



Policy brief

Policy measures following an integrated approach



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Why an integrated approach is crucial?

Feedback from the industry and SMEs unveils that the early replacement of old motors is often unsuccessful due to a wide range of barriers which are not only of a financial kind, but also include a lack of information and awareness, among other issues. By following an integrated approach, a situation can be avoided where a policy measure removes one barrier, only to find that another barrier still blocks the end goal. An example of such an integrated approach is shown on page 3 of this policy brief.

Examples of good practises

Good Practice 1: Klimaaktiv (Austria)

The program “klimaaktiv Energy Efficient Enterprises” supports industrial and commercial enterprises in optimizing their energy efficiency through a variety of measures:

- Training and webinars for businesses and energy consultants
- Information and contacts for subsidized business consultations
- Guidelines, fact sheets and assessment tools on operational energy efficiency measures
- Posters and videos to raise awareness among employees
- Networking and exchange around the implementation of energy efficiency measures

The responsible authority for the program is the Federal Ministry of Climate Action, Environment, Energy, Mobility, Innovation and Technology. Klimaaktiv is managed by the Austrian Energy Agency, involving an annual budget of €300 000 – €500 000, and cooperates with national subsidy programmes for investments in energy efficiency.

Good Practice 2: OekoBusiness Vienna (Austria)

OekoBusiness Wien is the city's environmental service programme for small and medium-sized business companies located in Vienna. The programme funds certain consultancy services to encourage businesses to take action to reduce their environmental impact. Consultants develop solutions tailored to the needs of each business in three stages:

- Stage 1: Together with the company, they conduct an environmental check-up to assess the energy savings potential and detect points of weak environmental performance.
- Stage 2: Based on the outcome of stage 1, the company can decide on further participation in the programme and select a suitable consultancy module.
- Stage 3: Supported by tailored consultancy services and expert input, the company develops its environmental project(s). Implementation will start already during the first year of participation. An independent commission assesses the progress made and takes a decision about the award. All measures taken are documented in the OekoBusiness Wien database.

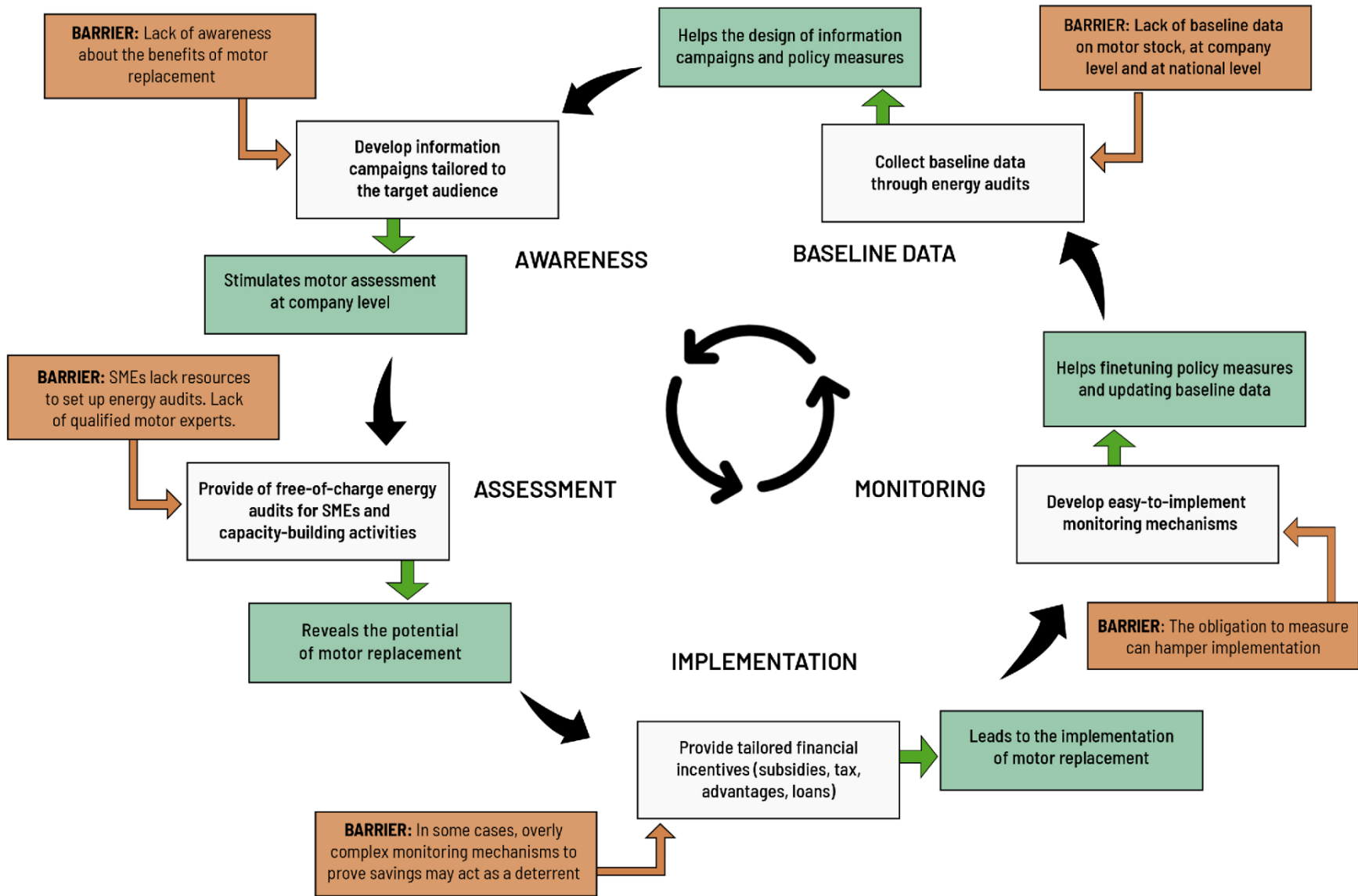
Good Practice 3: National Motor Replacement Program (NMRP) (India)

This initiative aims at promoting energy efficiency and reducing energy consumption in the industrial sector. The NMRP employs a combination of strategies:

- Demand Aggregation: by pooling the demand for energy-efficient motors, the program reduces costs and encourages manufacturers to produce higher volumes of high-efficiency motors.
- Awareness Creation: the program conducts outreach activities to educate and inform stakeholders about the benefits of high-efficiency motors and energy conservation.
- Finance: the program facilitates financing options that can help industrial companies to cover the upfront costs of motor replacement and to make informed decisions

More specifically, the program combines the following actions into an integrated approach that addresses most of the barriers to early motor replacement in industry:

- Price reduction through bulk procurement
- Easy and innovative financing options for end-users, with Energy Efficiency Services Limited (EESL), a joint venture of state-run power companies, taking care of the entire upfront cost
- Pilot studies for major motor ratings, establishing a model for deemed savings
- Awareness programmes regarding technical and commercial aspects of motor replacement (with ICA India as the outreach partner)
- A fixed delivery timeline, leading to reduced motor delivery delays
- Inclusion of add-on features, such as an extended warranty, after-sales support and the option for walkthrough audit services, to make the proposition more attractive
- Demand aggregation through empanelled partners, resulting in synergies
- An end-user awareness programme to address resistance to change



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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