





Una manera de Bacer Europa



Integrated wide-ranging energy efficiency measures at the motor vehicle dealership and workshop of Motores Cádiz S.A. (Cádiz)

Andalusian Energy Agency

Programa Operativo de Andalucía

Año 2022

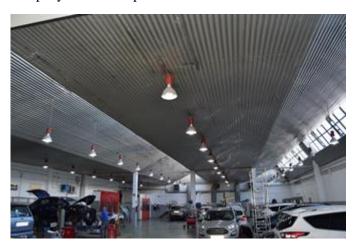
Fondo Europeo de Desarrollo Regional

INTEGRATED WIDE-RANGING ENERGY EFFICIENCY MEASURES AT THE MOTOR VEHICLE DEALERSHIP AND WORKSHOP OF MOTORES CÁDIZ S.A. (CÁDIZ).

Project Overview

The Andalusian Energy Agency presents an example of its Best Practice, consisting of the aid granted through the **Sustainable Energy Development of Andalusia 2020 Incentive Programme, "Andalucía es más"**, which offers a **SUSTAINABLE CONSTRUCTION** incentive line with a budget of 180 million euros. With 38 different types of available actions, the investments target energy saving, energy efficiency, use of renewable energies and infrastructures in buildings, for private or public use, located in the Autonomous Community of Andalusia, which help the community optimise their energy use, paying particular attention to disadvantaged groups.

As part of this scheme, aid was granted in the Cádiz province and included the **MOTORES CÁDIZ S.A.** company as an example.



To optimise the energy efficiency of its building and reduce its energy bill, the company improved the insulation of its dealership in Cádiz and implemented a new efficient lighting system in its facilities, improving the quality of light in both the sales and work areas. These measures will result in energy savings of more than 35,000 kWh per year and will prevent an annual emission of 19 tonnes of carbon dioxide into the atmosphere. The dealership's work received ERDF funding of 44,441.60 euros, which represents 80% of the incentive of 55,552 euros granted by the Programme for the Sustainable Energy Development of Andalusia, for a total investment of 159,790 euros.

The project's aim was to make progress in assessing and improving the energy efficiency of companies, particularly SMEs, in order to achieve a final energy intensity of 0.080 Ktoe/M€ by 2023, compared to the value of 0.082 in 2019.

The arguments for this project being considered Best Practice are listed below, in accordance with the criteria defined for this purpose:

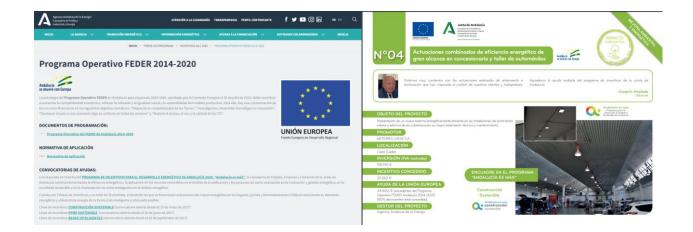
Criterion 1. Widespread dissemination among both beneficiaries and the general public.

The first step in communicating was to erect **a permanent informative billboard** in the dealership to inform clients of the ERDF's contribution.

The beneficiary also highlighted the ERDF cofinancing of the energy improvement actions carried out on its professional website, as required by legislation.

Meanwhile, the Andalusian Energy Agency, as the body managing the grant in question, also publicised the action on its **institutional website** in **a specific section for the dissemination of successful projects co-financed with ERDF**. On this page, the project's <u>fact sheet</u> can be consulted and downloaded:





These actions were also publicised in the media through **a press release** which emphasised the ERDF's cofinancing of the energy improvements. The release was also published on the websites of the Andalusian Regional Government and the Andalusian Energy Agency.

Economía y Empleo

Más de tres millones de euros para la mejora energética de concesionarios andaluces

La Junta ha seguido apoyando a este sector con más de medio millón de euros de nuevas ayudas para la realización de 14 proyectos cofinanciados con fondos FEDER





The press release generated good coverage, **appearing in 13 media outlets**, all of which highlighted the ERDF's co-financing. In addition to the general and specialised energy media, the press release was also published in the automotive sector media, which further **boosted the project's exemplary nature for other dealerships**. Some examples are illustrated in the following images:







Social media was also used to disseminate these energy improvement actions. The Andalusian Energy Agency's Twitter and Facebook profiles were used to that end, as well as the Twitter profiles of the Regional Ministry of Finance and European Funding at the time and of the Regional Minister.





