



## PROJECT AT-A-GLANCE

Promoting Energy-Efficient Motors in Small and Medium Sized Enterprises (PEEMS)



### GEOGRAPHICAL SCOPE

National project

Turkey



For more information, please visit:  
[www.united4efficiency.org](http://www.united4efficiency.org)

**TARGETED  
PRODUCT**



**Motors  
GEF project  
ID 9081**

STATUS **ACTIVE**

STARTING DATE **JULY 2017**  
CLOSING DATE **JUNE 2022**

### TOTAL PROJECT COST



**\$ 33.29  
million**

### TEAM LEADERS

**Mustafa Salman (Project Manager)**  
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### KEY ACHIEVEMENTS TO DATE



**\$ 1.2 million**  
towards investment into the upgraded motor testing facility of the Turkish Standards Institute (TSE).



**Financing Model developed and Pilot applications**  
to provide financial support to investments of SMEs, to be started last quarter of 2019.



Promotional campaign «bring in your old motor, take away the new, let the motor pay itself» underway.



### DONOR

Global Environment Facility (GEF)

### IMPLEMENTING PARTNERS

Directorate General of Industry and Productivity (DGIP) under the T.R. Ministry of Industry and Technology (MoIT) in cooperation with United Nations Development Programme (UNDP)

### OTHER PARTNERS

T.R. Ministry of Energy and Natural Resources, Turkish Standards Institution (TSE), Ankara Chamber of Industry (ASO), Istanbul Chamber of Industry (ISO), Electric Motor Industrialists Association (EMOSAD), Energy Efficiency and Management Association (EYODER), AEMOT Elektrik Motor Sanayi A.Ş. Arçelik A.Ş. GAMAK Makina Sanayi A.Ş. VOLT Elektrik Motor San.Tic. A.Ş.

Active participation in international events relating to policies and programmes on energy-efficient electric motors:

- ECEEE – European Council for Energy Efficient Economy,
- International Motor Summit 2018 in Zurich,
- ADCO meeting,
- Industrial Energy Efficiency Workshop 2019 Beijing,
- EEMODS'19 Tokyo and
- Electric Motor Industrialists Association (EMOSAD).



### THE CHALLENGE

Turkey is highly dependent on energy imports with more than 70% of its energy needs and 60% of its electricity based on fossil fuel consumption. Electricity power demand has been steadily increasing for the past decade: in 2018 was 303.3 TWh, an increase of 2.2% from 2017. Moreover, electricity consumption is expected to reach 385 TWh in 2023 with an annual average increase of 4.8% according to the baseline scenarios.

Turkey's Intended Nationally Determined Contributions (INDC) commits to reduce its greenhouse gas (GHG) emissions by 21% from the business-as-usual (BAU) level by 2030. Turkey has begun implementation of the Strategy on Energy Efficiency (SEE)- otherwise known as the National Strategy and Energy Efficiency Improvement Action Plan (NEEAP 2017-2023) as one of the low carbon development initiatives. Other initiatives include the increase of energy efficiency in industrial installations and providing financial support to energy efficiency projects.

In Turkey, 47% of net electricity consumption is from the industrial sector, with an estimated 70% of this energy consumption coming from electric motor-driven systems (EMDS). Electric motors used in industry in Turkey are considered substantially energy-inefficient as well as varying in efficiencies. The Turkish government recognizes energy efficiency a top priority for industry, development and climate change, and an opportunity to transform the market towards energy efficient electric motors (EE motors) and electric motor driver systems (EMDS). The challenge is to achieve substantial energy savings in an industrial sector where more than 90% of the enterprises are SMEs (Small and Medium size Enterprises) and which have traditionally had difficulties in obtaining access to finance Energy Efficient product lines, since they associated with higher transaction cost and higher risk.

In order to address this important and key issue in energy efficiency, a project "Promoting Energy-Efficient Motors in Small and Medium Sized Enterprises in Turkey" (called the TEVMOT Project) was developed. The Project is being implemented by the Directorate General of Industry and Productivity (DGIP) under the Ministry of Industry and Technology (MoIT) with financial support of Global Environment Facility (GEF) and in cooperation with UNDP.

### WHAT WE DO

The TEVMOT project aims to promote significant additional investment in industrial energy efficiency in Turkey by transforming the market for energy efficient motors used in small and medium sized enterprises. The project will achieve this market transformation by developing and implementing the following interrelated activities:

- Strengthening the legislative and regulatory and policy framework for EE motors;
- Capacity building for relevant stakeholders to promote the benefits of energy-efficient motors;
- Upgrading of the Turkish Standards Institution (TSE) test laboratory and strengthened monitoring, verification and enforcement;
- Launching and scaling up a "one-stop-shop" sustainable financial support mechanism;
- Enhancing knowledge management and monitoring/evaluation and the public awareness for energy-efficient motors.

### UN ENVIRONMENT'S ROLE



United for Efficiency provides developing and emerging economies through their in-house experts and specialized partners with tailored technical support to transform their markets by accelerating the adoption of energy-efficient lighting, appliances, and equipment. Currently it is present in more than 40 countries worldwide. Based on each country's circumstances, United for Efficiency works with any of the following products: lighting, refrigerators, room air conditioners, motors and transformers - 5 products that together consume over half of the world's electricity.

By following United for Efficiency's Integrated Policy Approach and covering crucial elements from the transformational pathway, such as Standards and Regulations; Labelling and Communication strategies; Financial Mechanisms; Monitoring, Verification and Enforcement; and Environmental Sound Management, countries achieve a lasting market transformation, allowing monetary savings on their utility bills, helping businesses thrive through greater productivity, enabling utilities to meet growing demand for electricity, and assisting governments in reaching their economic and environmental ambitions. Such support is available at three levels: Global, Regional and National providing several tools and resources to support committed countries in their efforts, such as Policy Guides, multiple assessments (country level, street lighting, etc.), regional policy roadmaps and harmonization process recommendations, development of training for policymakers and practitioners and National action plan implementation support.

