
Motor Workshop 2017

European Copper Institute

Fernando Nuño
March 2017



Copper Alliance International Copper Association

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**> 50 years
leading
organization in
copper
promotion**

**43 global
members:
copper
producers and
fabricators**

**> 500 local
members and
partners**

**Sustainable
Energy as one
of core
initiatives**

Sustainable Energy

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Promotion of mature technology

Renewables

Energy Efficiency

Home Electricity

Building Automation

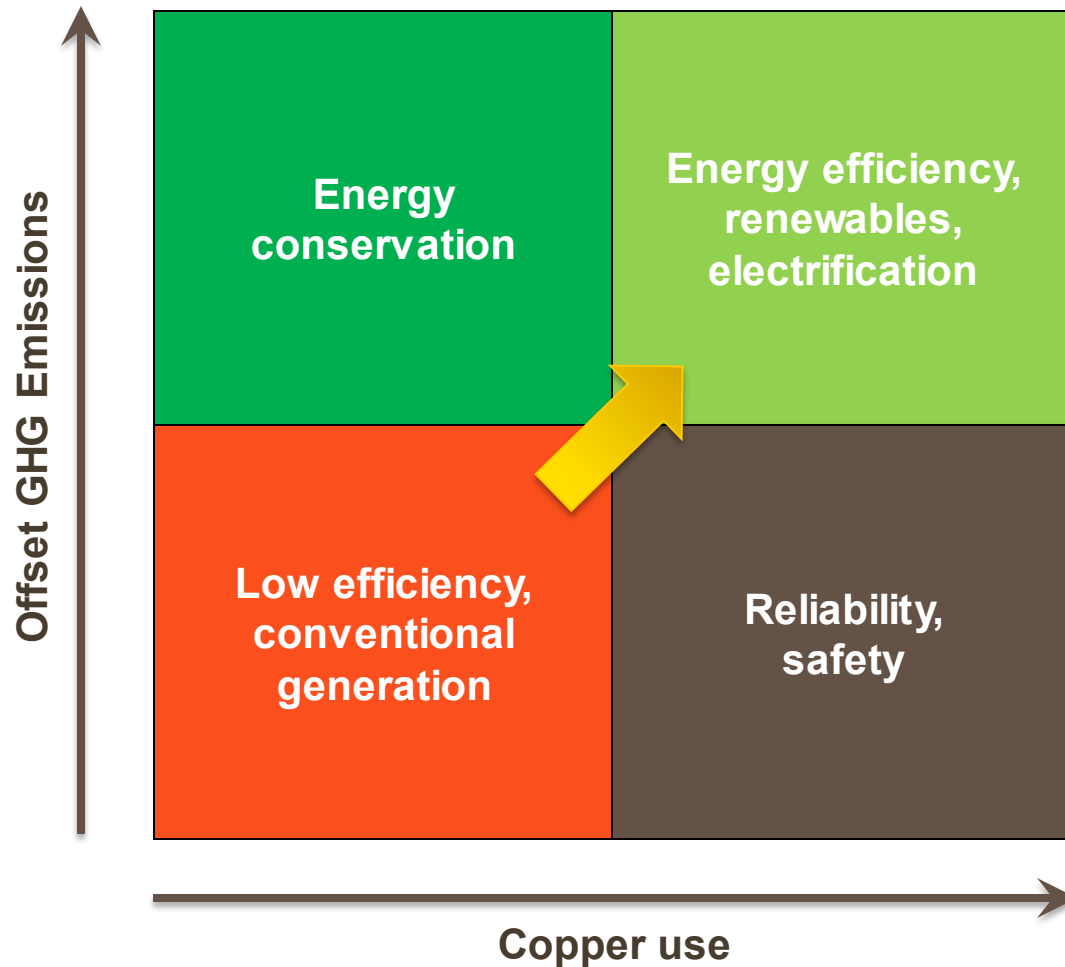
Electrical Safety

Power Quality



The strong link between copper use and energy sustainability

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Up to 2009 High efficient motors advocacy

Advocacy

Regulation (EC)
No 640/2009



2011-2015 Contribution to Copper Rotor technology

Involvement of the value chain
Technology explanation / White Paper
Economic analysis
Environmental analysis / recyclability
Identification and approach of motor manufacturers
Communication (www.copper-rotor.eu, leaflet, articles)

US & Latin America

Promotion of MEPS

Lab testing campaign comparing permanent magnet (PM) vs copper rotor induction motor (CRIM)

