independence' is sought via a range of RES initiatives, including a project to build the largest PV 'energy farm' in France.

In the city's new 'Sustainable Quarter' seven objectives have been defined: the area should have zero CO2 emission; it is car free; passive buildings will halve energy consumption; RES will fulfil all energy requirements; drinking water consumption will be reduced by half; all refuse will be sorted at source and collected 'silently'; and a service will be put in place to support actions by 'eco-citizens'. A key element of the Narbonne initiative's success is its integrated and holistic approach: an approach that highlights one way forward.



Ana Belén Sánchez of the Union Institute for Working Environment and Health (Spain) presented a further example of a civil society organisation's action in raising energy awareness in the workplace. The union activist said that clearly workers, like all citizens, are at risk from climate change. Competitiveness with social cohesion is required and her union conducted roundtable debates to investigate the issues. To help workers to better understand where energy supplies come from and their impact, the union produced short briefings for employees. It also worked on energy saving plans and RES initiatives with workers and companies. Savings from such collective action to reduce energy can be placed in a social fund for use by company employees.

Sánchez's main message is that workers, as all citizens, and their representatives need to be involved in ecological management in companies to help bring changes in behaviour through information, training and participation.

And eco-action on energy efficiency can bring benefits to all parts of society as **Jean-Pierre Liebart from the Belgian Confederation of Construction** explained. A 2005 study undertaken by the Belgian Central Economic Council and involving all social partners showed that improving insulation in Belgium's current residential housing stock had a great potential for improved energy efficiency at relatively low cost and would have an economic bonus. The bonus would be extra jobs generated by construction work using local materials and suppliers plus extra local services, leading to a triple dividend for society: economic, social and environmental.

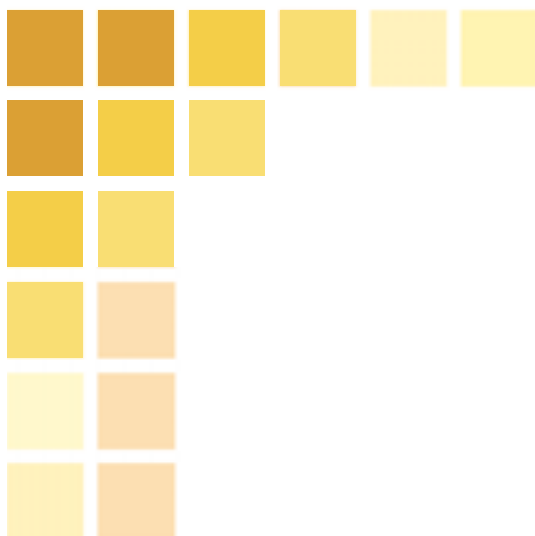
Such win-win benefits are critical to ensure the whole of society can engage with the energy challenge ahead.

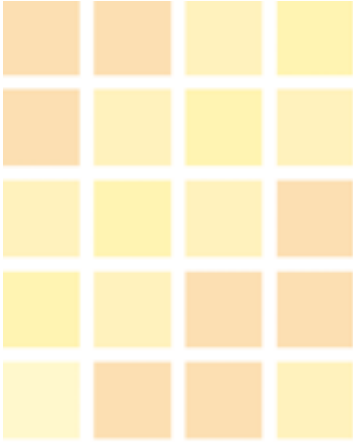


Workers, as all citizens, and their representatives need to be involved in ecological management in companies to help bring changes in behaviour through information, training and participation.



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Conclusions: solidarity for a sustainable, secure energy future

To remain competitive in the medium to long term, Europe needs an energy supply that is sustainable and secure.

A key message from the colloquium, voiced by delegates and speakers from all sections of society, is that an integrated and inclusive approach is required to achieve our ambitious but essential objectives to reduce energy consumption and promote secure and sustainable energy sources.

There are potentially conflicting elements in policy. Price can control demand, but sections of society must be protected from energy poverty. Liberalised energy markets may, in contrast, increase competition and reduce prices, but this in turn can reduce investment in energy efficiency in the short to medium term.



However, the technology is and will be developed. Finance is available to assist deployment. The EU is putting a comprehensive framework in place. Best practice examples already exist and can be reproduced within Europe.

And obstacles to this approach based on solidarity must be overcome. To quote **Derek Osborn, president of the EESC's Sustainable Development Observatory**, these barriers can be described as: "The four 'I's: ignorance, inertia, interested parties and incapacity."

We need alliances to overcome the four barriers of ignorance, inertia, interested parties and incapacity. The EESC, as an alliance itself, has a potential role to catalyse and promote these alliances for the common good of European society.



Tackling ignorance requires more information (and appropriate, effective delivery of that information) for all citizens on the energy we use, the crisis we face and the ways this can be resolved. All elements of civil society have a role in disseminating information on the need for environmental awareness.

Inertia is found at all levels of society and must be overcome to ensure that we all move together to act on the information. It is not enough to hope that other factors, such as market energy prices, will provoke a sufficient reaction to motivate society.

There will always be interested parties whose priority is to increase energy use. They must be brought "on-side".

And incapacity reflects the fact that many of us want to act but feel unable to act due to financial or other constraints.

To overcome these obstacles, alliances are needed that bring together the various civil society actors to tackle and resolve this fundamental issue facing our society and its future. The EESC, as an alliance itself, has a potential role to catalyse and promote these alliances for the common good of European society.



More information

Websites

'20 20 by 2020 – Europe's Climate Change Opportunity' European Commission Communication COM(2008) 30. [http://ec.europa.eu/energy/climate_actions/doc/com_2008_030_en.pdf]

EESC – http://www.eesc.europa.eu/index_en.asp

CEC – <http://www.ccecrb.fgov.be/>

FPS Energy – http://www.economie.fgov.be/energy/home_en.htm

EESC Sustainable Development Observatory –

http://www.eesc.europa.eu/sections/sdo/index_en.asp?id=1001sdoen

Sustainable Energy Europe Campaign – <http://www.sustenergy.org>

EESC Opinions

European Charter on the Rights of Energy Consumers CESE 71/2008

[http://eescopinions.eesc.europa.eu/EESCopinionDocument.aspx?identifier=ces\ten\ten309\ces71-2008_ac.doc&language=EN]

The Definition of an Energy Policy for Europe CESE 986/2007 [http://eescopinions.eesc.europa.eu/EESCopinionDocument.aspx?identifier=ces\ten\ten263\ces986-2007_ac.doc&language=EN]

Transport in Urban and Metropolitan Areas CESE 615/2007 [http://eescopinions.eesc.europa.eu/EESCopinionDocument.aspx?identifier=ces\ten\ten276\ces615-2007_ac.doc&language=EN]

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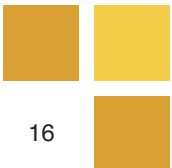
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