



**EUROPEAN COMMISSION**  
DIRECTORATE-GENERAL ENERGY AND TRANSPORT  
New Energies & Demand Management  
**Promotion of Renewable Energy Sources & Demand Management**

Brussels, 1 January 2003

**THE EUROPEAN  
MOTOR CHALLENGE PROGRAMME  
ENDORSER GUIDELINES**



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## Introduction

The goal of substantially improving end-use energy efficiency is a key component of the EU energy and environmental policies, shared by all EU Member States. The European Commission Directorate General Energy and Transport contributes to this goal through a series of actions under the SAVE Programme and its proposed continuation in the framework of "[Intelligent Energy for Europe](#)".

The **Motor Challenge Programme** (launched in 2003) is one of these actions, aimed specifically at industrial use of electricity in Motor Driven Systems. The present Guidelines define the basic framework and the rules of the Programme. These Guidelines are linked with the separate Module documents for Compressed Air Systems, Pump Systems, Fan System, Drives (electric motors and speed controllers), and a transversal module covering Management Policies for all the above components of motor systems.

The Motor Challenge Programme is designed to be:

- flexible and open, so as to be applicable to the great variety of user situations;
- sufficiently precise to ensure that companies that carry out the commitment will achieve a significant part of potential energy savings;
- adaptable to the large variety of national programmes and agencies.

The Motor Challenge Programme is based on voluntary commitments, defined by each participating enterprise and organisation, on the basis of recommendations put forward in "Motor Challenge Module Documents" treating different aspects of Motor Driven System energy efficiency.

## 1.The Motor Challenge Programme Objectives and Scope

The Motor Challenge Programme (MCP) is a European Commission voluntary programme through which industrial companies are aided in improving the energy efficiency of their Motor Driven Systems. Any enterprise or organisation planning to contribute to the Motor Challenge Programme objectives can participate.

Companies that use Motor Driven Systems can request "**Partner**"<sup>1</sup> status. Through the Motor Challenge, they will receive:

- aid in defining and carrying out an Action Plan, to reduce energy related operating expenses, while maintaining or improving reliability and quality of service;
- public recognition for their contribution to achieving the objectives of the European Union's energy policy<sup>2</sup>.

Organisations that wish to assist MCP Partners in achieving the goals of the Motor Challenge may become Motor Challenge "**Endorsers**". This document describes the benefits accruing to Endorsers, as well as their responsibilities.

## 2.Responsibilities of Motor Challenge Endorsers

In order to maintain the credibility of MCP Endorser status, some eligibility criteria have been developed. Though not entailing legally binding obligations, Endorser status requires strong commitment and a substantial contribution to the objectives of the Motor Challenge Programme. Endorsers can withdraw from the programme at any time without penalty.

An organisation wishing to become an Endorser of the Motor Challenge programme will proceed by the following 4 step process.

- 1) Formulation of an "**MCP Promotion Plan**", defining the scope and nature of the organisation's activities in support of the MCP.
- 2) Approval of the Promotion Plan by the Commission. Commission grants Endorser status to the organisation.
- 3) Execution of the Promotion Plan, and annual reports to the Commission.
- 4) Commission renewal of Endorser status, upon review of the annual report.

The process is described in the following paragraphs.

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<sup>1</sup> Companies interested in more information on "Partner" status are invited to consult the separate Challenge "Partner Guidelines".

<sup>2</sup> By reducing energy use, companies contribute to:

- minimising environmental impact, and in particular reducing CO<sub>2</sub> emissions;
- improving the competitiveness of European industry;
- reducing dependence on imported energy sources, thus improving the security of European energy supplies.

*1) Formulation of an MCP Promotion Plan, defining the scope and nature of the organisation's activities in support of the MCP.*

The MCP Promotion Plan defines the **specific actions** that the organisation will take to:

- disseminate information on the MCP;
- encourage user enterprises to become MCP Partners;
- aid MCP Partners in putting into practice, the recommendations of the relevant MCP Compressed Air, Fan, Pump or Drives "Module" documents.

Furthermore, organisations that intervene in some aspect of the design, building or operation of Motor Driven Systems may take actions which contribute to the overall MCP goals of improving the energy efficiency of industrial Motor Driven Systems. The nature of these actions will of course depend on the organisation's activities, for instance:

- a manufacturer of Motor Driven System components might develop specific sales material to help raise user awareness of energy efficiency issues, or might introduce or encourage use of high efficiency products;
- engineering consultancies might develop specific guidelines (based on the recommendations of relevant MCP Modules) to insure that energy consumption is taken into account in the design process;
- a trade association might develop an "Energy Efficiency Charter";
- a training or educational institution might emphasise and extend the treatment of energy efficiency;
- an electricity company could instigate a specific Motor Driven Systems DSM programme;
- ESCOs might develop financing instruments adapted to Motor Driven Systems.

The Promotion Plan should include a description of the annual report that the Endorser will submit to the Commission.

