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# The New Rules of Forecourt Energy

Why unnecessary electricity use is becoming harder to ignore, and how operators can strengthen energy control across the forecourt



**SpeedIQ™**

**GILBARCO  
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Powered by Vontier

A publication of SpeedIQ™ and Gilbarco Veeder-Root

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## Executive Summary

Energy is taking on a larger role across the forecourt.

Utility prices remain elevated. Reporting expectations continue to rise. The purchased electricity that power operators buy from the grid to run their operations is under growing scrutiny. Together, these pressures are changing how energy is managed, measured and discussed on diverse forecourts.

For forecourt operators, this matters because electricity demand is distributed across multiple site assets and repeated across every location in the network. Pumps, lighting, refrigeration, EV chargers and HVAC all contribute to overall consumption. A small inefficiency at one site may appear insignificant on its own, but across dozens or hundreds of locations, financial and reporting impact can become far more material.

This is the shift now underway. From utility to cost to core business metrics, energy influences cost control, reporting, operational performance and long-term decision-making.

The operators best positioned to respond will be those that manage energy actively: measuring clearly, reviewing consistently and improving deliberately across the network.

This paper explores why the shift is happening and how stronger energy control can help forecourt operators achieve a better bottom line over time.

### Why this matters now



Efficiency expectations are rising



Purchased electricity is under greater scrutiny



Scope 2 reporting is becoming more visible



Small inefficiencies scale quickly across networks

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Energy no longer just a utility cost – it's becoming a core business metric.

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## A more demanding energy environment

Europe's efficiency agenda is now part of the operating reality for diverse energy-intensive businesses.

The recently recast Energy Efficiency Directive (EED) reinforced the principle of Energy Efficiency First, established in 2016.<sup>1</sup> <sup>2</sup> The principle is clear: reduce avoidable demand before adding new energy supply or additional capacity, wherever that is technically and economically feasible.<sup>2</sup>

This supports the EU's wider target to reduce final energy consumption by 11.7% by 2030.<sup>1</sup>

For larger energy users, the directive also introduces practical obligations:

- Organisations consuming more than 10 terajoules (TJ) annually must carry out regular energy audits, unless already covered by a certified energy management system such as ISO 50001<sup>1</sup>
- Organisations consuming more than 85 terajoules (TJ) annually must implement a certified energy management system<sup>1</sup>

These thresholds apply at organisation level rather than site level. Even so, their significance is broader, signalling a clear shift in expectations around how energy is governed and improved.



The direction is clear: unnecessary demand is under greater scrutiny.



### Energy Efficiency First

Reduce avoidable demand before adding new supply or capacity, wherever that is technically and economically feasible.<sup>2</sup>



## Why the forecourt is in focus

Forecourts are energy-intensive operating environments.

Energy demand sits across several core asset groups, including:

- Pumps
- Lighting
- Refrigeration
- HVAC

Each of these may appear manageable in isolation. The challenge grows when they are repeated across a multi-site network, and this is why scale matters.

