

European Responsible Care Conference 2010

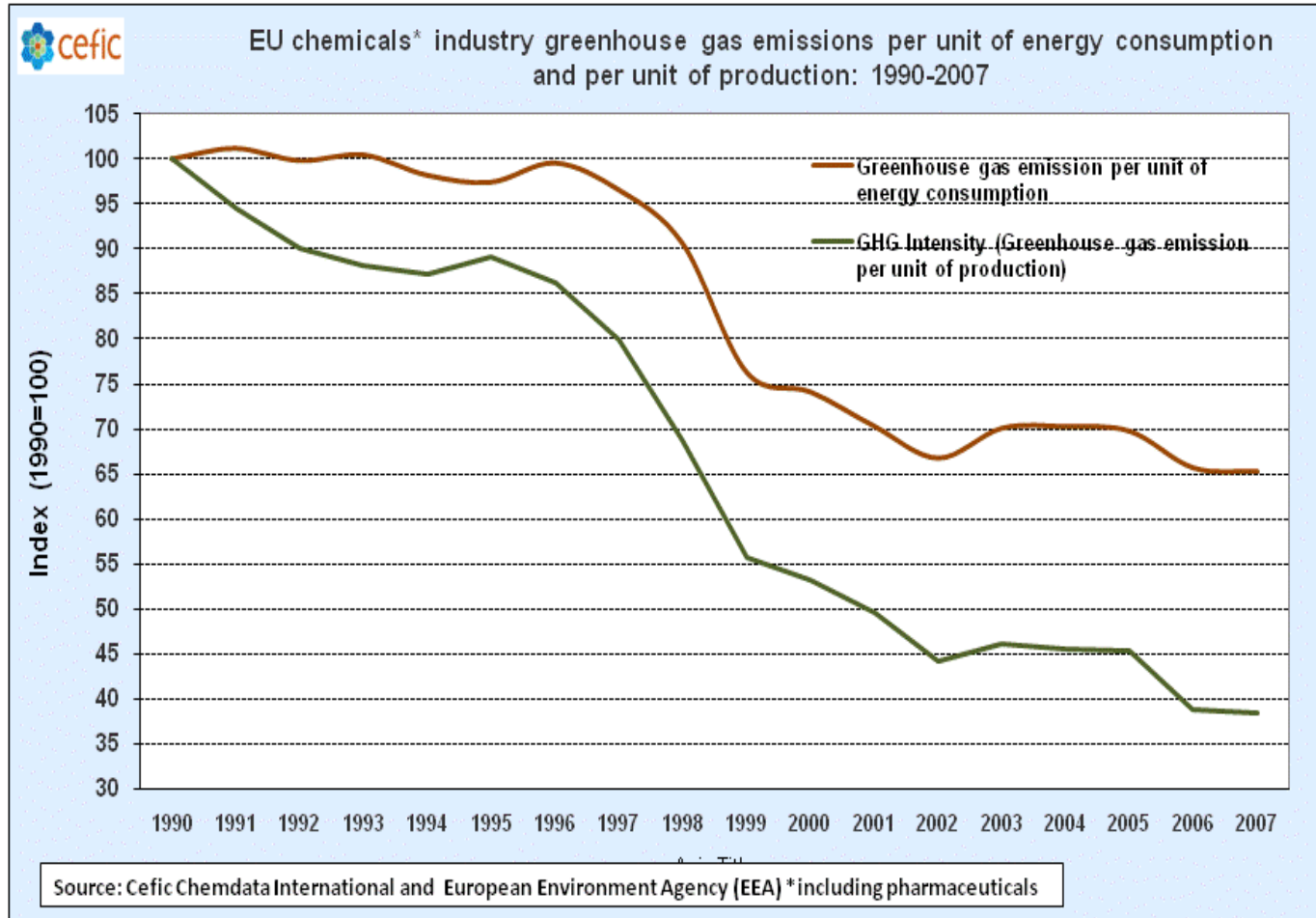
“The CARE+ Project: How SMEs can improve their Energy Efficiency performance”

