Mission Efficiency

Energy Efficiency Messaging Pack for COP 30

Doubling down on energy efficiency globally will improve energy security, affordability, and accessibility while supporting economic growth.

Global Ambition Taskforce
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Mission Efficiency

Why Mission Efficiency

- Energy efficiency is a powerful tool that can be quickly deployed to immediately lower energy bills, grid pressure and emissions while enhancing critical equipment and public health.
- Mission Efficiency includes the full range of stakeholders needed to implement projects: governments, engineering firms, energy service companies, equipment suppliers, financiers, NGOs, and more.
- Mission Efficiency is on the ground at COP 30 to share energy efficiency solutions that are ready to be deployed **NOW** to meet the goals of the Paris Agreement and boost local economies.
- There’s not a moment to lose: the time is now for the global community to make progress on doubling the global rate of energy efficiency improvements by 2030.

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The economic opportunity

Investing in Energy Efficiency:

- Can reduce the more than $4.5 trillion wasted every year on an inefficient fossil fuel system, or almost 5% of global GDP.
- Can yield 3x-5x returns overall and 2x-3x more jobs per investment dollar vs. solar power and fossil fuels, respectively.
- Can yield as much as $11.6bn savings in power supply investments by 2050 for a typical middle-income country
- Can create up to 4.5 million new jobs worldwide by 2030.
- Can provide 15% savings in the first 1-2 years through more efficient energy management practices alone, with no additional investment needed.

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Other Benefits

Doubling Down on Energy Efficiency:

- Could achieve one-third of near-term emissions reductions required to meet the Paris Agreement.
- Will improve aging infrastructure and keeps hospitals, schools, and businesses operational while improving health outcomes.
- Will lead to less strain on grids, helping to reduce the risk of blackouts by shrinking peak demand 20% in some cases.
- Bolsters energy independence and security — having kept many countries' fossil fuel imports from being 20% higher due to efficiency actions in the past two decades.
- Can be deployed much faster than most efforts to increase supply — helping to meet demand and improve wellbeing in a timely way.

The Solutions for Buildings

- **Incentivize innovation in efficient design of buildings and urban spaces** as with India's Palava City, which has led to 30% better home efficiency and 10x fewer unhealthy air days.
  - Including: compact and nature-based urban form, passive daytime radiative cooling, awareness campaigns, materials efficiency, and workforce training on integrative design
- Update building codes, which can improve a building's efficiency by up to 2x.
- Incentivize retrofits **for existing buildings**, improving comfort and resilience via grants and market mechanisms such as pay-for-performance policies.
- **Incentivize appliance efficiency** for heating, cooking, and cooling – improving efficiency up to 6x and saving $1.5 trillion globally in 2050, as well as millions of lives every year.
  - Including: best-in-class standards (e.g., improved testing for air conditioners), labeling schemes, efficiency prizes, and loans or rebates for installation

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The Solutions for Industry

- **Incentivize efficiently designed and electrified industrial hubs and facilities**, which could save trillions of dollars in industry alone.
    - Including: clean industrial hubs, information-sharing networks, and integrative design — saving up to 80%-90% of energy in the case of pipe design
- Promote industrial electrification, helping improve competitiveness and energy independence.
    - Including: sector-wide market mechanisms, investment initiatives, and R&D funding
- Update appliance and industrial motor standards for key equipment such as industrial motors, which on their own could reduce global energy consumption by 10%.
    - Including: awareness of the business case for investing in more efficient equipment, new financial products to support purchases, and pricing policies for shipping and aviation fuel
- Subsidize innovation and adoption of materials circularity, which can save most primary demand for steel, cement, and plastics.

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The Solutions for Transportation

- Investment in public transit and other public infrastructure, which can reduce midcenutry greenhouse gas emissions by 33%.
    - Including: transit-oriented development, cycling and pedestrian infrastructure, adjusted parking policies, congestion pricing, and joyful public spaces
- Incentives for electric vehicles, which are 2x-4x more efficient than combustion cars.
    - Including: charging station deployment, truck route planning, and awareness campaigns
- Standards and labels for vehicle efficiency, helping countries improve efficiency 60% faster than countries that lack these initiatives.
    - Including: limitations on used vehicle imports, light-weighting, and right-sized vehicles
- Policies for battery circularity, which could eliminate the need for mined minerals by 2050.
    - Including: track-and-trace platforms, triple-bottom-line accounting, and workforce training

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The Solutions for Grids

- **Holistic actions** to reduce peak load, minimizing price spikes and blackout risks.
  - Including: time-of-use pricing, negawatt markets, or data center design innovation to save power demand
- **Deployment of renewable energy**, which is 2x–3x more efficient than fossil fuel electricity.
  - Including: supportive auction policies, blended finance to accelerate global capital, and co-location with new demand sources
- **Accelerated storage and flexibility**, such as virtual power plants, distributed energy resources, and spatial flexibility for data centers.
  - Including: nimble program design, best-practice roadmaps, and initial tax incentives
- **A stronger grid** through alternative transmission technologies, which can increase grid capacity several times faster and cheaper than traditional transmission.

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COP30 Call to Action

At COP30, governments, businesses, and citizens must seize energy efficiency as the fastest, cheapest way to cut emissions, lower costs, and build resilience.

Mission Efficiency is calling on decision makers at COP to:

- Develop national, subnational and local targets that catalyze solutions that advance energy efficiency and advocate for existing policies.
- Support policies that enable private sector investment in energy efficiency and promote into public/private partnerships geared to energy efficiency projects, investments and programs.
- Create and support coalitions of business groups, technology firms, national and subnational leaders, and investors to leverage the power of energy efficiency to meet energy demand and lower emissions.