Standardization (motors and ISO 50001)

Asia

Standardisation (various classes of motors)

Advocacy high efficiency motors within governmental energy savings program (subsidies and MEPS)

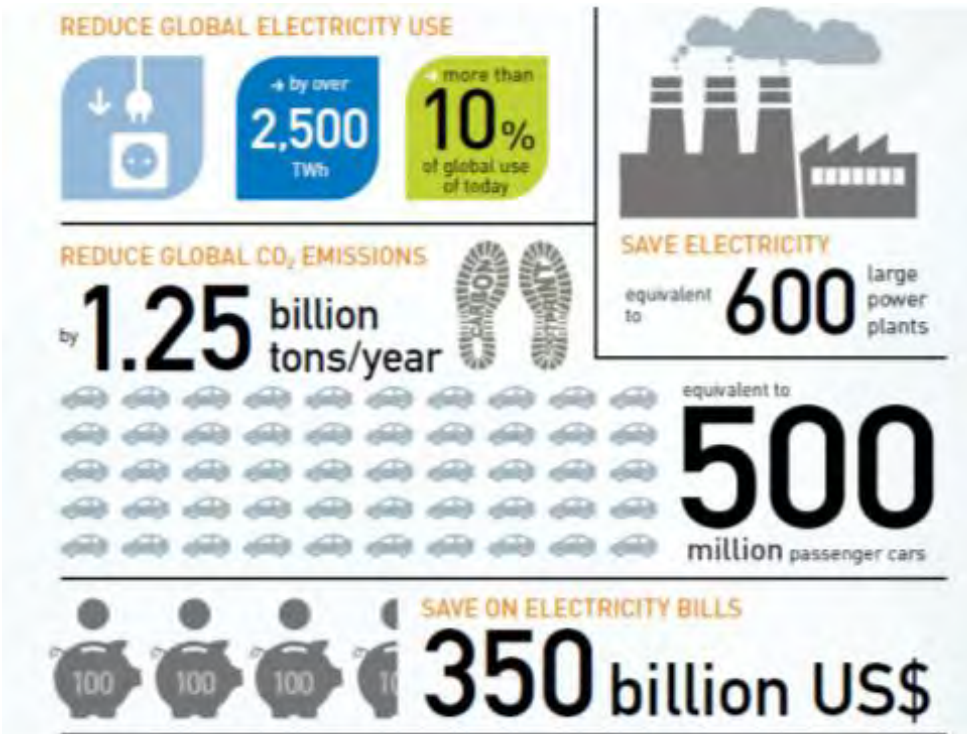
Software for high efficiency motor selection

