



6th MEDENER International Conference on Energy Transition in the Euro – Mediterranean Region

Energy efficiency and energy prices: a peaceful solution to the jigsaw

Thursday, 04 October 2018 - Amman, Jordan

Venue: Holiday Inn Amman, Madina Monawara St., 11194, Amman

An event organised by MEDENER (Mediterranean Association of the National Agencies for Energy Conservation) in cooperation with NERC (National Energy Research Center).

The event is organised as part of the activities of meetMED (Mitigation Enabling Energy Transition in the Mediterranean Region), an EU-funded project developed by MEDENER and RCREEE.

Background

Despite appropriate efforts deployed both in terms of innovative technologies and legislative and regulatory frameworks enabling it, some analysts recognise that the untapped potential for energy efficiency remains huge (World Energy Outlook 2017).

In other words, while energy-efficient technologies offer considerable promise for reducing the costs and environmental damage associated with energy use, these technologies appear not to be used by consumers and businesses to the degree that one would expect based on their private financial net benefits.

Behavioural economics offers different explanations and states that there are several biases in the decision-making of the user and that marketing and offers have to be designed to overcome these biases.

Kahneman and Tversky's (1979) summarized the concept of reference points, as follows:

“Goods are evaluated by comparison with other goods the decision maker is thinking about”;

“The salience of each good's attributes relative to the reference good, such as its quality and price, determines the attention the decision maker pays to these attributes as well as their weight in his decision”;

“Consumer's attention is drawn to salient attributes of goods, such as quality or price. An attribute is salient for a good when it stands out among the good's attributes, relative to that attribute's average level in the choice set”.

For electricity, natural gas and other fuels too, attributes come down to one only: the price.

Price remains the inflexible attribute in making an energy choice. In most European Union Member States, household energy prices are greatly influenced by taxation and network charges, which usually make up more than half the total energy bill. On the other hand, in many countries on the southern shore of the Mediterranean, energy prices are strongly supported by the state. Nevertheless, distribution and sales companies complain of a significant amount of unpaid bills every year.

How should the lack of an efficient energy market affect the design of energy efficiency policies and their implementation? What the consequences of an inefficient energy market on end users' behaviour? The 6th MEDENER International Conference proposes an exchange between energy experts and practitioners to answer such questions with a special focus on energy prices constraint.

Preliminary Agenda (draft 31/08/2018)

08:30 - 09:00	Registration of participants
09:00 - 09:45	<p>Welcome Address: Walid SHAHIN, Director, Jordan National Energy Research Centre (NERC)</p> <p>Opening remarks:</p> <ul style="list-style-type: none"> • Ziad JIBRIL SABRA, Co-President, Union for the Mediterranean (UfM) • Rasmi HAMZEH, Executive Director, Jordan Renewable Energy & Energy Efficiency Fund (JREEEF) • H.E. Andrea Matteo FONTANA, Head of Delegation, EU Delegation to Jordan
09:45 - 10:55 incl. Q&A	<p>Overview of the challenges</p> <p>Chair: Walid SHAHIN, Director, NERC Jordan</p> <ul style="list-style-type: none"> • Anne-Charlotte BOURNOVILLE, Head of Unit, DG Energy, European Commission • Cyril DEWALEYNE, Program Manager for Energy and Climate Change, DG NEAR, European Commission • Jorge BORREGO, Deputy Secretary General for Energy and Climate Action, Union for the Mediterranean (<i>tbc</i>) • Federico TESTA, President, ENEA • Ahmed BADR, Executive Director, RCREEE
10:55 - 11:15	<i>Coffee break, including family photo</i>
11:15 - 12:15 incl. Q&A	<p>Keynote speeches</p> <p>Energy prices and Energy Efficiency in the Euro-Mediterranean region: an economic and political appraisal</p> <ul style="list-style-type: none"> • Alberto POTOTSCHNIG, Director, Agency for the Cooperation of Energy Regulators (ACER) • Wijdan AL RABADI, Deputy Chair, Energy and Mineral Regulatory Commission (EMRC) (<i>tbc</i>)
12:15-13:30 incl. Q&A	<p>Session 1: Energy Efficiency for households and transport</p> <ul style="list-style-type: none"> • Case study Mashreq - Muhieddin TAWALBEH, Head of Energy Efficiency & Solar Thermal Division, NERC Jordan • Case study Maghreb – Nadia CHIOUKH, Executive in charge of international cooperation, Algerian National Agency for the Promotion and Rationalisation of Energy Use (APRUE) <p>Panel discussion</p> <p>Moderator: Nidal ABDALLA, Manager of Oil Shale and Bio-Energy, NERC Jordan</p> <ul style="list-style-type: none"> • Dominique CAMPANA, Director of International Affairs, French Agency for Environment and Energy Management (ADEME) • Mohamed Salah BOUZERIBA, General Director, APRUE • Rafik MISSAOUI, Tunisian National Agency for Energy Management (ANME) • Jordanian Ministry of Energy (<i>tbc</i>) • Energy Committee, Jordanian Parliament (<i>tbc</i>) • Jordan Standards and Metrology Organization (JSMO) (<i>tbc</i>) • Jordan Renewable Energy & Energy Efficiency Fund (JREEEF) (<i>tbc</i>) <p>Suggested points of discussion:</p> <ul style="list-style-type: none"> ○ <i>Can the prosumers' concept be projected on the southern shore of the Mediterranean?</i> ○ <i>Citizens' behavioural change towards energy efficiency: the way forward to a sustainable urban mobility</i>
13:30 - 14:30	<i>Lunch break</i>

<p>14:30 - 15:45 incl. Q&A</p>	<p>Session 2: Energy efficiency in industrial sector</p> <ul style="list-style-type: none"> • Case study Mashreq - Fadel LABADI, Manager of Industrial Affairs Department, Amman Chamber of Industry • Case study Maghreb - Hassen EL AGREBI, Head of International Cooperation, ANME <p>Panel discussion Moderator: Ashraf KRAIDY, Planning Director, RCREEE</p> <ul style="list-style-type: none"> • Jordan Ministry of Industry & Trade (tbc) • Jordan Ministry of Finance (tbc) • Jordan National Electric Power Company (NEPCO) (tbc) • National Agency for Energy Efficiency Morocco (AMEE) (tbc) <p>Suggested points of discussion:</p> <ul style="list-style-type: none"> ○ <i>Fuel prices and the choice of technologies for industrial manufacturing</i> ○ <i>Prosumers' concept for the industrial sector on the southern shore of the Mediterranean as a self-producer approach</i>
<p>15:45 - 16:00</p>	<p><i>Coffee break</i></p>
<p>16:00 - 16:30</p>	<ul style="list-style-type: none"> • Conference conclusions by Walid SHAHIN, Director, NERC Jordan • Closing remarks by Dario CHELLO, President, MEDENER

For any further information, please do not hesitate to contact Ms **Alice Giallombardo**, meetMED Communication Officer, at alice.giallombardo@medener.org.

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Organising Committee: Walid Shahin, Director, NERC Jordan
Miguel Sales Dias and Luís Silva, ADENE - Portuguese Energy Agency
Roberta Boniotti, MEDENER Secretary
Matteo Barra, meetMED Project Manager
Alice Giallombardo, meetMED Communication Officer
Federica Brazzoduro, meetMED Accounting Officer