Zurich, Switzerland 20-22 October 2010

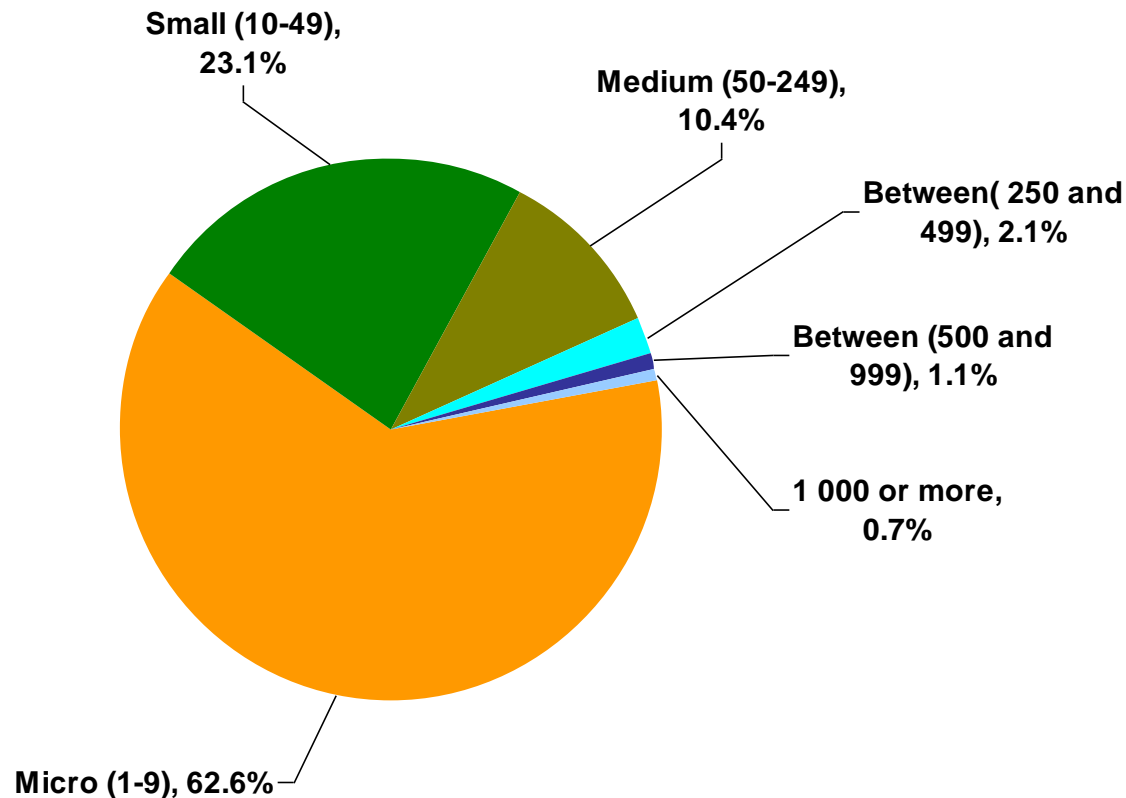
Martina Beitke, CEFIC

The chemical industry has improved energy and ghg efficiency

Over the last 17 years the chemical industry has increased its output and at the same time kept energy input constant: consequently its **energy intensity decreased by 4.6% per year on average.**