Motor challenge program

Hosting international conference on EE motor driven systems

Global SEAD award 2015 copper rotor highest efficiency

Development work with value chain of copper rotor motors

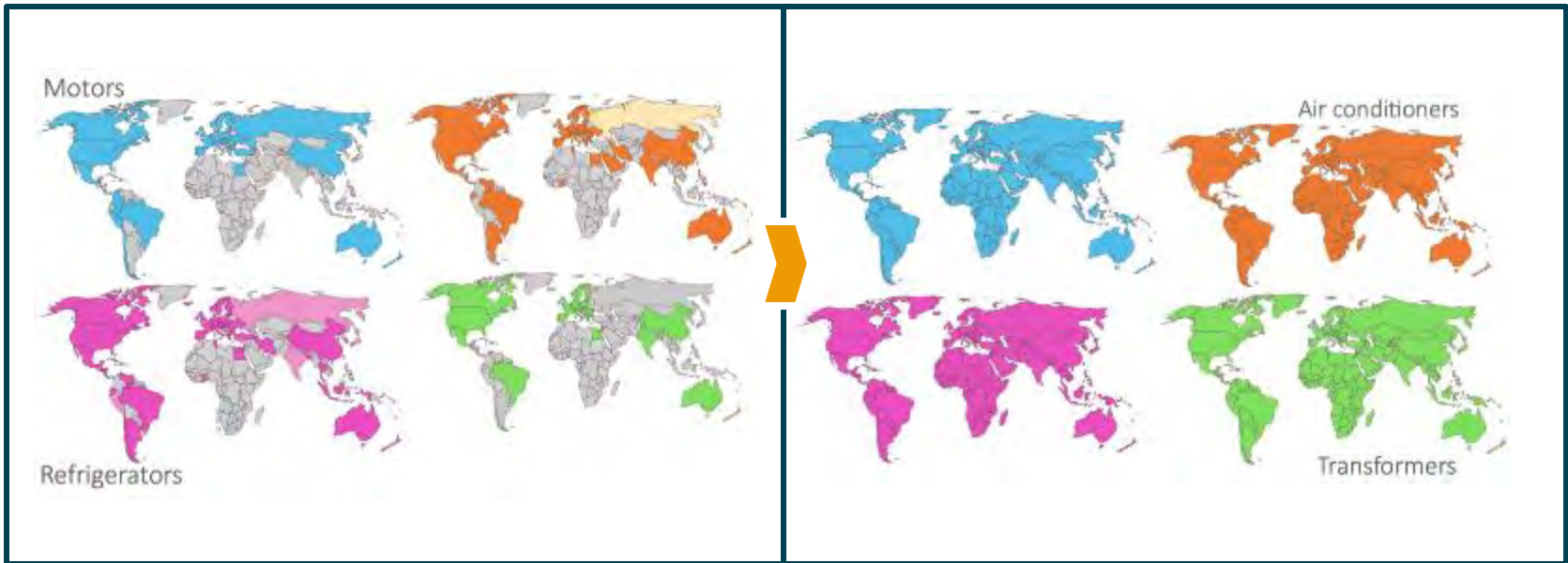


Goals achieved through market transformations based on mandatory Minimum Energy Performance Standards (MEPS) in:

- Motors
- Distribution transformers
- Air conditioners
- Refrigerators
- Lighting
- Information technology

MEPS in 2013: mostly in OECD Countries

Our goal: MEPS in all countries by 2030



Today's workshop - Participants

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PARTICIPANTS IN THE ROOM (23)

Company	Name
Aurubis Belgium	Peter Walmsley
Cluster MEDEE	Louise Vignau
Danfoss Drives	Michael Björkman
DKI	Stefan Fassbinder
ECI	Bruno De Wachter
ECI	Fernando Nuño
ECI	Hans De Keulenaer
Elica Spa	Leonardo Vitaletti
Elica Spa	Mauro Castello
EMSA	Maarten van Werkhoven
EMSA – Impact Energy	Rita Werle
EOMYS ENGINEERING	Jean Le Besnerais
FAVI SA	Aurélien Delamotte
FAVI SA	François Dovergne
GAMBICA / CAPIEL	Andrew Evans
ISR-University of Coimbra	Anibal de Almeida
LSEE Université d'Artois	VELU Gabriel
Sitech Services BV	Jos Habets
Sitech Services BV	Rob Serree
SkyAzur	Nicolas LANGLARD
SkyAzur	Sébastien DESURMONT
Tecnomatic S.p.A.	Rossi Davide
Wieland-Werke	Martin HEIDENREICH

APOLOGIES (6)

Company	Name
Atkins	Hugh Falkner
Biesse SpA	Andrea Forlani
Breuckmann GmbH & Co. KG	Peter Szilagyi
ECI	Serge NOELS
EELAB Ghent University Belgium	Alex Van den Bossche
Moteurs Leroy Somer	Martial RENEVRET

INTERNAL: presentations and discussions will not be published.
Shared among the participants (present + apologies)

CONFIDENTIALITY: if you want just to show but not to share your presentation with the rest of the group, please alert in advance

ACTION-ORIENTED: remind to formulate at least one proposal for (joint) action.

- The purpose is not to deliver messages to the group, but to suggest possible joint actions
- Consider carefully suggestions from others: you might find nice cooperation avenues.

Partnering with Copper Alliance

Some examples of actions

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Advocacy to pursue regulatory opportunities for motor systems

Technical standardization

Market surveillance

Market surveys

Communication (website, leaflets, articles, social media)

Convening experts through Communities of Practice

H2020: support to proposal writing, backup studies, joining advisory board, helping with endorsement

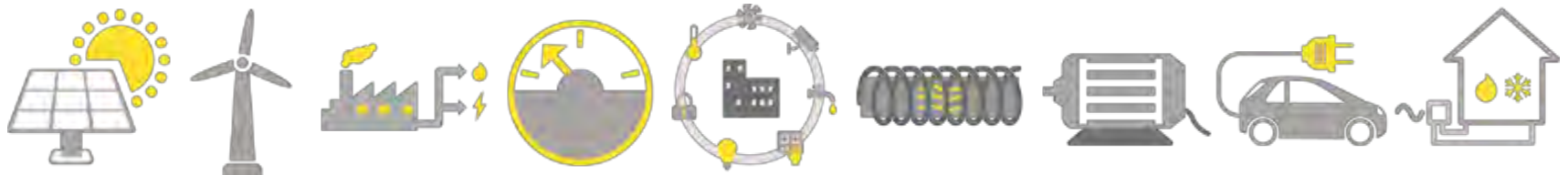
Global organization active on motor systems in 4 continents

