



Mission Efficiency: Partnerships and collaboration for energy efficiency

— Jacqueline Lam, Regional Director for Asia, SEforALL

10 December 2024



— The energy efficiency opportunity



QUICK

Energy efficiency can be done today



LOCAL

Energy efficiency investment brings local jobs and local benefits



READY

Energy efficiency policy and technology solutions are available



BENEFICIAL

Energy efficiency brings social, economic and health benefits



SIGNIFICANT

Energy efficiency to deliver over 40% of the Paris Agreement



COST EFFECTIVE

Energy efficiency can cost-effectively support net-zero by 2030

Global Targets



THE WORLD NEEDS TO IMPROVE FASTER AND BE MORE AMBITIOUS:

- SDG 7 aims to double the global rate of improvement in energy efficiency between 2010 and 2030 compared with the 1990–2010 baseline.
- COP28 Global Renewables and Energy Efficiency Pledge: nearly 200 countries agreed to work together to collectively double the global average annual rate of energy efficiency improvements by 2030.
- This requires **annual reductions in energy intensity of 3.8% – 4.2%** respectively, compared to an average of 1.3% in 2021–2024.

ALIGNING WITH THIS TARGET WOULD BRING TREMENDOUS BENEFITS:

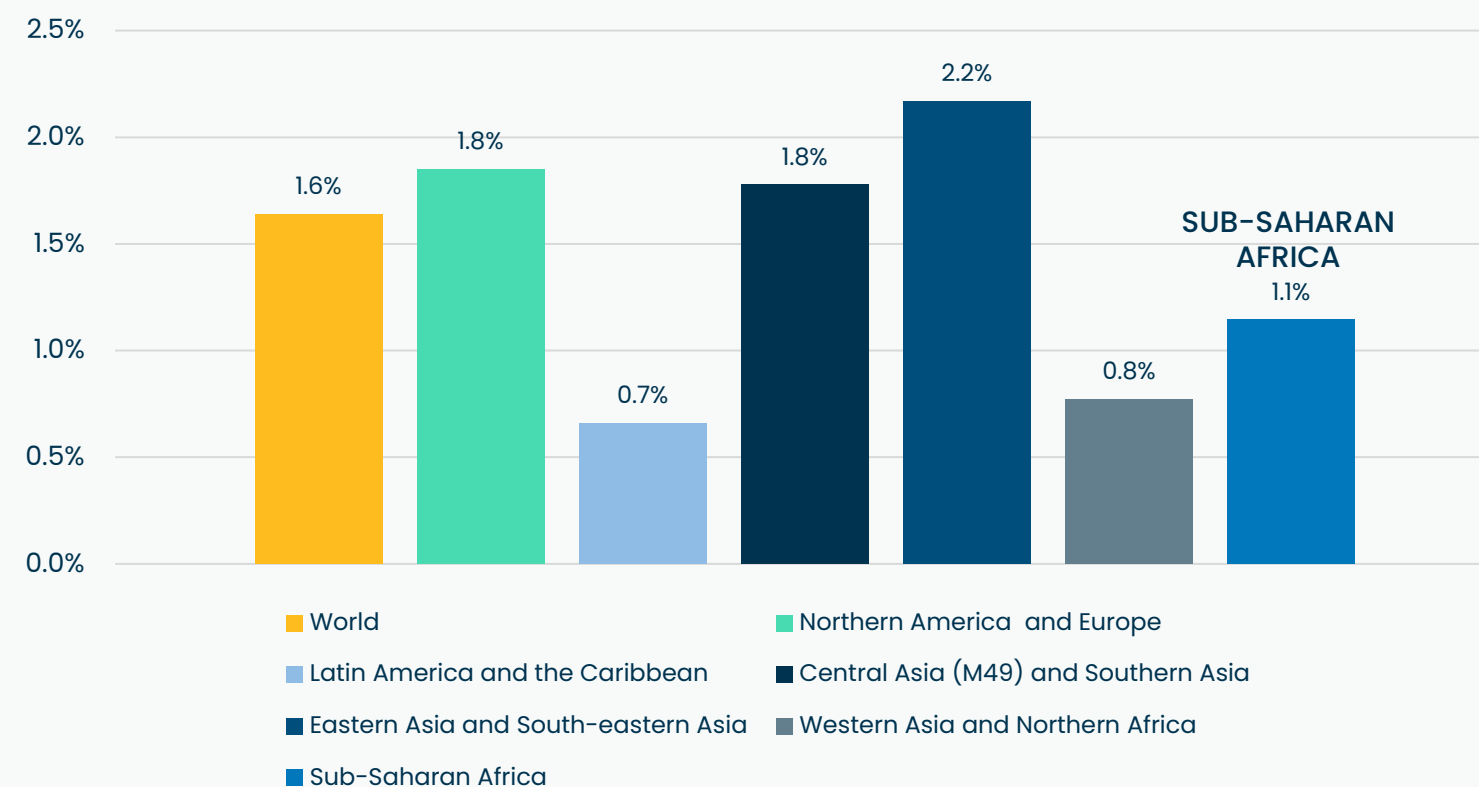
- Generate global energy savings in 2030 equivalent to all the oil consumed by global road transport sector in 2022.
- Create over 3 million jobs globally.

