

Electrification Action Plan: EuroCommerce sees a positive start but calls for supportive framework to unlock the retail & wholesale full potential

European retailers and wholesalers note the European Commission's Electrification Action Plan as a **positive step towards electrification, which must remain realistic, cost-effective, incentive-based and system-friendly** across the EU.

*“Access to affordable energy remains a major priority for retail and wholesale who are major users of energy. Our sector also has **potential to play a key role** in Europe’s electrification provided the **necessary framework conditions** are in place and the **remaining barriers** that limit the sector's potential to become a key energy hub and enabler of electrification are addressed”,* stated Christel Delberghe, Director General at EuroCommerce, the European association for retail and wholesale.

The association asks that retail and wholesale be **recognised as a major aggregated energy user**, with energy consumption spread across extensive networks of stores, warehouses and distribution centres. The large number of stores and warehouses in our sector consumes altogether 220-240TWh per year, much more than many energy- or electro-intensive sectors, and many operations require **secure and uninterrupted energy use** to ensure continuity of service. For example, heating and cooling systems in stores must remain operational outside opening hours, which is essential for ensuring product safety and providing essential services to millions of customers every day across Europe.

Unlocking the sector's **full contribution to electrification** requires affordable and reliable energy, sufficient grid capacity, fit-for-purpose infrastructure, harmonised, long-term and accessible financing mechanisms to support investment at scale, as well as fast, simple and digitalised administrative and permit-granting procedures. Addressing these challenges is vital for **strengthening the sector's** competitiveness, resilience and innovation, while **supporting the EU's electrification and decarbonisation** objectives.

EuroCommerce states that the sector is also well placed to help **accelerate Europe's decarbonisation and clean energy transition**. Retailers and wholesalers are already making a **significant contribution** through, e.g., the generation of renewable electricity using rooftop solar installations, the electrification of logistics fleets, the use of heat pumps, the deployment of energy storage solutions, the installation of charging infrastructure, including electric vehicle charging stations at parking lots for customers and local communities. During the past energy crisis, the sector has shown leadership on energy-saving measures ranging from

optimising the use of lighting as well as the refrigeration and heating systems in stores to training its workforce and engaging consumers.

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Background information:

For further information on how retail and wholesale can help support the energy transition, please visit our website [here](#).

EuroCommerce has collected a **set of measures developed and applied** by its members across Europe to address the energy crisis. Please see the list of our best practices [here](#).

In cooperation with the European Consumer Organisation (BEUC), the association collected a set of tips for energy savings in households to help consumers reduce their energy costs and achieve energy savings in their everyday lives. This checklist is part of a European campaign to help consumers in their sustainability transition. See [here](#).

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EuroCommerce is the principal European organisation representing the retail and wholesale sector. It embraces national associations in 28 countries and 5 million companies, including leading global players and many small businesses. Over a billion times a day, retailers and wholesalers distribute goods and provide an essential service to millions of businesses and individual customers. The sector generates 1 in 7 jobs, offering a varied career to 26 million Europeans, many of them young people. It also supports millions of further jobs throughout the supply chain, from small local suppliers to international businesses. EuroCommerce is the recognised European social partner for the retail and wholesale sector.