Campaign example

DecarbEurope

DecarbEurope – a multi-channel marketing campaign

Hans De Keulenaer
March 7, 2017



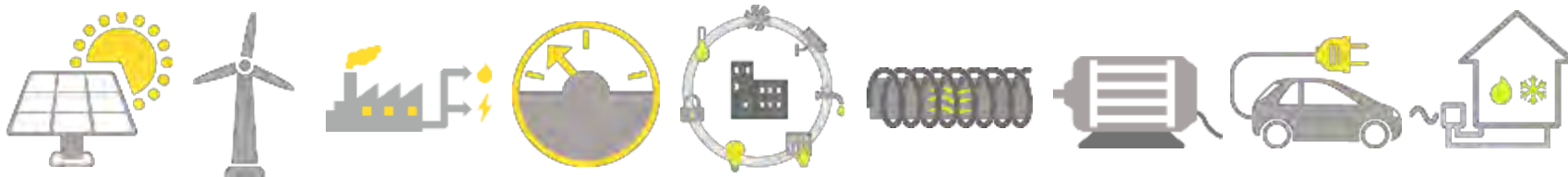
Connecting Energy Technologies, Policies and Markets

10 technologies can **each** reduce EU GHG emissions by minimum 100 up to 500 million tons CO₂ per year

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All these technologies are **ready for market**

DecarbEurope



Why DecarbEurope?

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>> “Engage decision-makers in policy and industry with **cost-effective technical** solutions that each reduce GHG emissions **substantially** for Europe.”



- EC policy officers
- Policy-makers concerned with energy & climate
- Energy transition experts in various sectors
- Specialised media outlets
- NGOs involved in energy and environmental issues



DecarbEurope & DeCarb2050

A multi-channel marketing campaign

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DeCarb2050 ✓

- A virtual world DeCarb2050
- A digital magazine

DecarbEurope ✓

- A print report
- A social media campaign based on 80 highly graphical shareables

Under development

- Presentation at EUSEW17
- An event (autumn)
- Breakfast briefings @ Parliament
- Integrate with partner events
- Monthly focus 'technology of the month'