BUT IT REQUIRES LARGER INVESTMENTS:

In Asia-Pacific, annual investment in end-use (e.g. efficiency, electrification) must double this decade :

- from USD 10 billion to 50 billion in 2026–2030 in **Southeast Asia**
- from USD 20 billion to 78 billion in 2026–2030 in **India**
- from USD 188 billion to 324 billion in 2026–2030 in **China**
- from USD 70 billion to 96 billion in 2026–2030 in **Japan & Korea**

AVERAGE ANNUAL RATE OF IMPROVEMENT IN ENERGY EFFICIENCY 2010–2021



Energy Efficiency Landscape in Asia-Pacific



KEY TRENDS AND HIGHLIGHTS

- 10 of the 20 countries with the largest total energy supply are in Asia-Pacific (Türkiye, Indonesia, Japan, Australia, India, Thailand, South Korea, China, Russian fed., Iran Islamic Rep)
- Leading economies like Japan and South Korea **excel in industrial energy efficiency and advanced technologies**. Emerging economies are scaling efforts, but structural and financial barriers persist.
- **Southeast Asia's** electricity demand is set to rise 4% annually to 2035 (IEA STEPS scenario, 2024) surpassing 2,000 TWh by 2035. Cooling alone accounts for almost one-third of the region's growth in electricity use. Key tools to drive efficiency in the region include:
 - ✓ developing and strengthening building energy codes
 - ✓ setting stringent MEPS for ACs, refrigerators and motors
 - ✓ introducing incentives for building retrofits
 - ✓ encouraging efficient appliances, industrial equipment and processes
 - ✓ transitioning to EVs

GAPS AND BARRIERS:

DATA

- Limited data availability and weak monitoring hinder tracking energy efficiency progress.

POLICY

- Policy enforcement and awareness remain inconsistent across countries.
- In some regions, government support for inefficient fossil fuel alternatives (e.g. consumption subsidies) disincentivizes fuel-switching and electrification.

FINANCING

- Gaps in financing mechanisms, E.G. for small and medium enterprises (SMEs) and residential retrofits.
- ESCOs underdeveloped due to lack of conducive environment in most countries

Mission Efficiency is a global collective of actions, commitments and goals on energy efficiency by a coalition of governments, organizations and initiatives. Energy efficiency represents the largest share of cost-effective actions to achieve the Paris Agreement. Mission Efficiency unites these partners and actions to accelerate the transition towards energy efficient economies worldwide.



Mission Efficiency
Elevate. Support. Invest.

Learn more at missionefficiency.org



Photo: Energy efficiency financing charette hosted at the UNEP Copenhagen Climate Centre, June 2022

An Energy Efficiency Ecosystem



non-exhaustive list of ecosystem partners



We work across sectors and countries to:



ELEVATE

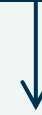


SUPPORT



INVEST

Energy Efficiency Ecosystem fostered by Mission Efficiency



- **Energy Efficient LiFE**, people-focused communication & engagement strategies. (in progress)
- **The Power of Energy Efficiency**, knowledge and resources for policy makers for stronger commitments and actions. (in progress)
- **Convening** of key actors in strategic fora, workshops and other advocacy activities.

- **Capacity building and Technical Assistance** including grid efficiency, demand flexibility, energy audits, development of MEPS etc.
- **South-South and North-South** knowledge sharing, providing platforms to tackle common challenges.

- **Mission Efficiency Marketplace**, connecting energy efficiency projects with de-risking instruments and funding opportunities.