In the Promotion Plan, the organisation should designate the person responsible for assuring execution of the plan and for communication with the European Commission or its designated representatives for the Programme (e.g. National Contact Points, see Web for list). This person will:

- verify that appropriate management tools and policies are created to implement the programme;
- report to top management on progress;
- prepare reports to the Commission.

*2) Approval of the Promotion Plan by the Commission. Commission grants Endorser status to the organisation.*

The proposed MCP Promotion Plan, including reporting procedure, will be submitted to the Commission (see last page for address), with copy to the National Contact Point<sup>3</sup>. Endorsers may submit evidence to document their competence in some specific MCP related activity.

The Commission will approve the plan (generally within 6 weeks), or explain its reasons for not approving. If the plan is approved, the Commission will grant MCP Endorser status to the organisation, with all the attending benefits.

*3) Execution of the Promotion Plan, and annual reports to the Commission.*

The Endorser carries out its Promotion Plan, and reports annually to the Commission and to the National Contact Point on progress, in accordance with the reporting scheme proposed by the Endorser. Endorsers are encouraged to submit copies of material (sales documents, training courses, ...) developed in the context of MCP participation. The annual report may describe new actions undertaken by the Endorser, to be included in the Promotion Plan.

Compliance with Community, national and local regulations will be compulsory for any action or project to be undertaken in the framework of the Programme.

*4) Commission renewal of Endorser status, upon review of the annual report.*

The Commission will review the Endorser's annual report, and upon approval, will renew Endorser status. Fulfilment of Promotion Plan commitments may be verified. If the report is not approved, the Commission will explain why. If the execution of the organisation's promotion plan is notably weaker than agreed upon, or if the organisation does not honour its reporting requirements, the Commission reserves the right to terminate the organisation's participation in the Motor Challenge Programme.

### **3. Benefits of participating in the Motor Challenge**

Participating organisations benefit from MCP Endorser status upon reception of the Commission's acceptance letter for the "MCP Promotion Plan". An Endorser will get public acknowledgement for its efforts to support the Motor Challenge Programme.

- Endorsers, in co-operation with their Partners, will be invited to provide documentation of showcase installations that the European Commission will publicise, providing details on energy savings realised by the installation.
- The Commission will send the list of Motor Challenge Endorsers to the national Motor Challenge representative (list available on internet at <http://energyefficiency.jrc.cec.eu.int/>) and to the Member State representatives in the SAVE Committee.

<sup>3</sup> In a country where a National Contact point has not been designated, the material shall be forwarded only to the Commission.

- Endorsers may use the Motor Challenge logo and Motor Challenge documents. The use of the logo will be restricted to the scope of the Endorser's commitment to the Motor Challenge Programme. The Endorser will not use the logo for other purposes or activities.
- The organisation's relevant activities may be included in Motor Challenge related promotional activities, the Motor Challenge Endorser Catalogue, Advertising activities, the Motor Challenge database, etc.
- The list of Motor Challenge Programme Endorsers, including a description of their specific contribution to the Motor Challenge Programme will be published widely (brochure, Internet etc.). If provided, a reference to the organisation's web site will be included.
- Motor Challenge Programme Awards will be made to outstanding Motor Challenge Endorsers, in accordance with criteria to be determined by the Commission. There will be awards for a variety of different types of Endorsers.

The MCP logo and MCP Endorser status shall not be used in a manner that implies Commission endorsement of specific products or services. The Commission will monitor use, and will withdraw the use of the logo and terminate the Endorser status if any misuse is found.

#### 4. Further information

Information on the Motor Challenge Programme is available on the Internet at:

<http://energyefficiency.jrc.cec.eu.int/Motorchallenge/index.htm>

For responses to specific questions, please contact:

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Information on the Motor Challenge is also available from participating National Contact Points (list attached).

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## **EUROPEAN MOTOR CHALLENGE PROGRAMME ENDORSER COMMITMENT SUBMISSION FORM**

The organisation/company/institution/authority

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declares its willingness to participate as Endorser in the Motor Challenge Programme and to commit itself to carry out the actions described in the attached Promotion Plan and to adhere to the general principles described in the Motor Challenge Endorser Guidelines.

The organisation, through regular upgrade reports, will keep the European Commission informed of the implementation of the Promotion Plan.

The Name of the Motor Challenge manager appointed by the company is:

Name: \_\_\_\_\_

Managerial Function: \_\_\_\_\_

Address: \_\_\_\_\_

Tel. / Fax: \_\_\_\_\_ / \_\_\_\_\_

e-mail/ internet: \_\_\_\_\_

Director or person authorised to sign for the organisation:

Name: \_\_\_\_\_

Managerial Function: \_\_\_\_\_

Address: \_\_\_\_\_

Tel. / Fax: \_\_\_\_\_ / \_\_\_\_\_

e-mail/ internet: \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

*Please send the signed submission form to :*  
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*Please send copy of the signed submission form to the National Contact Point.*