



## PREP

Promotion of Resource  
Efficiency Projects

### ***PREP Topic: Corporate Energy and Material Efficiency***

#### ***Background:***

An efficient use of energy and of material is not only an environmental issue, but also a basic corporate goal. The optimal organisation of the use of production factors such as raw materials and supplies is a central aspect of business efficiency – independent of the environmental engagement of a company.

Faced with rising energy prices and the limited availability of energy resources, corporate energy efficiency strategies are becoming more and more important. The first step has been taken in many industrialised countries, as industrial energy demand has started to decline due to more efficient processes and modified structures. However, the full technical potential for increasing energy efficiency has not yet been exploited and this potential is still to be explored in relation to business options. Studies show that up to 50% of current energy use can be saved without affecting performance.

Scarcity of resources does not only apply for energy resources such as oil or gas, but is also relevant for material resources such as important metals like copper or zinc. Internationally, the use of materials is high; for example the use of materials in industrial countries is currently between around 31 to 74 tonnes per capita per year. As future access to such resources will become more difficult, the efficient use of materials has to be seen as an important factor with regards to competition and innovation.

As an efficient use of energy and materials is a basic corporate goal, many good practice examples already exist. However, energy efficiency and material efficiency are generally treated as separate entities, with little effort made to find common ground between the two. This is regrettable, since energy efficiency and material efficiency are often highly complementary and their integration can provide synergies that broaden the scope of their application and give more effective results – both on an environmental and on an economic level.

WISIONS is searching for good practice examples in corporate energy and material efficiency and invites the submission of success stories.

#### ***Fields of Interest include:***

- Corporate projects that focus on both energy and material efficiency
- Recycling of materials with corresponding higher energy efficiency rates
- Development of new products with reduced energy need in the production cycle
- Eco-industrial parks