



**The Business Council
for Sustainable Energy®**

Increasing Ambition
Growing Investment
Accelerating Deployment



COP29
Baku
Azerbaijan

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Global Coalition Calls for Stronger Progress on Energy Efficiency at COP 29 To get back on course, world must deliver the efficiency goal

(Source: Sustainable Energy for All)

Baku, Azerbaijan, November 14, 2024 – The world is off track in reaching the global goal to double energy efficiency by 2030 that was adopted at COP 28 in Dubai. A coalition of countries, businesses and organizations is urging world leaders at COP 29 in Baku to commit to actionable measures to unlock the energy efficiency investment that is crucial to meeting climate targets.

To stay aligned with collective climate goals, investment in energy efficiency must triple by 2030 and primary energy intensity needs to improve from 1% to 4%. Global investment in new renewable energy generation is nearly double that of investment in energy efficiency, despite efficiency's crucial role in reducing energy demand. In fact, efficiency improvements in 2022 reduced energy use equal to 3x the amount of solar and wind capacity brought online.

While [efforts to incorporate renewable energy goals](#) into individual nations' nationally-determined contributions (NDCs) should be applauded, energy efficiency seems to have been left out entirely. This is an immeasurable missed opportunity.

Improving energy efficiency in industry, buildings, transport, and power sectors could generate 40% of the emissions reductions required by the Paris Agreement. Seeking to keep efficiency goals on track, the [Mission Efficiency](#) coalition has come together in unified support to champion efficiency as a cornerstone of the energy transition. This coalition calls on governments and businesses to:

- **CALL** on the COP presidency, governments, and businesses to make energy efficiency a priority at COP 30
- **DOUBLE** the rate of global energy efficiency improvement by 2030
- **INCLUDE** actionable energy efficiency measures in updated NDCs, including ambitious national efficiency targets, roadmaps, and initiatives
- **INVEST** more than USD 1.8 trillion per year in energy efficiency measures by 2030

Meeting the efficiency target will make the energy transition cheaper, faster, and fairer, while simultaneously promoting growth, profitability, health and safety, enhanced energy security, and access to affordable energy.

"We cannot meet our climate goals by focusing on growing renewable energy only," said **Jon Creyts, CEO of RMI**. "We critically need to address demand, particularly as electricity usage is projected to increase with new technologies."

Mission Efficiency calls for other organizations and countries to join us in this call as we stand ready to provide support and expertise to advance these efforts in Baku and beyond, fostering collaboration to achieve concrete progress.

“Now is the time to act,” **said Lisa Jacobson, President of the Business Council for Sustainable Energy (BCSE)**. “If we do not raise energy efficiency as a priority now, we are at risk of missing our collective climate goals.

“With increasing electricity demand, the world needs the powerful combination of energy efficiency and renewable energy to avoid adding more fossil fuel generation. Doubling energy efficiency by 2030 can help ensure a lower cost energy transition and not an expensive, polluting energy addition,” **said Bruce Douglas, CEO of the Global Renewables Alliance**.

"Energy efficiency could [save \\$2 trillion annually by 2030](#), helping our grids meet demand when it matters most. This is especially true for peak demand, in a year where record heat waves led to [record grid demand](#) in most of the world. Efficiency can cut those peak costs and bolster resilience as we move to clean electricity," Douglas added.

Mission Efficiency partners discussed this Call to Action and COP 29’s impact on energy efficiency during a press conference on November 14. [Watch the recording here](#).

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About Mission Efficiency

Mission Efficiency was born as the Three Percent Club in 2019 as a coalition of governments, organizations, and initiatives coming together to accelerate the transition towards energy-efficient economies worldwide. The coalition aims to improve global understanding of energy efficiency and share expertise and resources needed to deliver progress and solutions on energy efficiency and climate action.

The Mission Efficiency Global Ambition Taskforce is led by RMI and Sustainable Energy for All and supported by the Alliance to Save Energy, the Business Council for Sustainable Energy (BCSE), CLASP, Energy Efficiency Movement, E3G, European Alliance to Save Energy, Global Renewables Alliance, Metrus Energy, International Copper Association, IEC Global Impact Fund, Johnson Controls, and the Solar Impulse Foundation. Read [Mission Efficiency’s Open Letter for COP 29](#), see the full list of members, and learn how to [join the call](#).

About the Business Council for Sustainable Energy

The Business Council for Sustainable Energy (BCSE) is a coalition of companies and trade associations that deploy clean energy and decarbonization solutions, with a sector focus on energy efficiency, natural gas, and renewable energy. The coalition advocates at the federal level for policies that advance the deployment of a broad portfolio of clean energy technologies. Established in 1992, BCSE members include investor-owned utilities, public power, independent power producers, project developers, technology providers, equipment manufacturers, environmental and energy market service companies, and more. For more information on BCSE, please visit [bcse.org](#). For the latest industry data, download the [Sustainable Energy in America Factbook](#).

About Sustainable Energy for All

Sustainable Energy for All (SEforALL) is an international organization that works in partnership with the United Nations and leaders in government, the private sector, financial institutions, civil society and philanthropies to drive faster action towards the achievement of Sustainable Development Goal 7 (SDG7) – access to affordable, reliable, sustainable and modern energy for all by 2030 – in line with the Paris Agreement on climate. We work to ensure a clean energy transition that leaves no one behind and brings new opportunities for everyone to fulfil their potential. Find out more at [www.seforall.org](#).