



# Policy brief

## Information campaigns and capacity building



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## Why is this important?

Information campaigns and capacity-building initiatives are essential for overcoming non-financial barriers to energy efficiency measures in general and the adoption of more efficient motor systems in particular. Many industries struggle with organizational inertia, lack of technical knowledge and limited awareness of the benefits of energy efficiency measures. Information campaigns address these challenges by raising awareness, equipping stakeholders with the necessary knowledge and tools and fostering a culture that prioritizes energy efficiency.

Such initiatives are particularly critical for small and medium-sized enterprises (SMEs), where energy efficiency is often undervalued due to competing business priorities. By integrating energy efficiency considerations into core business strategies, information campaigns can help businesses recognize the long-term competitive and operational benefits of these measures. They also play a vital role in enhancing market trust and acceptance of new technologies, resulting in a faster adoption of high-efficiency electric motors.

## How does it function?

Information campaigns and capacity-building programmes provide targeted knowledge to decision-makers involved in motor system investments. These initiatives typically include:

- **Awareness-raising materials:** Brochures, case studies and digital content showcasing the economic and environmental benefits of efficient electric motors.
- **Training programmes:** Directed towards energy managers, technicians or auditors, these programmes focus on identifying energy-saving opportunities, optimizing motor systems and implementing best practices.
- **Recognition programmes:** Awards for companies or individuals who demonstrate leadership in energy efficiency, creating peer pressure and setting industry benchmarks.
- **Sector-specific guidelines:** Detailed resources to help businesses navigate technical and financial aspects of energy efficiency projects, tailored to specific industries or motor systems.
- **Energy-saving calculators:** Tools to estimate energy savings from motor replacements or system optimizations, helping stakeholders making informed decisions.

These campaigns are often delivered through workshops, seminars, online platforms and partnerships with business associations to maximize reach and impact.



## What makes it effective?

Information campaigns and capacity-building initiatives are effective in addressing both technical and behavioural barriers to motor replacement. Their success stems from:

- **Tailored content:** By targeting specific industries, roles or technologies, these programs ensure that decision makers receive relevant information.
- **Engagement of key stakeholders:** Campaigns involve decision-makers from various departments—financial, operational, technical—ensuring more effective adoption of early motor replacement.
- **Demonstration of benefits:** Real-life case studies and success stories help decision makers understand the tangible economic and environmental advantages of early motor replacement.
- **Capacity building:** Training programs and guidelines equip decision makers with the skills and knowledge to implement changes effectively.
- **Integration with other policies:** When combined with financial incentives, these campaigns amplify the overall impact by addressing both knowledge gaps and cost concerns.

## Are there any good examples?

- **Klimaaktiv Programme (Austria):** The Austrian klimaaktiv programme is a national initiative to promote climate-friendly and energy-efficient practices across various sectors. It provides training, technical support and tools to businesses, helping them implement energy efficiency projects. The program publishes energy audit guides and organizes training workshops for different motor driven systems, e.g. pumping and ventilation systems, with detailed information on most relevant energy efficiency measures, such as motor replacement and optimisation of control.
- **OekoBusiness Vienna (Austria):** This program supports businesses in Vienna to adopt sustainable practices by offering tailored consulting, workshops, and financial incentives. It combines awareness-raising with hands-on support, helping companies achieve both cost savings and environmental benefits while aligning with municipal sustainability goals.
- **Italian Energy Efficiency Campaign (Italy):** Conducted by the Italian Energy Agency, this campaign promoted energy audits and sector-specific guidelines in collaboration with business associations. It effectively raised awareness and helped industries identify actionable energy-saving measures.
- **Energy Management Training (Sweden):** As part of broader energy efficiency initiatives, the Swedish Energy Agency provided training programs under the PFE Program. These sessions focused on integrating energy management systems and optimizing motor-driven systems, and resulted in substantial energy savings.

## How can we estimate the impact?

EU-MORE developed an independent tool for making a quantified assessment of past, existing and proposed policy measures for motor replacement and motor system optimisation. The tool was baptised the “EU-MORE Motor Model” (**EU-M<sup>3</sup>**), and its primary objective is the projection, monitoring and evaluation of the policies’ impact in terms of energy consumption and greenhouse gas emissions.

With **EU-M<sup>3</sup>**, the impact of motor replacement policies can be calculated at level of the motor stock of the EU or an individual country, offering valuable insight for both industrial decision makers and policy-makers. It also considers the economic, environmental, and material impact of the measures under scrutiny. Based on a given project budget it can calculate, for instance, the number of motors replaced, the energy savings, the environmental impact, and the additional material demand.

Estimating the impact of non-financial policies, such as information campaigns and capacity building programmes, is challenging as their effects are heavily contingent upon factors like geographical scope, target audience, and budget. **EU-M<sup>3</sup>** uses cost-effectiveness ratios from existing programmes to provide an indication of how these programmes compare to financial ones. The results of these calculations are for guidance only and should not be taken as hard facts. This reservation arises from the inherent complexities and uncertainties in projecting and assessing the impact of such measures.

**EU-M<sup>3</sup>**, implemented in Microsoft Excel for broader accessibility, can be downloaded from the [EU-MORE website](#). Additional information on the model's functionality is available in the **D4.3 Policy Impact Analysis**. Interactive presentations and tutorial videos on how to use the tool are part of the **D4.5 Policy Support Documents**, also found on the website.

# EU-MORE



## EU-MORE project

EU-MORE is an acronym for European MOtor RENovation initiative. This LIFE-Project aims to speed up replacement of old, inefficient electric motors in industry and the service sector. Electric motors tend to stay in service for 30 to 40 years, which is much longer than generally assumed. With swift action, this replacement rate could be improved. In the EU, replacing old motors faster would free up additional energy savings, on top of the savings potential of existing regulations, with all the associated benefits.

Project website:  
<https://eu-more.eu/>

## Project partners



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