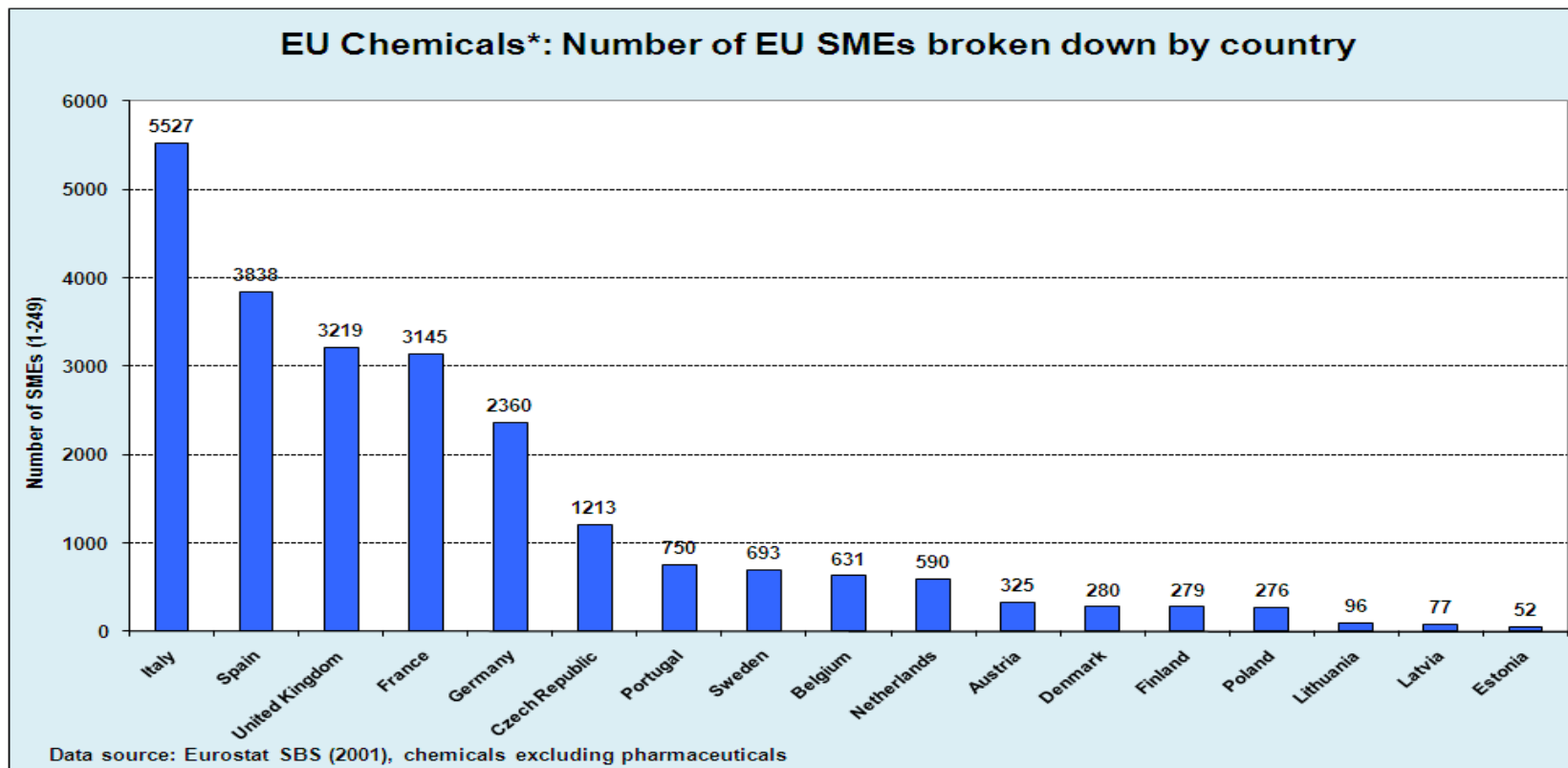


The majority of chemical enterprises in Europe have less than 50 employees



96% of all European chemical enterprises are SMEs having less than 250 employees, providing 37% of all jobs and generating 30% of sales

... and are mainly located in West and South Europe



Nearly 70% of our 27.000 SMEs are located in five countries: Italy (21.1%), Spain (14.6%), UK (12.3%), France (12%) and Germany (9%)

There is a significant potential for energy efficiency in SMEs

- 27% of SMEs have instituted measures for conserving energy and resources versus 46% of large companies*
- 4% of SMEs have a comprehensive system for energy efficiency in place versus 19% of large companies*
- A project in the UK for chemical SMEs has shown an average reduction potential of 15%

