

Opening a big market with advocacy

- The Romanian Association for
Promoting Energy Efficiency in
Buildings –
ROENEF

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- A large and complex alliance: AGC Glass, Danfoss, Knauf Insulation, Philips Lighting, ROCKWOOL, Saint Gobain, VELUX + our international partners European Climate Foundations and Chance for Buildings
- Purpose: Profit from the opportunities, promote better legislation, remove obstacles

Romania



Romania – a big EE market

- Large population by the region's standards (~20 million)
- In top 5 biggest ETICS markets in Europe (3rd by some estimates)
 - 8.2 million housing units

..not reaching its potential

National renovation
programs don't
have enough speed

Lack of strategic
coordination on EE

Mostly free wood
burning

Low incomes

Problems with
public acquisitions

And there's more

EE Directives
transposition is
insufficient

Energy efficiency plans
for local authorities with
population over 5.000
(only 3% complied)

EE funds compete with
state-funded programs

Not enough incentives
for private funds
mobilization in the EE
field

Subsidized energy

Why a new association?



Changing political
landscape moves
advocacy
directions

European
impulse

A lot of
directions to
follow

Areas to be developed

- Mobilizing private investment for EE (ESCO, other solutions)
- Improving renovation programs (complex renovation programs – deep renovation, clear criteria regarding renovation quality not only the price)
 - Single-house renovation programs

Directions

- Supporting central public administration with know-how, sharing best practices
- Insist on energy security, environment/clean air, energy bills reduction
- Educate the beneficiaries, professionals – increase the public awareness
and

Focus on coalitions

- Coalitions with Romanian Green Building Council, APIVMR, EBRD, AmCham and others

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- What's more important than building coalitions?
- Building coalitions with the insiders: AMR (The Association of Romanian Cities)

Thank you!

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