

## Copper: the more you use, the less you lose!

*Invitation to a webinar on copper's contribution to energy savings and renewable technology  
- In support of the EU's Sustainable Energy Week, April 14<sup>th</sup>, 16h CET -*

**Brussels, April 6<sup>th</sup> 2011:** Increasing the use of copper can help reduce energy losses and improve the environmental performance of electrical motors, transformers, and renewable energy systems. In order to show how **copper is contributing to energy savings and renewable technology**, the European Copper Institute and Leonardo Energy invite you to attend a **webinar on April 14<sup>th</sup> at 16h CET**, in support of the EU event for a more sustainable future.

**Fact: Lifecycle assessment shows that one additional kg of copper used to improve energy efficiency has an environmental return of 100 to 1000 times over the equipment lifetime.**



**How?** By increasing the cross section of a copper conductor, the losses in this conductor go down, saving energy and CO<sub>2</sub>. This basic principle holds true for many other applications: cables, motors, transformer windings and bus bars.

On the other hand, motors are responsible for two thirds of the industrial electricity consumption in Europe, so each improvement has a massive **economical and environmental impact**. For a 22 kW motor, used 50% of the time, each percentage improvement in efficiency produces lifetime saving for CO<sub>2</sub> of 6 tonnes. In combination, high efficiency motor systems and distribution transformers can save over 200 TWh of electricity, equivalent to 100 million tones of CO<sub>2</sub> emissions in the EU 27.

As for renewable energy systems, improving their efficiency can be an important step in maximizing their energy output towards a low carbon economy .

So, the question remains: *"If this basic principle is that well-known, why is it not systematically implemented?"*. In this one-hour webinar, we will strive to shed light on a number of non-technical barriers that are hampering energy efficiency improvements in each of these applications.

Interested in attending? Click [here](#) to register for the webinar.

Note to editors:

1. *Eco-Sheet: 22kW induction motors with increasing efficiency.* Click [here](#) to download.
2. *Energy Efficient Motor Driven Systems... can save Europe 200 billion kWh of electricity consumption and 100 million tonne of greenhouse gas emissions a year.* Click [here](#) to download.

About The European Copper Institute:

The European Copper Institute (ECI) is a joint venture between the world's leading mining companies, custom smelters and semi-fabricators (represented by the International Copper Association, Ltd) and the European copper industry. Its mission is to promote copper's benefits to modern society across Europe through its headquarters in Brussels and its network of eleven national Copper Development Associations. [www.eurocopper.org](http://www.eurocopper.org)

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