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# Making Industrial Energy Efficiency the New Normal

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# We are already doing a lot, so what's the issue?

- The potential is clear
- The barriers are identified
- Good solutions exist



**But implementation still remains slow!**

# Many stakeholders

## Many communication gaps



Energy Efficiency is not difficult,  
just complicated

# Its time to change perceptions



**From environmental obligation to core business strategy**

# Connecting the dots, not reinventing

