



# EEB PLATFORM POLAND MARKET ENGAGEMENT SNAPSHOT

November 2016

## Energy Efficiency in Buildings (EEB2.0)

[EEB2.0](#) is the [second phase of WBCSD's EEB project](#), and is designed to overcome market barriers and create a replicable process to bring about radical improvements in energy efficiency in buildings. EEB provides markets with an indispensable neutral local platform for cooperation and action.

There are currently 10 EEB market engagements around the world. WBCSD and its partners aim to increase the number of engagements to 50 by 2020.

There are many reasons to get involved in EEB. Read [Why get involved in a market engagement?](#)

The WBCSD has developed an EEB methodology based on its experience from 10 engagements. The [How to carry out market engagements?](#) document details this methodology and shares good practice.

## EEB Platform Poland Key Facts

**Launched:** December 2014

**Number of partner organizations on the steering committee:** 15

**Key partners:** BuroHappold, NAPE, City of Warsaw

**Local Management:** Katarzyna Chwalbińska-Kusek, BuroHappold Engineering

**EEB (Energy Efficiency in Buildings) Platform Poland is an ongoing initiative to achieve significant energy and direct financial savings, as well as local economic development, from investment in building energy efficiency.**

The initiative is part of the World Business Council for Sustainable Development (WBCSD) EEB 2.0 project, and brings together key local partners that cooperate toward common objectives.

## Why EEB Platform Poland?

Poland was selected for EEB as building owners, developers and other players in the country have not typically prioritized building energy efficiency, although as the EEB lab demonstrated, there is significant interest in energy efficiency – particularly from international tenants and investors.

## Key impacts and achievements to date

- EEB Platform Poland played a key role in the launch and promotion of the [Health and Productivity White Paper](#)
- Comparison **benchmarking of 48 buildings** in Warsaw for the first time to facilitate new, nationwide energy efficiency performance – open source report launched on the 7<sup>th</sup> of November: *Business for Climate. Operating Costs of Office Buildings*
- [Business for Climate event](#) organized as part of the European Sustainable Energy Week – over 85 attendees
- EEB Platform Poland has joined the **Climate Platform run by the City of Warsaw**

## SUMMARY OF EEB PLATFORM OBJECTIVES, BENEFITS & VALUE

| Objectives   | Benefits & Value for participating organizations   | Benefits & Value for Society   |
|--|--|--|
| <ul style="list-style-type: none"> <li>• To mobilize all relevant actors around a neutral local platform.</li> <li>• To overcome the four identified local barriers to EEB in Poland:               <ul style="list-style-type: none"> <li>- Lack of awareness and leadership</li> <li>- Lack of knowledge and skills</li> <li>- Lack of support for long-term policy</li> <li>- Lack of multi-stakeholder engagement</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>• Networking – each EEB lab* participant made 2.1 new contacts on average</li> <li>• Raised awareness – 44% of EEB lab* participants increased their knowledge of market barriers.</li> <li>• Over 80% of EEB lab* participants found the engagement useful.</li> </ul> | <ul style="list-style-type: none"> <li>• EEB Platform Poland has created a high-level core group of EEB actors in the Polish market that coordinates national work on EEB by raising awareness of which organizations are doing what, and sharing good practice</li> <li>• The platform has established strong relationships and long-term cooperation between the public and private sector</li> <li>• The platform plays an important role in avoiding the duplication of work, which was previously an issue in Poland</li> </ul> |

\* EEB lab was the 3-day workshop organized in June 2014 with approx. 100 building stakeholders to develop the [action plan](#).

## THE EEB PLATFORM POLAND APPROACH



«EEB Platform Poland is an important initiative and we are glad that the idea attracted a lot of interest and helped to identify key barriers causing the low level of sustainable development awareness in Poland. »

- Katarzyna Chwalbińska-Kusek,  
EEB platform Poland co-chair

Following a 3-day EEB Lab in Warsaw, the EEB Platform Poland was formed to bring together EEB stakeholders in Poland and coordinate action to adopt a more progressive agenda for EEB in Poland that brings about multiple economic and societal benefits. The platform consists of three Action Committees and an [Action Plan](#) were developed and launched following the EEB lab.

The Action Committees each work in a key area with their own short-term and longer-term objectives as part of their action plans. The committees are **Communications & Awareness**, **Energy Efficiency Disclosure** and **Knowledge & Skills**. Each committee has a chairperson and a working group that comprises of building owners, building operators, equipment vendors, building tenants, consultants and the public sector.

The EEB Platform's activities are coordinated by Katarzyna Chwalbińska-Kusek of BuroHappold Engineering [katarzyna.kusek@burohappold.com](mailto:katarzyna.kusek@burohappold.com)



## Vision 2050

EEB Platform Poland works closely with the Polish 'Vision 2050' project, which is a WBCSD initiative currently led by the Polish Ministry of Economy and Deloitte that has the objective of creating a more sustainable future. Vision 2050 supported the EEB Platform by introducing stakeholders to the EEB Lab, including public and private sector actors, and communicating its outcomes and results. The EEB Platform and some of its members now take an active role in Vision 2050.

## RYS campaign

EEB Platform Poland branded a media campaign funded by the RYS scheme. The campaign promoted the green refurbishment of single-family houses through US\$ 100 million of loans and grants. The campaign was led by UNEP/GRID to target the most promising carbon reduction in the Polish building sector.

## Zebra 2020


Members of the platform were involved in the [EU project Zebra2020](#) aimed at assessing the degree of implementation of the strategy nZEB in Europe, and the EU RenoValue project, which is a training toolkit to integrate energy efficiency and renewable energy into property valuation.

