

# **ENERGY EFFICIENCY: A STRATEGIC AGENDA FOR GOVERNMENT AND INDUSTRY**

**OPENING SESSION**

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**Minister, Ambassadors, Ladies and Gentleman,**

It is a great pleasure to be here today and to have the opportunity to open this important event. I would like to thank the National Energy Research Centre for hosting us and the Government of the Netherlands for their generous support.

The event is timely because Jordan is at the door-step of the Energy Charter; the member states of the Energy Charter are about to welcome Jordan in their midst. This event is also timely because energy efficiency is more than ever recognized; it achieves all of the objectives of sustainable development without the need for any tradeoffs. Jordan has been at the forefront of promoting energy efficiency policies. Its leading role in the founding of IRENA testifies to Jordan's role globally.

For the past 15 years, the Energy Charter has worked hard on energy efficiency policies, and many countries have taken important steps forward. But studies repeatedly show that cost-effective energy efficiency savings of 20-30% or more still exist in most economies.

The growing consensus around the need for action on climate change means the world can no longer wait to implement the cheapest form of abatement. The world's development needs make it imperative that we do not use scarce investment funds on energy supply when we have better alternatives.

Given the priority of energy efficiency, especially in relation to climate change, this is not an issue for individual nations alone. We live in an increasingly interconnected world. An energy-efficient light globe manufactured in China can save energy for users in Jordan that then allows greater energy exports to Europe and may create carbon credits that could be purchased by a firm in Australia. Energy markets are global, and climate change is a global problem.

Of course, there are things countries can do on their own. I am sure we will hear many great stories of success today. But what we are here to focus on is what we can do together. How can we cooperate internationally to make energy efficiency happen faster and better? And what institutional arrangements might be needed to ensure this happens? These are questions we need to ask ourselves within the Energy Charter context, and in cooperation with others.

Businesses will continue to invest where they are convinced they can make an appropriate rate of return. We must also consider how governments and industry can work together to make investments in energy efficiency more attractive, in all countries, in all sectors.

We stand at an important moment in history, and the world looks to us for progress.

I thank you all again for coming, and look forward to working with you on this vital issue.