



ENERGY EFFICIENCY
in Industrial Processes

ER>ER project @ EINSTEIN II

User and Developer Day
30.05.2012





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in Industrial Processes

B2P[®] Platform for Business & Policy in Europe



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How it works...

„Facebook
for energy
efficiency“

horizontal

Free
membership

?

neutral

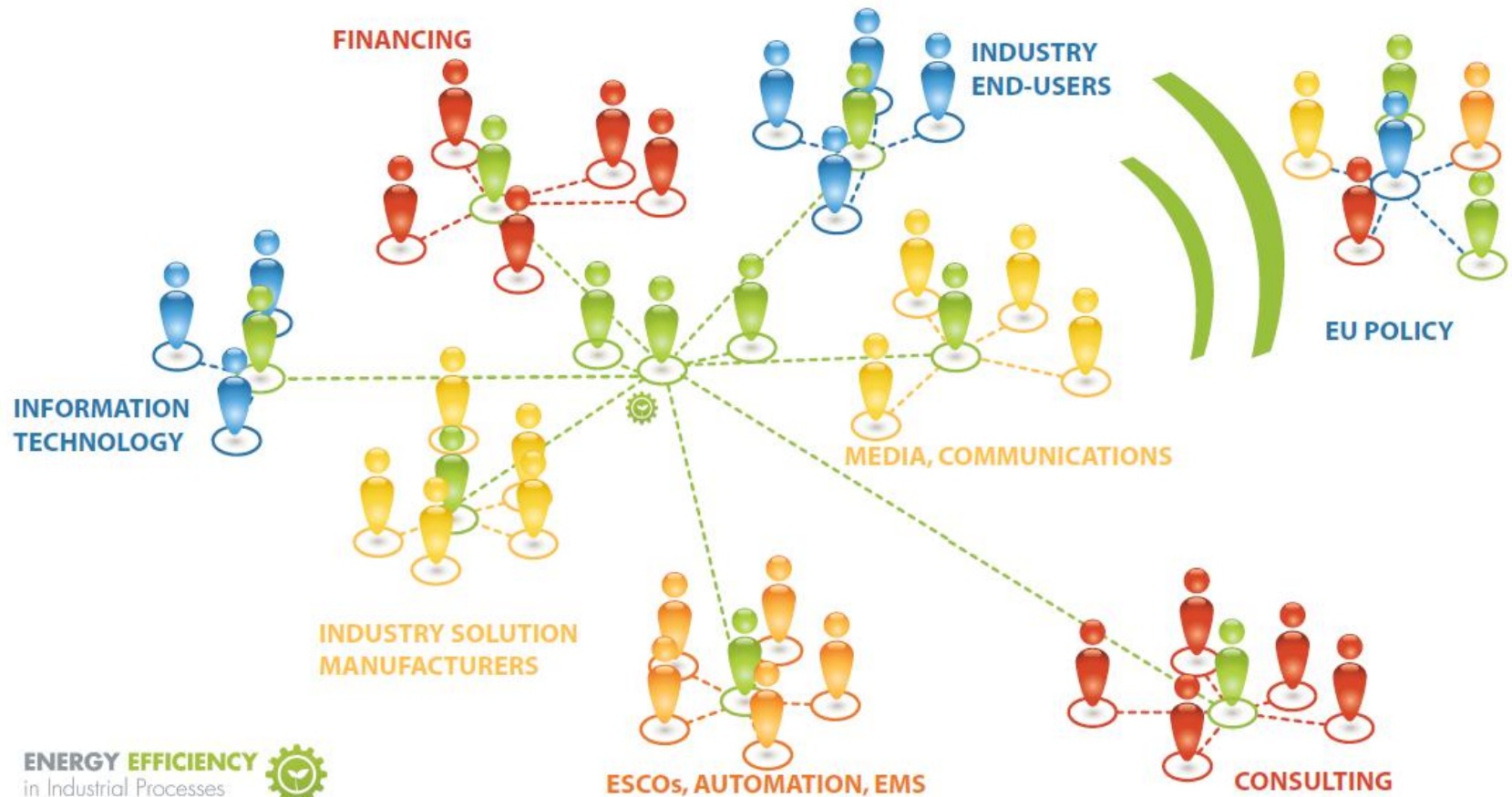
Multi-
channel

personal

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An Energy Efficiency system perspective



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After 1 year...

- Community > 12.000
- Coverage > 100 countries
- European Magazin reach > 100.000
- Nominee European Energy Award 2012
- 3 workstreams (Finance, Process, EnRec)
- Supporting Partners
 - Siemens, Hannover Fair, Thomas Industrial Media, Finnfjord, Elkem, London Environmental Investment Forum, ...



... and now $ER > ER$

(Energy Recovery > Emission Reduction)

EU project

> 100.000
y Award 2012
rocess, (EnRec)

s Industrial Media,
mental Investment Forum,

Some facts...

- DG Enterprise, SILC 1
- Duration: Jan 2012-June 2013
- Consortium: EEIP & Finnfjord

Objective:

- “Help” energy intensive industries to lower need for allowances ETS 3rd phase

Our approach

Develop a Best Practice Framework

- for waste heat recovery
- Start: Finnfjord pilot

Engage with energy intensive industries

- Iterative development
- Use of “modern” communication techniques

How does success look like?

Q3 2013

- Every company with ETS covered installations was involved
- Engagement via workshops, congress, portal, social media channels
- “Quick & Easy” (and cool) online tool to check potential for a waste heat recovery solution (checkbox – 7 out of 10....)
- Manual with details of the Best practice Framework

AND

- ER>ER community stays alive beyond end of project



EINSTEIN & ER>ER

Share “Reach”

- Online, mailings, ...
- Conferences, workshops, ...

“learn from” & “link/integrate”?

- Training courses, methodology of measurement, standardization activities
- Re-use, sell heat, electricity
- SME´s & majors

For questions and partnership agreements, please contact
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