Local community of practice in select countries

An Energy Efficiency Ecosystem. Country Engagement

Mission Efficiency works closely with country governments and international development partners to identify energy efficiency potential, match efficiency opportunities with solutions and support implementation.

INDIA

- ✓ Support energy efficiency leadership as G20 Troika
- ✓ Work on national-level targets, implementation and widespread awareness

KENYA

- ✓ Support development and implementation of the Kenya National Energy Efficiency and Conservation Strategy involving coordination of high impact priority projects

GHANA

- ✓ Creating an ecosystem of energy efficiency actors and matchmaking between project developers and project financiers

G20

- ✓ Support G20 Presidency and embed energy efficiency within ETWG priorities



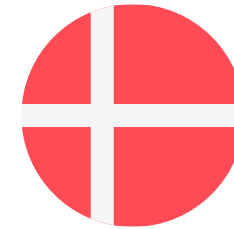
ARGENTINA



CANADA



COLOMBIA



DENMARK



ESTONIA



ETHIOPIA



GHANA



HONDURAS



HUNGARY



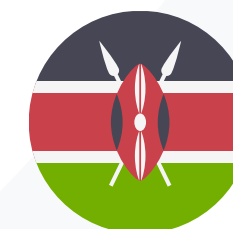
INDIA



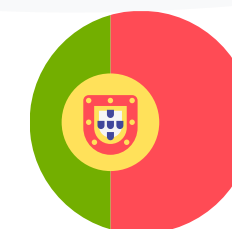
IRELAND



ITALY



KENYA



PORTUGAL



SENEGAL



UNITED KINGDOM



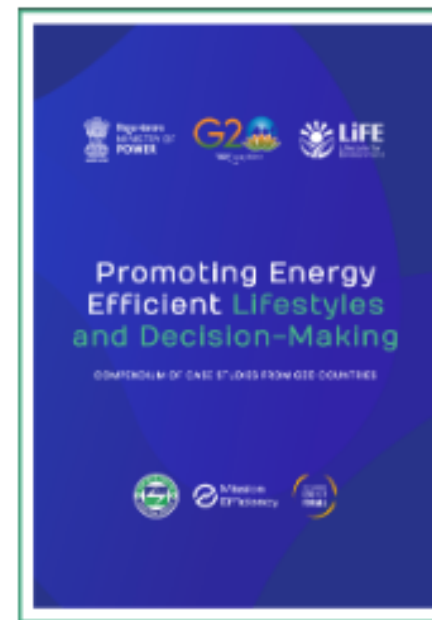
Mission Efficiency India: Advancing Global Policy



In 2023, the G20 Energy Transition Ministers' Meeting and the G20 New Delhi Leaders' Declaration:

- ✓ agreed to focus on actions to meet the goal of doubling the global rate of improvement in energy efficiency by 2030
- ✓ recognized the Voluntary Action Plan proposed by the Indian Presidency to achieve that goal. This was reflected in the outcomes of, setting a milestone for G20 Members to prioritize energy efficiency.

Mission Efficiency partners assisted this outcome with technical analysis and strategic engagement, including:



Key global studies by BEE, SEforALL and partners

G20 ETWG Seminar on “Accelerating Energy Efficiency and Promoting an Energy Efficient LiFE”

Working Paper & Panel on ‘An Economy-wide Quantified Goal on Energy Efficiency in India’



Mission Efficiency India: **Elevate, Support, Invest**



FEDERAL-LEVEL ACTION

- Mission Efficiency Unit, working closely with the Bureau of Energy Efficiency on:
 - Providing technical and convening support for federal and state-level energy efficiency initiatives.
 - Mission Efficiency Roundtables convenings
- Policy analysis and advocacy to align with “doubling energy efficiency” goals
- “Energy Efficiency LiFE” awareness and other campaigns for civil society engagement

STATE-LEVEL ACTION

- Creating champion states on energy efficiency
 - State Energy Efficiency Action Plans implementation
 - Technical support to four states to develop and submit Energy Efficiency programmes
 - Demonstrate large-scale energy efficiency programmes in different sectors
- Launching utility-led demand flexibility programs
 - Awareness and training for utilities on demand flexibility modelling to identify program opportunities
 - Assistance to state regulator commission to enhance and roll-out demand flexibility regulation
 - An online India Demand Flexibility Platform





