



## 4EM-MCP PROJECT LAUNCH

New pan-european project 4EM-MCP was launched in Brussels on 24-25 January 2006. 4EM-MCP focuses on disseminating, extending and applying MCP tools through national programmes in New Member and Candidate Countries, aiming to build capacity and to raise energy efficiency awareness of policy makers and industry in this area with:

1. **Dissemination**, through a comprehensive programme of technically sound publications, seminars, show cases projects, training courses and communication through websites focused on target audience and through engaging new MCP Sponsors.
2. **Evaluation tools**, that will lower the "entry barrier" to energy efficiency. 4EM-MCP would distil the essence of the MCP and other tools adapting them to the targeted countries markets, so as to ease their application in SMEs, including in situations where no publicly sponsored intervention is carried out. A software with the database for supporting decision process will be developed.
3. **Market investigation and evaluation of energy efficiency potential**, by gathering information on the market penetration of energy efficient electric motor systems, on past, ongoing and planned activities for efficiency improvements in electric motor systems and by evaluating the energy efficiency potential in electric motor systems in the geographical area of programme.
4. **Enterprise interventions**. These interventions will be of the following types: demonstration projects, audits and EE investments projects, proposal of financial sources,. Enterprise interventions will result in show cases projects and will be used in the dissemination activities.
5. **New participants**. New national partners would be brought into the MCP in participating countries and other New Member and Candidate Countries.

Countries initially involved in the project are: Bulgaria, Czech Republic, Hungary, Poland, Romania. Project targeted area will be enlarged in the future possibly to cover all New Member and Candidate Countries.

4EM-MCP project also complements on going UNDP (United Nations Development Programme) PEMP<sup>1</sup>.

Brussels, 25 January 2006

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<sup>1</sup> PEMP is the executive programme supported by GEF (Global Environmental Facility), FEWE, KAPE, UNDP and PCPC. It concerns electric motor systems (motor, control, transmission, driven machinery) and it is intended to utilize the economic potential for energy efficiency improvement in Polish economy.

4EM-MCP is supported by:



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## WHAT IS 4EM-MCP?

4EM-MCP project focuses on disseminating, extending and applying MCP tools through national programmes in New Member and Candidate Countries, aiming to build capacity and to raise energy efficiency awareness of policy makers and industry in this area by: dissemination, evaluation tools, market investigation and evaluation of energy efficiency potential, enterprise interventions.

Key actors will be: European Commission, Industry Trade associations, Motor manufacturers associations, individual motor companies.

The results of the initiative will be: greater awareness of energy savings and knowledge of the MCP, easier access to energy savings for SMEs, report with statistical information on market penetration of energy efficient electric motor systems and pilot industry interventions.

Electricity savings potential of industrial motor driven systems in New Member and Candidate countries is estimated in 30 – 35 billion kWh/year (2,6 – 3,0 Mtoe/year) that means 8% - 9% of these countries overall electricity consumption.

5 countries, Bulgaria, Czech Republic, Hungary, Romania, Poland (together with western Europe experts), are already involved in the project which aims to enlarge itself to at least other 2 countries.

## WHAT IS MCP?

The Motor Challenge Programme (MCP) is a European Commission initiative to aid industrial companies in improving the energy efficiency of their electric Motor Driven Systems. The Challenge focuses on Compressed Air, Fan and Pump systems, for which it has been demonstrated that there exists a large technical and economic potential for energy savings.

Any enterprise planning to contribute to the Motor Challenge Programme objectives can participate.

Companies that **use** Motor Driven Systems can request "**Partner**" status.

Companies that **supply** Motor Driven Systems may become "**Endorsers**".

Partners will be aided with a toolset which will help them in **reducing operating expenses**, through profitable, cost effective measures. Furthermore, they will receive public recognition for their contribution to achieving the objectives of the European Union's energy policy:

minimising environmental impact, and in particular reducing CO<sub>2</sub> emissions;

improving the competitiveness of European industry;

reducing dependence on imported energy sources.

The Motor Challenge Programme is totally voluntary: companies are free to decide whether they want to join or not, and they may withdraw from the programme at any time without any prejudice.

Motor Challenge benefits from the active support of the National Energy Agencies of 15 European countries.

For more information or look at the web page:

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

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## WHAT IS INTELLIGENT ENERGY EUROPE EU PROGRAMME?

Intelligent Energy – Europe is an EU programme to boost energy efficiency and the use of renewables. With a total budget of €250 million, it co-finances activities, which support the objectives of the programme and hence EU energy policy.

Four types of activities are supported, usually covering up to 50% of the costs:

- European projects (approximately 90% of the total financial support)
- European events (e.g. conferences)
- Start-ups of local/regional energy agencies
- Concerted actions with participating countries

To date, Intelligent Energy - Europe supports more than 200 international projects, over 30 local/regional energy management agencies, and just under 30 European events in 4 main areas:

- New and Renewable energy sources (ALTENER)
- Energy efficiency, notably in buildings and industry (SAVE)
- Energy aspects of transport (STEER)
- Co-operation with developing countries (COOPENER)

Since 2005, the programme is implemented by the new Intelligent Energy Executive Agency (IEEA).

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