DeCarb2050 – the virtual world

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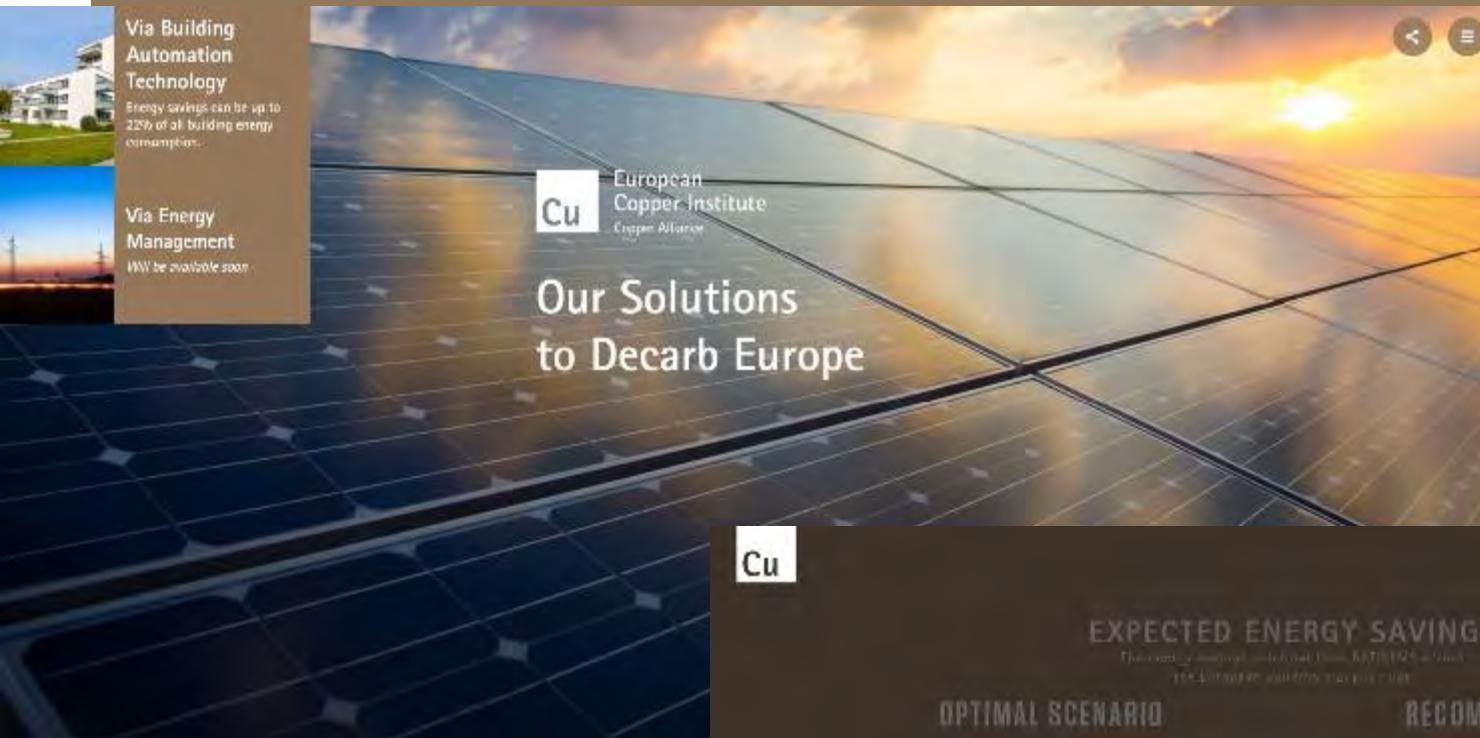
DeCarb2050 – the motors booth

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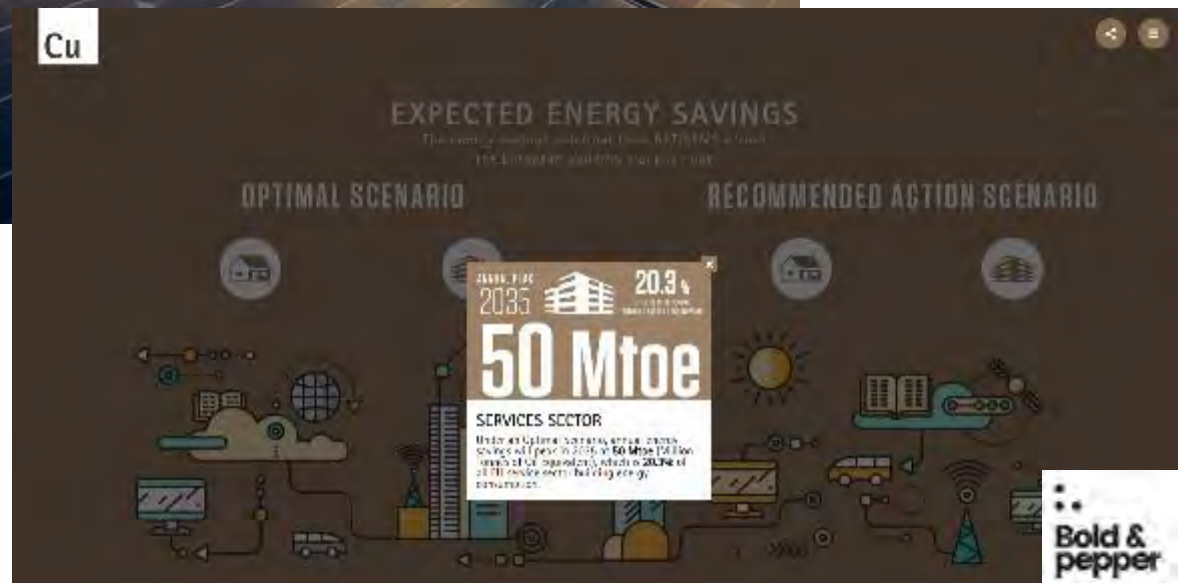


The digital report

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A mobile-ready version, providing a storyline per technology focusing on facts & figures



DecarbEurope – the brand

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#DecarbEurope

DECARB  EUROPE



REVOLVE

Report: 10 Sustainable Energy Solutions for Europe

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1. **Q&A with thought leader** (5 questions to President of xxx xxxx association)

- Profile image + bio blurb

2. **Facts & Figures:** top 10 stats for from respective industry

- A variety of sources is preferable, rather than all same source.

