Press Release **April 29, 2004**

A SOLUTION FOR KYOTO:

100 MILLION TONNES LESS CO_2 IN THE ATMOSPHERE EVERY YEAR

THANKS TO ENERGY EFFICIENT MOTOR DRIVEN SYSTEMS

A study published today on the initiative of the *European Copper Institute,* in cooperation with numerous partners and under the aegis of the European *Motor Challenge* Programme, shows that industry in the enlarged European Union could save more than 200 billion KWh a year. All that is required is to adopt energy efficient motor driven systems. This energy saving is equivalent to reducing CO_2 emissions by 100 million tonnes a year, which is more than a quarter of European commitments under the Kyoto Protocol.

65% of the electricity consumed by European industry is through electric motor driven systems. But, in terms of costs and the environment, the best KWh is still the one that isn't used! The study shows that by modernising its installations, European industry would consume less electricity and could thus reduce CO_2 emissions by 100 million tonnes a year (EU 25). Environmental costs to society would be reduced by 6 billion euro a year.

The study also shows that modernising electric motor driven systems would directly benefit manufacturing companies. Implementation of its conclusions would save 10 billion euro a year on their energy bills, and an additional 5 to 10 billion euros a year on maintenance and repair costs.

According to the experts leading the study, it is the responsibility of public authorities to put in place joint actions to encourage industry to invest: a series of regulations to draw up standards and rules for inspecting installations; financial assistance to encourage companies to invest in energy saving programmes; and a communications campaign to raise awareness.

The modernisation of electric motor driven systems is essential in helping European industry meet its commitments under Kyoto. Indeed, the European Union undertook to cut greenhouse gas emissions, in particular CO_2: 8% by 2012 compared to the 1990 level. The Member States should have submitted their national plans for cutting emissions to the Commission on March 31st, but only five Member States have already done so. The Commission must complete the examination of all national plans by June 30.

The technical solutions for improving the energy efficiency of electric motors driven systems are known and some are examined in the report. Building on copper being the best conductor of all non-precious metals, optimising copper's use in next generation motors will contribute significantly to reducing energy loss

The study presented today was undertaken with the support of the Katholieke Universiteit of Leuven (KUL), the University of Coimbra and the Fraunhofer Institute for Systems and Innovation Research (Karlsruhe).

The European Copper Institute is a joint venture between the world's mining companies (represented by the International Copper Association, Ltd) and the leading European fabricators. Its mission is to promote copper's benefits to modern society across Europe. www.eurocopper.org

Motor Challenge is a European Commission voluntary programme, which offers assistance to companies to improve the energy efficiency of their motor driven systems. http://energyefficiency.jrc.cec.eu.int/Motorchallenge/index.htm

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