

Three Hard Truths...



- Global energy demand is accelerating



- Conventional supply will struggle to keep pace



- Climate stresses





Scramble-reflects the dynamics behind energy nationalism, with fears over energy security leading to a scramble for resources and insufficient attention to the environment.

- Traditional energy pathways
 - Focus on existing infrastructure
- Sequential responses to energy strains
- Knee-jerk reactions to climate events



Blueprint- reflects better anticipation of energy supply security and environmental issues, with coalitions emerging to lead in addressing these. The result is a more stable energy system with better environmental outcomes.

- Broader anticipation of challenges
- Critical mass of parallel responses to hard truths
- Aggressive efficiency standards



- **Cooperation between government, industry, NGOs and academia focused on:**
 - **Prioritization of energy options, including R&D based on rigorous cost effectiveness analysis**
 - **Energy efficiency/conservation and the environment**
- **Raise public and industry awareness around the world on “intelligent use of energy” – a shift in mindset.**
- **Cities as the driving force of quicker and practical actions towards Energy Efficiency**
- **Leadership – requires a step-change in effectiveness**

“No problem can be resolved at the level of consciousness, that caused it” – Albert Einstein