3. **How it works:** infographics/diagrams

- To be adapted by Revolve Media as a homogenous infographic series

4. **Success story:** industry case study

- Images/captions + paragraph description about the successful case study/source

LOGO VISIBILITY ON ALL MARKETING MATERIAL:

- Respective industry online sharable
- Inside front #DecarbEurope Partners page
- Online content related to industry with link



REVOLVE

DecarbEurope's 10 solutions & content partners

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-
- | | |
|--|---|
| 1. Building automation | eu.bac ✓ |
| 2. Cogeneration | Cogen Europe ✓ |
| 3. Electromagnetic processing of materials | ECI ✓ |
| 4. Energy management | SFEM ✓ |
| 5. Heat Pumps | EHPA ✓ |
| 6. Electric motor systems | IEA EMSA (OK for content – logo after April) |
| 7. Electric vehicles | Transport & Environment ✓ |
| 8. Solar heating/cooling | ESTIF ✓ |
| 9. Solar PV | SolarPowerEurope ✓ |
| 10. Wind | Wind Europe ✓ |

Social media outreach through 80-90 shareables

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Twitter + LinkedIn + Facebook >>
#DecarbEurope

#Decarb2050 when referring to the 2050 goals
and the virtual world

#DecarbHeat when referring to the heating &
cooling campaign (EHPA)

Templates for partners to develop their own
messages for **#DecarbEurope**



REVOLVE

DecarbEurope – the event

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A regular (bi-annual?) workshop in Brussels