## EBRD

Following a recommendation from the EEB lab, the European Bank for Reconstruction and Development (EBRD) launched a residential energy efficiency financing facility of 200m Euros.

## THE EEB PLATFORM ACTION COMMITTEES: PURPOSE, GOALS AND PROGRESS

\* Key Performance Indicators (KPIs)

|   | OBJECTIVES  | KPIs & PROGRESS  |
|---|---|--|
| <br><b>KNOWLEDGE &amp; SKILLS</b><br><br><b>Chair:</b> Buildings Performance Institute Europe (BPIE)<br><br><b>Barriers to overcome:</b> Lack of professional skills and awareness of EEB benefits.<br><br><b>Purpose:</b> To promote greater EEB awareness, knowledge and skills in Poland. | <b>SHORT-TERM GOALS</b><br>To disseminate the WBCSD EEB toolkit by translating it into Polish ( <a href="http://www.eeb-toolkit.com/">http://www.eeb-toolkit.com/</a> )<br><br>To engage the City of Warsaw from the beginning<br><br>Dissemination of the WBCSD EEB toolkit<br><br><b>LONG-TERM GOALS</b><br>To create a building energy efficiency resource in cooperation with the Polish public sector. | The Action Committee has restarted after reevaluating its goals and there has been a leadership change. The new leader has started recruitment to the action committee in September – using stakeholder mapping tools developed together with the PLGBC (Polish Green Building Council).<br><br>The EEB Toolkit needs to be adapted to the Polish market, and translated into Polish – budget and resources to be identified.<br><br><b>KPIs</b><br>Dissemination of the EEB toolkit to the key stakeholders in the market – cooperation with the city of Warsaw.<br><br>EEB toolkit established as a resource by Polish municipalities. |





## ENERGY EFFICIENCY DISCLOSURE

**Chair:** Spie Polska (facilities management company).

**Barriers to overcome:** No benchmarking data available.

**Purpose:** To create a national benchmarking system for private and public buildings.

## OBJECTIVES

### SHORT-TERM GOALS

To conduct a pilot market survey with a high-level consultation process. The pilot is designed to verify that the survey questions can be answered by relevant market actors. The pilot involves all key building management companies in the market gathering information on office buildings.

Launch of the research data and initial conclusions in June 2016. An open source report was published in November 2016.

### LONG-TERM GOALS

Continued engagement with stakeholders to the project and dissemination of the project results to different stakeholder groups in the market.

The EEB chairs are planning to present the data to the city of Warsaw to be included in the City's Sustainability Report produced according to the GRI G4 methodology.

The Action Committee sees potential to evaluate other market segments, such as retail buildings, public buildings, etc.

## KPIs & PROGRESS

The Action Committee has successfully involved many companies, including some with competing interests, and persuaded them to cooperate and work in a similar manner.

Survey questions ready to be used to engage more building owners – data is already gathered from 48 office buildings.

The pilot market survey was completed in October 2015. Analyzed data was published in June 2016. Open source report was published on the 7<sup>th</sup> of November: *Business for Climate. Operating Costs of Office Buildings*

Dissemination of the project data: A CPD training session to be organized together with RICS and PLGBC in February 2017 to promote energy efficiency for RICS members. There is also a workshop to be conducted in February 2017 together for the Polish Association of Architects (SARP).

### KPIs

The number of real estate companies or buildings that information is obtained.

Market awareness of the project to be calculated by:

- media clippings after the official launch of the open source report.
- Number of downloads of the report
- Queries about the report
- Attendance at the RICS and SARP sessions
- Number of international stakeholders informed about the project

The final KPI of the project will be finding partners and seed capital to repeat the study on a bigger sample.



## COMMUNICATION & AWARENESS

**Chair:** BuroHappold (international engineering and consultancy practice).

**Barriers to overcome:**

Lack of awareness of EEB benefits in the Polish market.

**Purpose:** To improve the communication and awareness of the direct benefits and co-benefits of EEB

## OBJECTIVES

### SHORT-TERM GOALS

To provide awareness updates on actions among EEB Platform partners with conference calls (approx. every 2 months), meetings/workshops and on the Ministry of Economy website – with the aim of promoting cooperation.

General communication of the EEB Platform brand.

The use of a World Green Building Council mapping tool was launched at the September 2015 General Assembly. The tool will clearly map EEB stakeholders in Poland and how they are engaged.

### LONG-TERM GOALS

To drive a long-term national multi-stakeholder campaign on EEB benefits.

To communicate what the EEB Platform is doing, raise awareness of the importance of EEB and recruit more members.

Cooperation with the public sector to achieve long-term policy goals.

Cooperation with the national and local governments

## KPIs & PROGRESS

The publication of a [Health & Productivity White Paper](#).

The creation of an EEB Platform Poland LinkedIn Group and a Twitter profile.

Participation in the RYS campaign (see p3).

[Business for Climate event](#) organized as part of the European Sustainable Energy Week in June 2016 – over 85 attendees plus media

All communication from the EEB Platform Poland will be sent in a PLGBC and SARP newsletter.

EEB Platform Poland has joined the Climate Platform run by the City of Warsaw.

Two energy efficiency events to be organized in February 2017 (RICS and SARP)

Business for Climate to be organized in June 2018

### KPIs

Number of members to EEB Platform Poland –

Size of LinkedIn group and Twitter analytics

Number of communications sent to the market

Number of attendees at the EEB Platform branded events

Regular meetings with the representatives of ENFOŚ; Ministry of Energy; Ministry of Infrastructure and Environment; leaders of the main cities in Poland (relationship with the city of Warsaw already established).

Partnerships/brand visibility and promotion at numerous Polish conferences