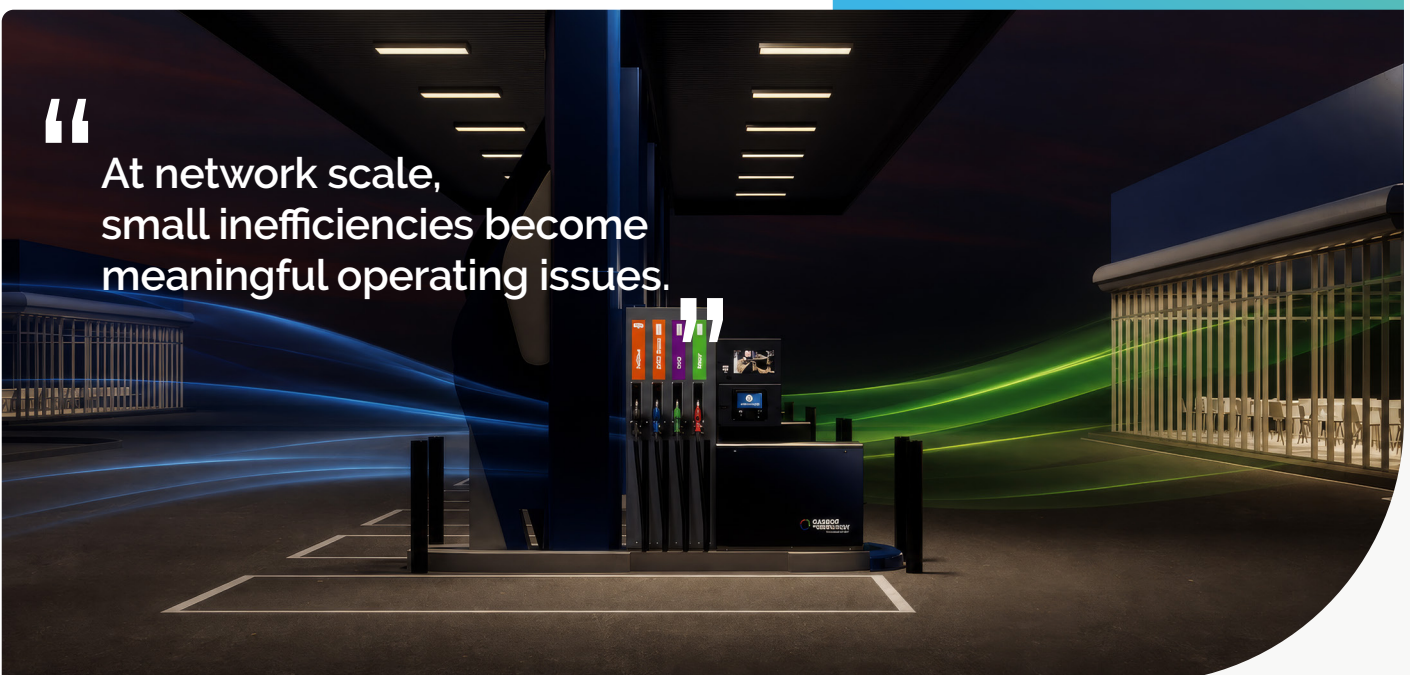
Repeated across dozens, hundreds or thousands of locations, small inefficiencies stop being only a site concern and becomes a network performance issue.

Energy optimisation is no longer only about how much a site uses, but rather how well energy use is understood, tracked and improved across the estate.



### Why network scale matters

An energy use approach is repeated across every location, which is what turns small losses into larger cost and performance issues.



## The particular importance of purchased electricity

The pressure on forecourt energy performance comes from efficiency policy and from reporting.

Large companies face increasing scrutiny through frameworks such as the **Corporate Sustainability Reporting Directive (CSRD)** and the **Greenhouse Gas Protocol**.<sup>3 4</sup>

This brings greater focus to **Scope 2** emissions.

Scope 2 covers the indirect emissions related to purchased energy, including electricity used to run business operations.<sup>4</sup> For forecourt operators, that carries direct relevance. Every unit of electricity saved reduces purchased power and lowers the reported indirect emissions attached to it.

This creates a closer link between:

- Electricity use
- Indirect emissions
- Reporting outcomes
- Operating costs

Energy efficiency therefore matters to more parts of the organisation. Operations, finance and sustainability teams all have a stake.



### Scope 2 in practice

Purchased electricity now affects:

- Operating costs
- Indirect emissions reporting
- Energy-performance accountability

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Every unit of electricity saved directly lowers reported Scope 2 emissions.

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## Why the forecourt is in focus

Historically, energy efficiency has often been approached through one-off projects. Classic, valuable upgrades include lighting improvements, refrigeration optimisation and higher-efficiency pumps.<sup>1</sup>

The greater level of scrutiny around ongoing performance now calls for a broader operating approach with a clearer view of where energy is used, what is driving demand and where unnecessary electricity use still exists. This changes the management conversation, moving focus from isolated savings to continuous performance improvement. Energy review becomes systematised and must see consistent improvement across the network.

