



**meetMED**

Mitigation Enabling Energy Transition in the MEDiterranean region  
**Together We Switch to Clean Energy**



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# 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 Hotel**, 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.

## AGENDA

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## 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.



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## Agenda

*English and French interpretation will be provided.*

08:30 - 09:00	<b>Registration of participants</b>
09:00 - 09:45	<p><b>Welcome Address:</b> Walid <b>SHAHIN</b>, Director, Jordan National Energy Research Centre (NERC)</p> <p><b>Opening remarks:</b></p> <ul style="list-style-type: none"> <li>• <b>TBC</b>, Ministry of Energy and Mineral Resources (MEMR)</li> <li>• <b>Rasmi HAMZEH</b>, Executive Director, Jordan Renewable Energy &amp; Energy Efficiency Fund (JREEEF)</li> <li>• <b>Sirpa TULLA</b>, Head of Economic, Infrastructure and Trade Facilitation Section, EU Delegation to Jordan</li> </ul>
09:45 - 10:55 incl. Q&A	<p><b>Overview of the challenges</b></p> <p><b>Chair:</b> Walid <b>SHAHIN</b>, Director, NERC Jordan</p> <ul style="list-style-type: none"> <li>• <b>Leonidas KIOUSSIS</b>, Senior Expert , International relations &amp; Enlargement, DG Energy, European Commission</li> <li>• <b>Maged MAHMOUD</b>, Technical Director, RCREEE</li> <li>• <b>Dario CHELLO</b>, President, MEDENER</li> </ul>
10:55 - 11:15	<i>Coffee break, including family photo</i>
11:15 - 12:15 incl. Q&A	<p><b>Keynote speeches</b></p> <p><b>Energy prices and Energy Efficiency in the Euro-Mediterranean region: an economic and political appraisal</b></p> <p><b>Chair:</b> Matteo <b>BARRA</b>, Project Manager, meetMED</p> <ul style="list-style-type: none"> <li>• <b>Alberto POTOTSCHNIG</b>, Director, Agency for the Cooperation of Energy Regulators (ACER)</li> <li>• <b>Wijdan AL RABADI</b>, Deputy Chair, Energy and Mineral Regulatory Commission (EMRC)</li> </ul>



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<p><b>12:15-13:30</b> incl. Q&amp;A</p>	<p><b>Session 1: Energy Efficiency for households and transport</b></p> <ul style="list-style-type: none"> <li>• Case study Mashreq - <b>Muhieddin TAWALBEH</b>, Head of Energy Efficiency &amp; Solar Thermal Division, NERC Jordan</li> <li>• Case study Mashreq 2 – <b>Adel MOURTADA</b>, Expert Senior Energy &amp; Climate change, ALMEE</li> </ul> <p><b>Panel discussion</b></p> <p>Moderator: <b>Nidal ABDALLA</b>, Manager of Oil Shale and Bio-Energy, NERC Jordan</p> <ul style="list-style-type: none"> <li>• <b>Markos DAMASIOTIS</b>, Head of Development Programmes Division, CRES</li> <li>• <b>Lina MOBAIDEEN</b>, Project Development Manager, Jordan Renewable Energy and Energy Efficiency Fund (JREEEF).</li> <li>• <b>H.E. Ali HAJAHJEH</b>, Member, Jordanian House of Representatives</li> </ul> <p><b>Suggested points of discussion:</b></p> <ul style="list-style-type: none"> <li>- Can the prosumers' concept be projected on the southern shore of the Mediterranean?</li> <li>- Citizens' behavioural change towards energy efficiency: the way forward to a sustainable urban mobility</li> </ul>
<p><b>13:30 - 14:30</b></p>	<p><i>Lunch break</i></p>
<p><b>14:30 - 15:45</b> incl. Q&amp;A</p>	<p><b>Session 2: Energy efficiency in industrial sector</b></p> <ul style="list-style-type: none"> <li>• Case study Mashreq - <b>Fadel LABADI</b>, Manager of Industrial Affairs Department, Amman Chamber of Industry</li> <li>• Case study Maghreb - <b>Mohamed Ali SAFI</b>, Head of the Unit of Energy Efficiency in Industrial Sector, ANME</li> </ul> <p><b>Panel discussion</b></p> <p>Moderator: <b>Ashraf KRAIDY</b>, Planning Director, RCREEE</p> <ul style="list-style-type: none"> <li>• <b>Fadel LABADI</b>, Manager of Industrial Affairs Department, Amman Chamber of Industry.</li> <li>• <b>Wijdan AL RABADI</b>, Deputy Chair, Energy and Mineral Regulatory Commission (EMRC).</li> <li>• <b>Muhieddin TAWALBEH</b>, Manager in the Energy Efficiency and Solar Thermal Division, RSS/NERC</li> </ul>



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	<p><b>Suggested points of discussion:</b></p> <ul style="list-style-type: none"> <li>- Fuel prices and the choice of technologies for industrial manufacturing</li> <li>- Prosumers' concept for the industrial sector on the southern shore of the Mediterranean as a self-producer approach</li> </ul>
<b>15:45 - 16:00</b>	<i>Coffee break</i>
<b>16:00 - 16:30</b>	<ul style="list-style-type: none"> <li>• Conference conclusions by <b>Walid SHAHIN</b>, Director, NERC Jordan</li> <li>• Closing remarks by <b>Dario CHELLO</b>, President, MEDENER</li> </ul>

At **17.30 hrs**, participants are invited to the **Higher Council for Science and Technology (HCST) building at Royal Scientific Society (RSS) campus**. The visit will focus on the renewable energy and energy efficiency systems of the building, which consist of PV system, insulation system, lighting system and ground source heat pump system. Expected return to Holiday Inn Hotel will be at **19.30 hrs**.

*Shuttle service will be provided from and back to the conference venue.*

For any further information or assistance, please do not hesitate to contact **Ms Alice Giallombardo**, meetMED Communication Officer, at [alice.giallombardo@medener.org](mailto:alice.giallombardo@medener.org) .