

PRESS RELEASE: Glass Half Charged for Buildings: EU Electrification Action Plan is a welcome spark for clean heat, but Europe must electrify efficiently

Efficient Buildings Europe welcomes the European Commission's Electrification Action Plan as an important recognition that Europe's clean energy transition must combine electrification with energy efficiency. The Action Plan rightly identifies the electricity/gas price ratio, grid constraints, and upfront costs as key challenges for Europe's electrification journey.

We welcome the Commission's focus on clean heating, including support for heat pumps, district heating and cooling, financing, consumer information, workforce development and skills. "Today's Electrification Action Plan confirms what Efficient Buildings Europe has long argued for: efficiently electrifying heating and cooling is not just a climate imperative; it is an energy security and competitiveness strategy. Industry players are ready to help turn this ambition into installed decarbonised heating and cooling systems." Said **Christina von Westernhagen**, Vice-President of Efficient Buildings Europe and Director of Government Relations - Europe, Johnson Controls

However, to make this transition affordable, resilient and cost-effective, the EU must ensure that electrification and efficiency in buildings go hand in hand. Europe's electrification challenge goes beyond replacing fossil fuel heating systems. Buildings can reduce the amount of electricity Europe needs to generate, transport and pay for through a broader package of efficiency solutions, including insulation, building automation and controls, efficient lighting, improved windows, efficient water appliances, hydronic balancing, shading, blinds and shutters.

"We welcome the Electrification Action Plan as a necessary step to advance decarbonisation and reduce dependence on fossil fuels. Efficient Buildings Europe members provide all active and passive solutions needed to accelerate electrification and maximise its benefits in new and renovated buildings, while ensuring year-round affordability and comfort. The more efficiently our buildings are electrified, the more they can reduce peak loads, help flexibility and grid transformation, and support the decarbonisation in other sectors." Said **Céline Carré**, President of Efficient Buildings Europe and Head of Public Affairs, Saint-Gobain

Implementation should now be the number 1 priority. The full delivery of this Action Plan together with existing legislation, including the Energy Performance of Buildings Directive (EPBD), the Energy Efficiency Directive (EED), the Renewable Energy Directive (RED III) and ETS2, will be essential to ensure that electrification and renovation progress together.

The interplay between electrification and efficiency should also be reinforced through upcoming policy initiatives, such as the Cooling and Heating Action Plan, the Public Procurement Regulation, and the post-2030 energy efficiency framework.

"The Electrification Action Plan is a welcome step towards accelerating our transition to clean heating and cooling. Europe's success will depend on our capacity to make it simple and affordable for citizens and businesses. For buildings, the winning formula is clear: renovate, electrify and optimise flexibility." Said **Rémi Collombet**, Secretary General, Efficient Buildings Europe

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About Efficient Buildings Europe

Efficient Buildings Europe represents Europe's leading companies involved with the manufacture, distribution and installation of energy efficient products, equipment, and services for buildings.

The members of Efficient Buildings Europe employ more than 280,000 people in these activities in Europe and have over 1,200 production facilities and office locations in the EU. The mission of Efficient Buildings Europe is to work together with the EU institutions to help the EU to move towards a more efficient use of energy in buildings, thereby creating an efficient, decarbonised, and flexible building stock that actively contributes to the achievement of Europe's commitments on climate change, energy security, and economic growth.

Efficient Buildings Europe Members (2026)