Discussing the role of technologies to decarbonize Europe

Progress reporting on the market development of new technologies

Review of policy drivers & gaps

Proposing high-level policy asks

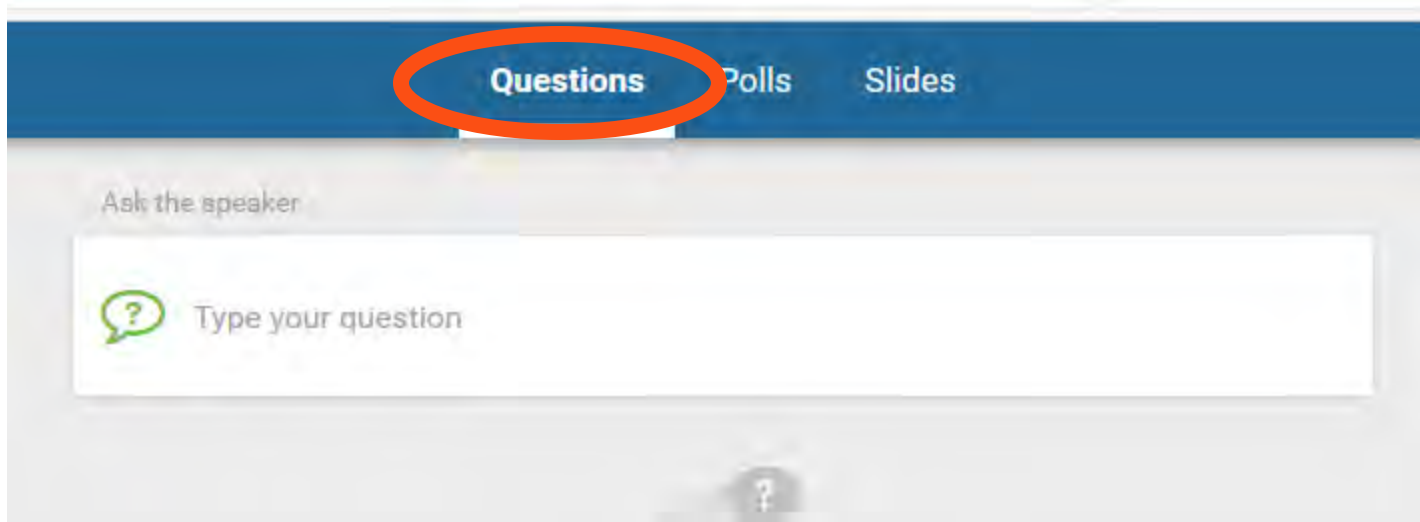


Using SLIDO

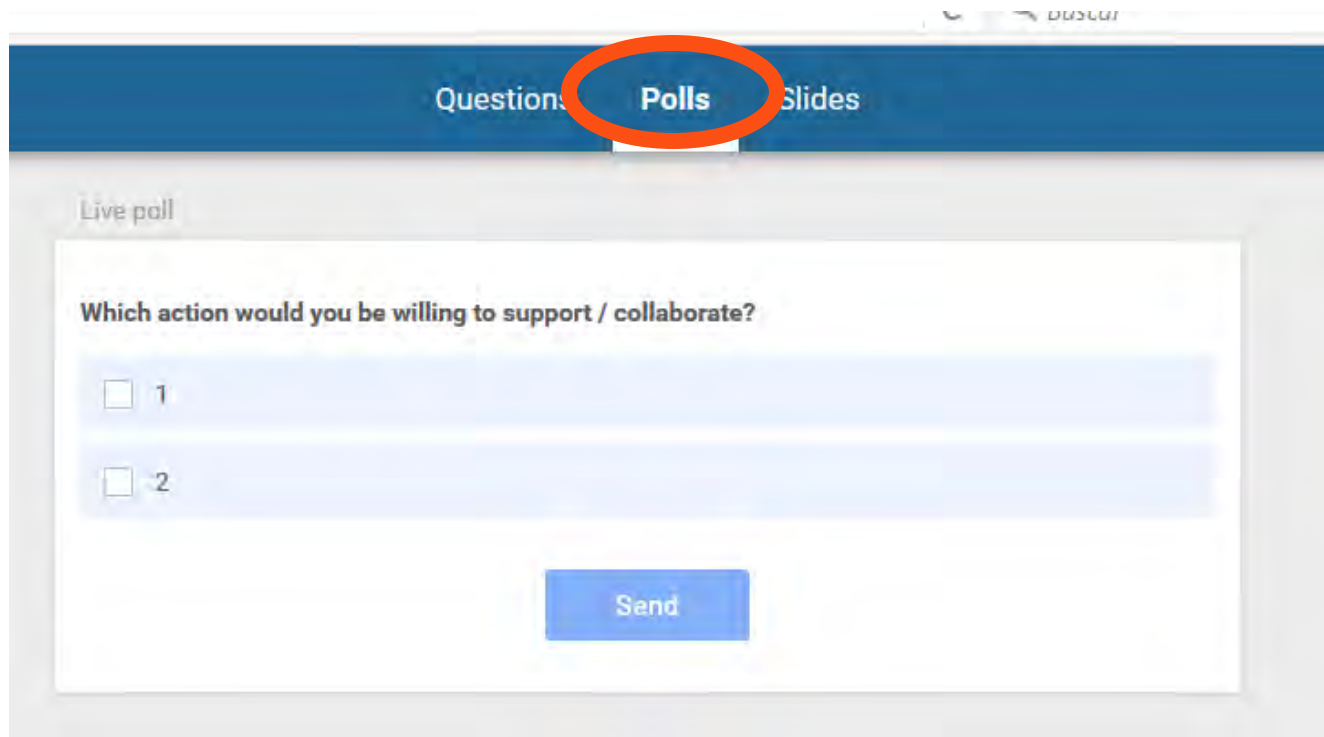
CONNECT: <https://www.sli.do/> - Event Code 8093

App for Android available

SUGGEST your action at any moment during the meeting using the “Questions” tab



VOTE the actions you are willing to support / collaborate on, using the “Polls” tab – Last session in the afternoon



Questions **Polls** Slides

Live poll

Which action would you be willing to support / collaborate?