*2007 Observatory of EU SMEs

Project Summary

CARE+ Training Chemical SMEs in Responsible Use of Energy

- Care+ is funded and supported by the European Commission under the framework of “**Intelligent Energy Europe**”
- **CARE+ aims to promote energy efficiency in chemical SMEs**
- An Energy Management **Best Practice Manual** and a **Self Audit Guide** are the main instruments of the project for energy savings available on www.cefic.org/careplus
- First target countries are **Bulgaria, Italy and Poland**; the project aims at promoting energy best practice throughout Europe and beyond



CARE+ offers the right tools for energy efficiency improvements



- CARE+ has developed Energy Efficiency Guidance Documents to help saving on the energy bill
 - Self Audit Guide, including Excel Sheets
 - Best Practice Cases
- Both documents support each other, but can also be used as stand alone solutions

The Energy Efficiency Guidance Documents

Self Audit Guide

- Leads through the analysis of company's energy performance
- Helps determine strengths and weak points while managing energy sources
- Aims at improving Energy Efficiency supporting the identification of measures, their expected energy savings, Costs & Return on Investment calculation (suggested evaluation model provided through developed **excel tables**)

Best Practice Cases

- Focus on the energy issues that are of greatest interest to chemical SMEs, e.g.:
 - ✓ Energy management programmes
 - ✓ Steam generation performance,
 - ✓ Motors and drives,
 - ✓ Compressed air systems
- Give guidance on financial implications of the possible energy improvement measures and technologies

Both documents were translated into the 3 national languages

CARE+ Background



Political drivers

- Energy efficiency is high on political priority list
- Cefic implements EU's High Level Group on Competitiveness, Energy & the Environment recommendation to stimulate energy efficiency i.e. in SMEs

Existing success stories

- Energy use per unit of product decreased by more than 40% between 1990 and 2005 in the chemical industry of EU-15
- Voluntary programmes from the UK and the Netherlands have shown that at least 15% energy savings are possible across the sector

SMEs show untapped potential

- SMEs in the chemicals sector account for around 20% of all energy use
- Energy efficiency makes perfect business sense for SMEs
- **But, SMEs are hard to influence and so Care+ is an important initiative**

Project co-ordination: Cefic

Project Management Assistance: Challoch Energy

Partner countries:

- **Italy**

- ✓ SC Sviluppo Chimica SpA
- ✓ Certiquality Srl
- ✓ SMEs: Ilsa SA and Evonik Goldschmidt Italia Srl