Responding to this change requires operators to have a clearer view of where energy is used, where unnecessary demand exists and how performance can improve.

In practice, that means looking across the forecourt, including:

- Core equipment efficiency
- Dispenser performance
- EV charging demand
- Site-level energy management

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**The shift:  
From isolated efficiency  
projects to continuous  
energy management**

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Power optimisation and storage For some operators, the starting point will be reducing unnecessary electricity use in day-to-day operations. For others, it will be improving visibility and control around charging demand, site loads and energy flows. In many cases, it will involve both.

This is where the opportunity broadens, including stronger operational control, lower avoidable cost and more consistent performance.



### The operational response includes

- Reducing unnecessary demand
- Improving site visibility
- Managing electrical loads more intelligently
- Building stronger control across the network



## The forecourt context matters

Energy technologies sit within a wider operating environment on the forecourt.

They work alongside fuel dispensing, payment acceptance, convenience retail, site operations, maintenance expectations and network standards. For operators, the challenge is not the addition of a single capability, but rather making change work within the wider operating model of the business.

That is where forecourt experience matters.

A forecourt expert, Gilbarco Veeder-Root has spent decades supporting the systems that keep forecourts operating every day. Across thousands of sites worldwide, GVR technologies support fuel dispensing, payments, site control and network operations.

That matters because running a forecourt is different from operating a standalone energy asset, requiring an understanding of:

- Uptime expectations
- Payment complexity
- Multi-site operations
- Service response
- Network standardisation
- Retail customer journeys
- Long-term asset management

As energy performance becomes a bigger operational issue, these realities matter more.



### Why forecourt experience matters

The challenge is making technology work within the operational realities of the forecourt.

Running a forecourt is different from operating a standalone energy asset.

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## Gilbarco Veeder-Root is well-placed to support the transition



### A broader practical response

Examples can include:

- Dispenser efficiency improvements
- EV charging solutions
- Site-level energy management
- Battery energy storage

The shift underway extends beyond new regulatory requirements, rather also signalling a step change in energy management approach to looking holistically at the wider needs of a site within a larger network.

