



@H2020EE

#H2020EE

# Horizon 2020 Energy Efficiency Call for Proposals 2019

**EC1 - The role of consumers in changing the market through informed decision and collective actions**

Talía Brun Marcén,  
Project Advisor

EASME B1 – H2020 Energy

Energy

# Challenge

- A precondition for active demand is for consumers to be aware of their own potential to permanently or temporarily reduce energy consumption and what is the monetary value of that potential in the market
- Different forms of collective action have the potential to assist consumers in forming critical mass and to facilitate increased uptake of energy efficiency and active demand solutions and services
- Lack of awareness on the potential benefits of such actions, together with regulatory barriers, hamper their full development

# Scope

Set up and/or support energy communities to:



Increase energy efficiency  
within the community

and/or



Optimise energy  
management to integrate  
a greater share of  
renewable energy

The proposed action should:




Identify and address regulatory barriers and contractual conditions for cooperative actions



Demonstrate that collectively organised energy-related actions are financially viable and attractive to the members of the energy communities

# Impact

Proposals are expected to demonstrate impacts depending on the scope addressed:



Involvement of at least 5.000 consumers per MEUR of EU funding

Investments in sustainable energy triggered (MEUR)

Primary energy savings triggered (in GWh/year)

Contribution to reducing regulatory barriers and improving contractual conditions

Increase domestic uptake of energy efficient products and services

# Lessons learnt

- Build a Consortium with relevant stakeholders necessary to implement what you propose
- Build on existing projects
- Go beyond BAU
- Consider European added value of proposed action
- Think about the project's legacy from the start
- Credibility and clear calculations are key when assessing impacts
  - Substantiate the foreseen energy savings (present clear baselines, benchmarks and assumptions)
  - Demonstrate a clear link to the proposed activities

# Past projects



➤ IEE projects <http://ec.europa.eu/energy/intelligent/projects>  
H2020 projects <https://cordis.europa.eu/projects/en>

- Coordination and Support Action (100%)
- Call Opens: 12th of March 2019
- Deadline for applications: 3rd of September 2019
- Budget: 7,5 M€

Thank you!

#H2020EE

[www.ec.europa.eu/easme/energy](http://www.ec.europa.eu/easme/energy)