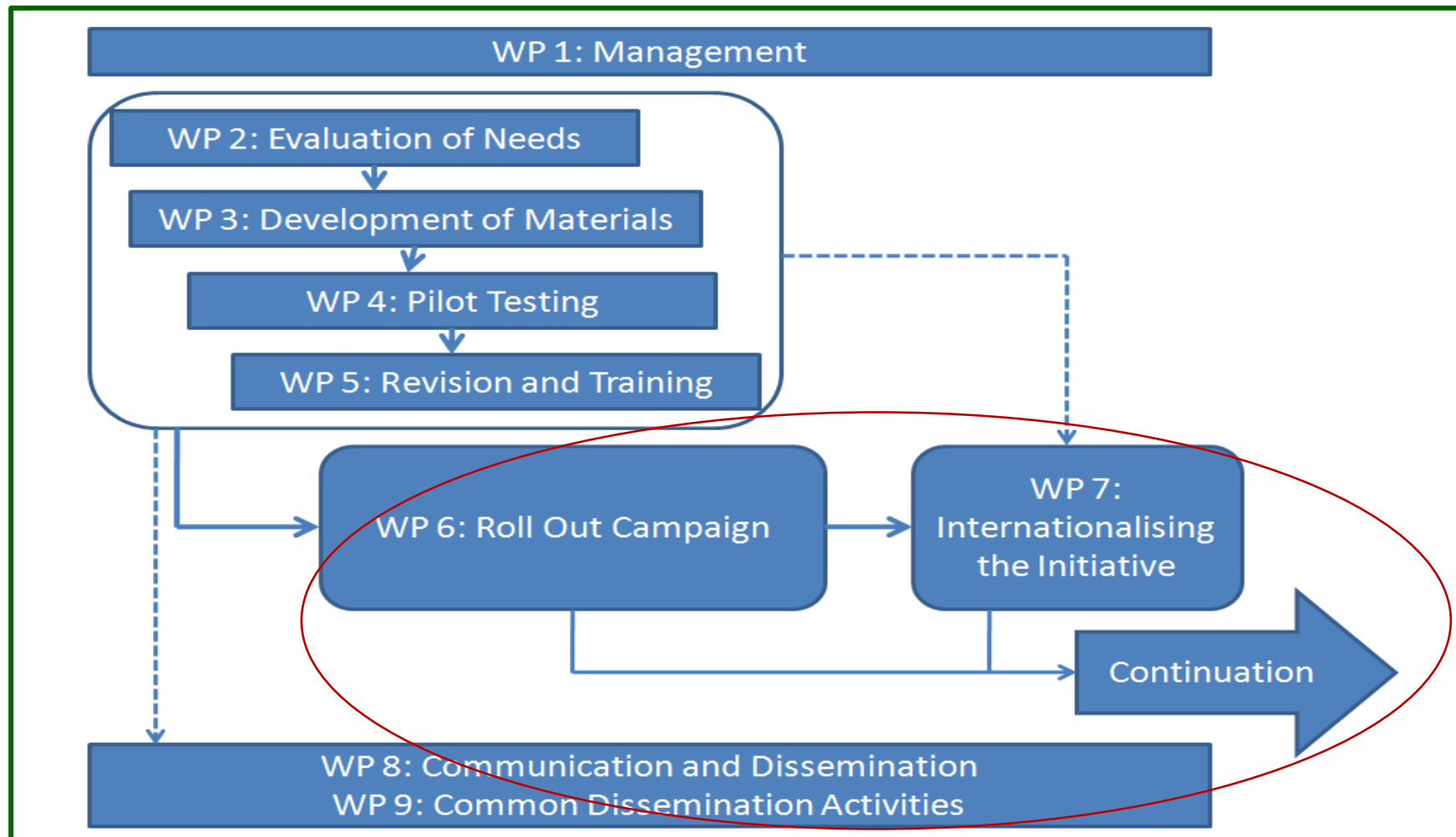
- **Bulgaria**

- ✓ Bulgarian Chamber of the Chemical Industry
- ✓ Energy Efficient Services Ltd
- ✓ SMEs: Kaumet JSC and Agria SA

- **Poland**

- ✓ Polish Chamber of Chemical Industry
- ✓ KAPE (The Polish National Energy Conservation Agency)
- ✓ SMEs: Silikony Polskie and Fosfan Spolka Akcyjna

Project details – overview



Project details – achievements and further steps



- Best practices and appropriate delivery mechanisms for SMEs in Italy, Poland and Bulgaria were developed according to the specific needs of SMEs in these countries
- Materials and mechanisms were tested with two SMEs per country
- Materials and approaches have been refined
- **Currently roll-out campaigns are being undertaken to reach 25 SMEs per country:**
 - National events in each of the three countries
 - Delivery of site visits, provision of materials, and helpdesk function to SMEs taking part in the three countries
- **Cefic has started the international initiative of the Care+ project this spring at the European Sustainable Energy Week:**
 - Raising the interest of more SMEs in what to do for improving energy efficiency in a pragmatic manner
 - Informing SMEs how to get actively involved in Care+

Expected results

- Develop, test and offer an energy efficiency scheme for SMEs in the European chemical industry (Best Practice Manual and Self Audit Guide)
- Disseminate information about energy efficient technologies and energy management systems to SMEs
- Through training and auditing, demonstrate to SMEs energy efficiency reserves and the cost-effectiveness of improved practices and technologies
- Propose special investment schemes to facilitate implementation of identified energy efficiency measures in SMEs
- Improve the sector's energy efficiency performance

Contact



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www.cefic.org/careplus