1

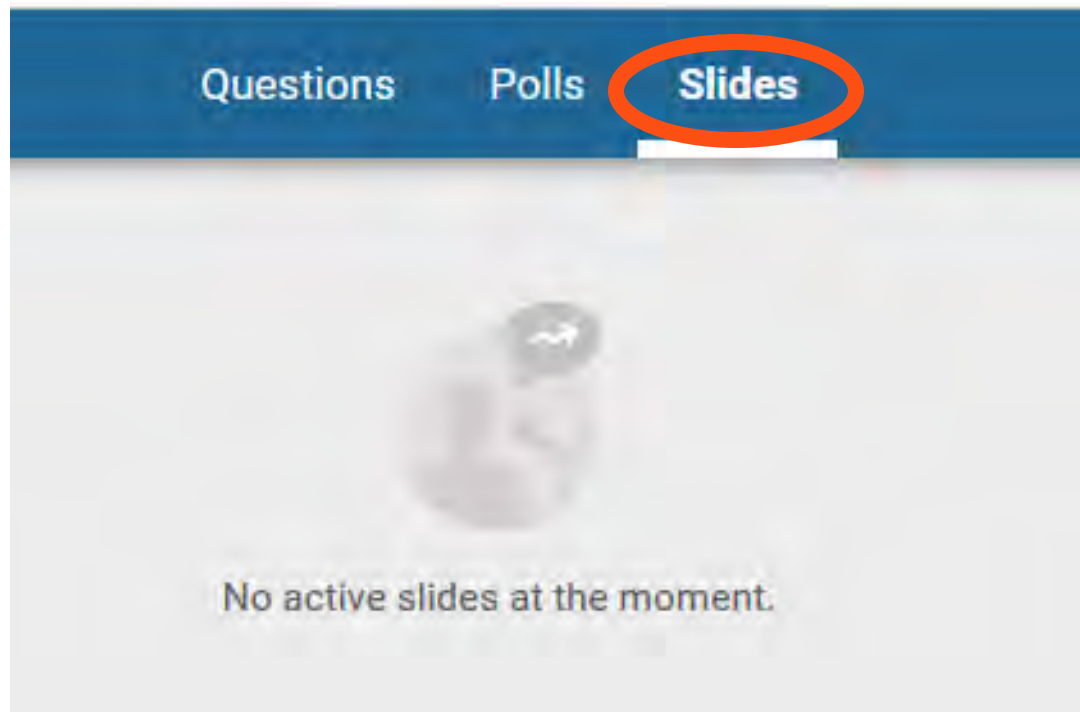
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Send

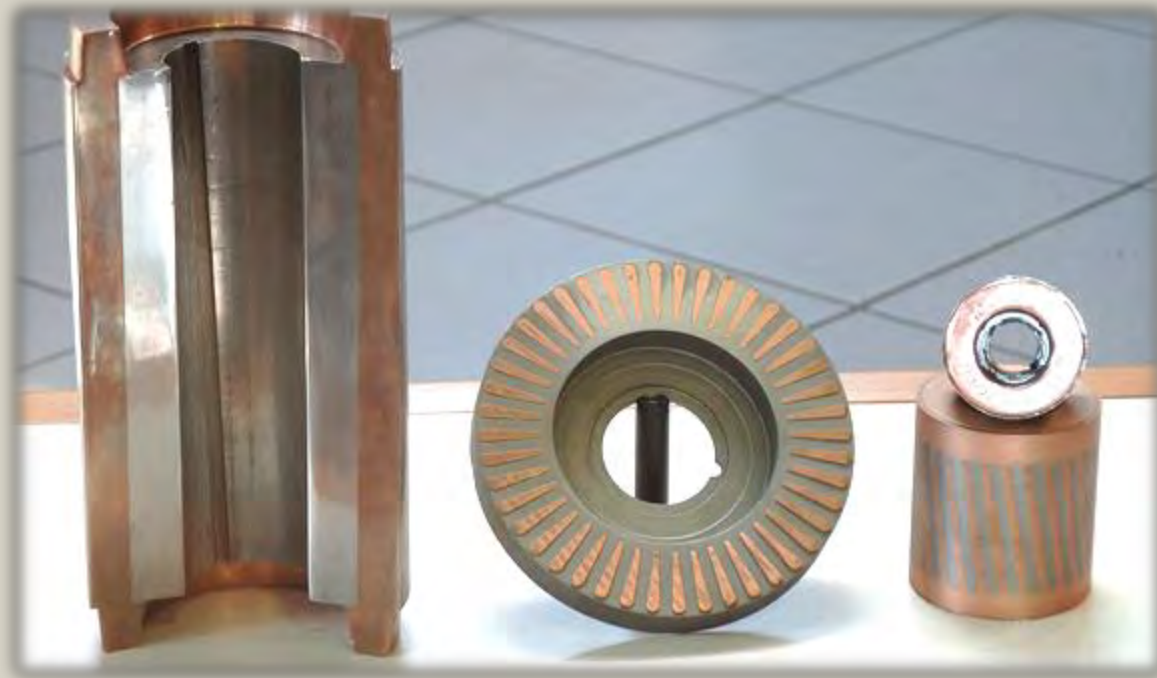
Slido – follow the slides

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Using the “Slides” tab



Looking forward to a fruitful workshop!



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