Upcoming Program: **ASEAN**



Mission Efficiency in ASEAN

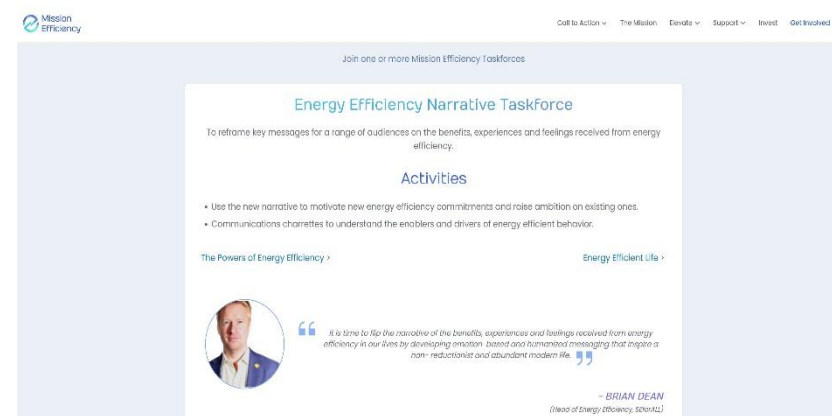
- Developing Energy efficiency guidelines for industrial parks in Southeast Asia
- Capacity building on energy efficiency deployment for regional stakeholders
- Mission Efficiency Marketplace to facilitate collaboration between ESCO, industrial park and potential investors





How to Get Involved

Whether you're a country or an organization, you can play a vital role in advancing energy efficiency. Explore how to get involved and drive impactful change within this powerful ecosystem.



JOIN A MISSION EFFICIENCY TASKFORCE



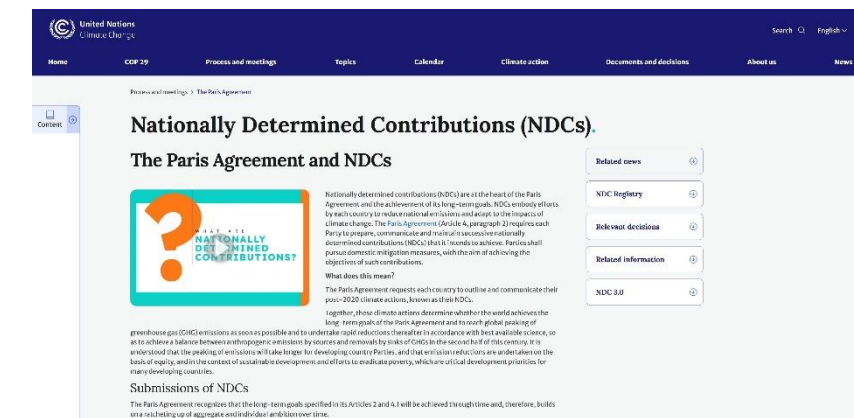
Training

Whether you are a student, professional, policy maker or just someone interested in energy efficiency, there are training resources available from our partners on a range of topics and for a range of sectors.

[Learn more](#)



COLLABORATE ON COUNTRY OR REGIONAL PROGRAMS



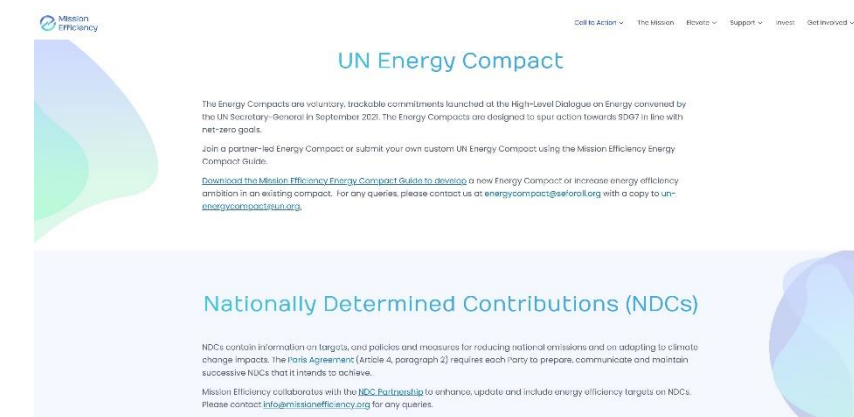
UPDATE OR ENHANCE YOUR NDCS



ENDORSE THE MISSION EFFICIENCY CALL TO ACTION



SUBMIT A MISSION EFFICIENCY PLEDGE



SUBMIT AN UN-ENERGY COMPACT





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