The Andalusian Energy Agency created a hashtag for the dissemination of the ERDF co-financed projects from its profiles, **#ProyectoÉxitoAndalucíaFEDER**, which was also used on this occasion.

Criterion 2. Incorporating innovative elements.

The innovative aspect of the project is the dealership's highly efficient installations, with a low environmental impact, of 181 light fixtures and LED lamps, enhanced by a new design to control and adjust the lighting.

Furthermore, the ventilation work on the roof is an example of structural renovation which is a novelty within the project's scope. Almost 2,000 m2 of the thermally insulated surface has been installed in the facility, which significantly reduces the energy demand for heating and cooling.

Criterion 3. Aligning the results with the established objectives.

Improving 1,987 square metres of roof surface area has increased the comfort of both customers and workers, while the upgrade to a more efficient lighting system and design has modernised the appearance of the facilities, which, in addition to being crucial to the quality of service provided in the car dealership, also improves its image, thus fulfilling a reputational objective.



In terms of energy objectives, both renovations achieved an estimated electricity saving of 35,830 kWh per year, which means a lower electricity bill and a reduction in operating costs.

The environmental objectives were also met as the energy improvements have meant that their annual emissions have been reduced by 19 tonnes of CO₂.

Criterion 4. Contributing to the resolution of regional problems or weaknesses.

Andalusia benefits from many hours of sunshine that have a direct impact on the roofs and façades of buildings, increasing the temperature inside and making it necessary to use cooling systems more in summer. This problem particularly affects car sales and repair dealership buildings, which tend to be lightweight constructions that occupy large areas with many glazed surfaces. That's why the work carried out by this Cadiz dealership contributes to solving the problem of the high intensity of energy use in Andalusia's dealership and workshop sector.

It also contributes to climate change mitigation by promoting the application of high-efficiency technologies in both the lighting and insulation of the building.



Criterion 5. Reaching a high percentage of the target population.

Motores Cádiz has four locations throughout the Cádiz province: El Puerto de Santa María, Algeciras, Chiclana and Cádiz. Its facilities offer vehicle repair services, through the brand's official workshop, as well as second-hand vehicles. The company is a benchmark in the sector, which is why a large number of people regularly pass through its facilities. The company has a staff of 82 people.

All these people, workers and customers, have benefited from the increased comfort achieved with the energy improvements in insulation and lighting.

The project stands out for its exemplary nature, as the energy efficiency measures carried out can be easily replicated by other car dealerships. This is crucial since this sector is a significant part of the Andalusian economy, with an estimated turnover of more than 6,200 million euros and 17,500 workers.

<u>Criterion 6. Consideration of the cross-cutting criteria of equal opportunities and environmental sustainability.</u>

While carrying out this work, the company has paid considerable attention to environmental sustainability and social responsibility criteria.

Social responsibility was a key factor. One of the main reasons for carrying out the energy improvements in the dealership's lighting and insulation was to increase the comfort of the company's customers and workers.

By its very nature, the project focused on environmental sustainability. One of its most notable effects has been to stop emitting 19 tonnes of CO₂ per year into the atmosphere and to save an estimated 35,830 kWh of electrical energy per year.

Within the framework of equal opportunities and non-discrimination, the company has a strong social ethos, partnering with local charitable associations, which is also reflected in its human resources policy and the protection of its 82 workers. It is also committed to the environment, in line with the demands of its customers.

Criterion 7. Synergies with other policy areas and public intervention instruments.

The work synergised with various public intervention instruments, including the Andalusia Energy Strategy 2020, which promotes Andalusian companies' adoption of energy efficiency measures in its Competitiveness Improvement Programme. It also aligns with the Law for the Promotion of Renewable Energies and Energy Saving and Efficiency in Andalusia, which promotes the implementation of actions such as those carried out in the company.







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