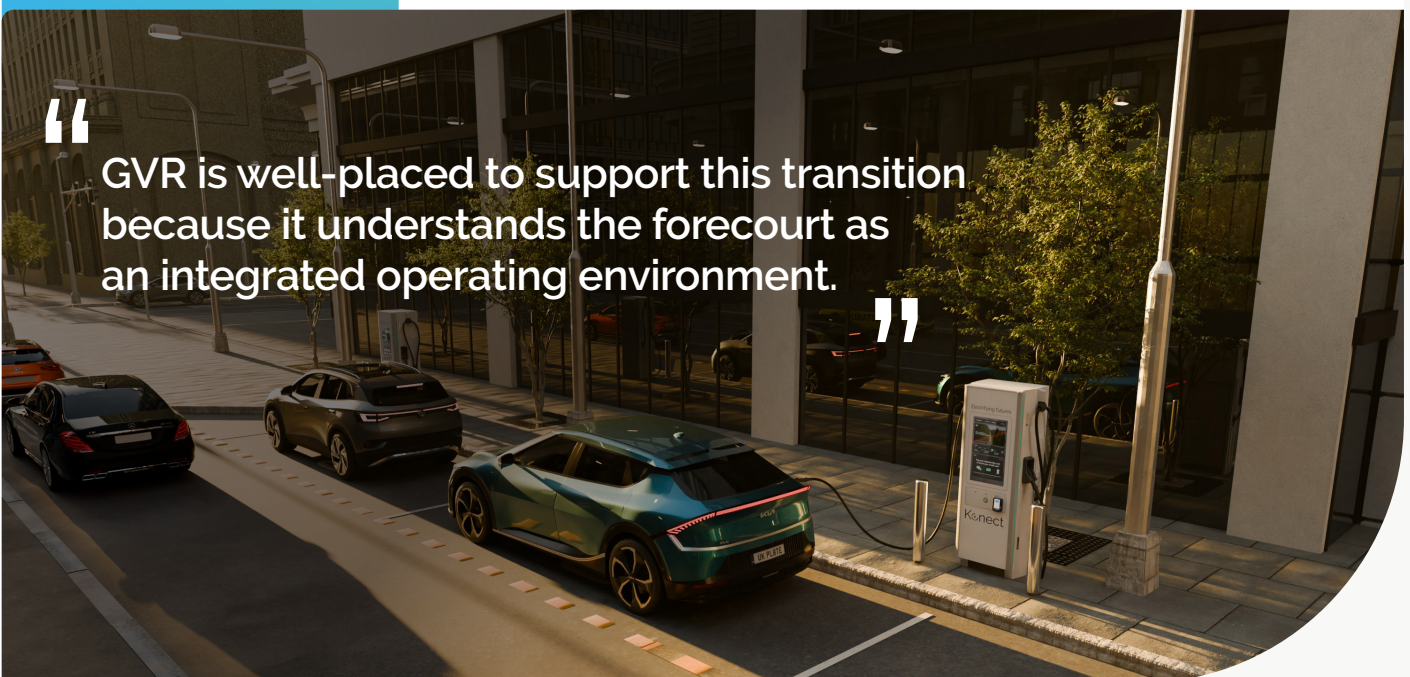
That includes reducing unnecessary demand in core equipment, managing new electrical loads more intelligently and building stronger visibility over how energy is used.

GVR is well placed to support a step change, understanding the forecourt as an integrated operating environment.

Our priorities for working with operators can include new approaches and solutions to:

- Reduce unnecessary electricity use in core forecourt equipment
- Improve dispenser efficiency through more responsive motor performance
- Support EV charging as part of a wider forecourt operation
- Strengthen site-level visibility and control
- Help operators manage energy performance across multiple locations over time

In this context, solutions such as **SpeedIQ™**, **Konect EV** and **energy management systems** and **battery energy storage solutions** play defined roles as part of a broader, practical response, each addressing a different part of the energy challenge. Greater value comes when practical improvements are made with expertise around how the forecourt works as an integrated whole.



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GVR is well-placed to support this transition because it understands the forecourt as an integrated operating environment.

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## The forecourt context matters

Europe's efficiency era is no longer a future consideration for forecourt operators, but a part of day-to-day operating reality.

The practical response starts now, and forecourt operators should with three practical investigations:

Where does unnecessary electricity use exist in day-to-day operations?

Which site assets and operating patterns create the greatest avoidable demand?

How can energy performance be measured and improved more consistently across multiple locations over time?

In a world where energy use is more visible, accountable and closely tied to business performance, the operators best placed to win will be those who build a stronger network approach to govern and optimise use..

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1. Directive (EU) 2023/1791 of the European Parliament and of the Council of 13 September 2023 on energy efficiency (recast) <https://eur-lex.europa.eu/eli/dir/2023/1791/oj/eng>
2. Commission Recommendation (EU) 2021/1749 of 28 September 2021 on Energy Efficiency First: from principles to practice — Guidelines and examples for its implementation in decision-making in the energy sector and beyond <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:32021H1749>
3. Directive (EU) 2022/2464 of the European Parliament and of the Council of 14 December 2022 as regards corporate sustainability reporting <https://eur-lex.europa.eu/eli/dir/2022/2464/oj/eng>
4. Greenhouse Gas Protocol – Corporate Accounting and Reporting Standard <https://ghgprotocol.org/corporate-standard>
5. Greenhouse Gas Protocol – Scope 2 Guidance <https://ghgprotocol.org/sites/default/files/2023-03/Scope%20%20Guidance.pdf>