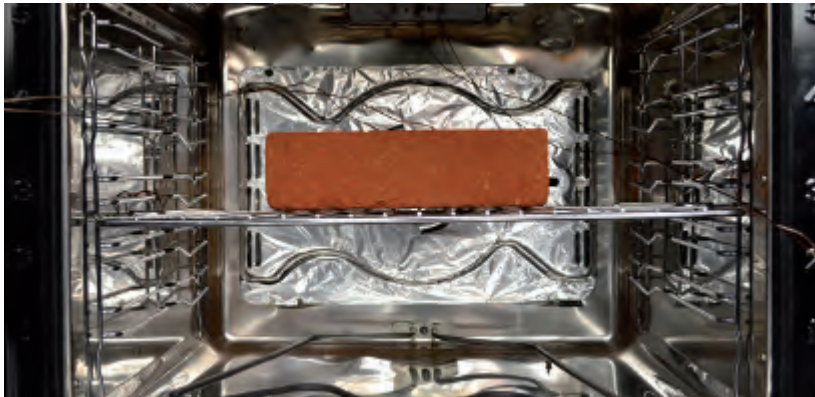


# Highly Efficient Ovens

Save money and energy when you cook



New ovens designed by Whirlpool in Cassinetta di Biadronno, Italy, last longer and waste less energy.

Photo: Highly Efficient Ovens

## OUR STORY

Following a century of experience, we have grown into the world's leading manufacturer of household appliances with 22 000 employees working in factories across seven countries in the EMEA region. To satisfy our global customer base, Whirlpool strives to build affordable and reliable products with increasingly ambitious environmental credentials.



Innovation



Energy efficiency



Environment

## Larger with Life

From 2012 to 2015, the EU LIFE Programme invested over €800 000 in the €1.8 million project Highly Efficient Ovens to reduce the heat losses and energy consumption of kitchen ovens. Whirlpool increased heat reflectivity inside electric ovens with a stainless steel cavity that reduces their energy consumption and applied a sol-gel coating to counter deterioration of the appliance over time.

## EU added value

- Cut household expenses and bills
- Replaced all toxic Ni and Co in ovens
- CO<sub>2</sub> savings of over 500 kg per oven

## Prospects

- EU power savings worth €1 billion/year
- CO<sub>2</sub> down by 5 million tonnes a year
- Extend life cycle of other appliances

## Achievements

- Saved 30% of **energy consumed** by ovens and 60% of energy needed to manufacture them
- Extended oven durability with new coatings, cutting **life-cycle costs** for consumer by over 25%
- Reduced the **global warming potential** of electric ovens by up to 60%
- The EC labelling scheme awarded Whirlpool ovens **A++ classification** for their energy savings
- Won the **Best of the Best LIFE-Environment Award** in 2016

## Policy support

- Streamline **manufacturing processes** as set out in the Energy Efficiency Directive
- Pursue the objectives of the Industrial Emissions Directive to **reduce factory pollution**
- **Cut CO<sub>2</sub> emissions** in line with the EU Roadmap for moving to a competitive low carbon economy

## Contact

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# LIFE supporting companies



The **LIFE Programme** has financed green innovation and clean tech solutions since its start in 1992. One of today's key priorities for LIFE is to support close-to-market projects delivering innovative environmental solutions, ensuring that they are sustainable and capable of being widely taken up by society in general, and the economy in particular.

The **Close-to-market initiative's** aim is to help and assist the LIFE projects with market potential to develop towards successfully maintaining project results via commercialisation and upscaling of the proposed innovative solutions.

## How can LIFE support beneficiaries with close-to-market activities?

- Expert review of the close-to-market stage of your project and assessment of the close-to-market potential.
- Help with determining milestones and action points based on project readiness and assisting you with their progress during your project's whole lifecycle.
- Flexibility to use the LIFE project budget to get the necessary expertise including market analysis, detailed business plan preparation, coaching etc.
- Linking you with a network of advisers including the Enterprise Europe Network, coaches and accelerators.
- Assistance with financing and contacts with the investor community through events, introducing you to the SME Instrument and the European Investment Bank Group.
- Networking opportunities through LIFE platforms in order to build business partnerships with other key players.
- Gaining additional publicity for your innovative green solutions through the Innovation Radar platform and via dedicated handouts promoting close-to-market activities of LIFE.

*LIFE can help you to sustain and thrive even after the end of the LIFE project.*

## LEARN MORE

 [ec.europa.eu/life](http://ec.europa.eu/life)     **LIFE programme**  
 **@LIFEprogramme**     **LIFE programme**

## HOW TO APPLY FOR LIFE FUNDING

The European Commission organises annual calls for proposals.  
Full details are available at <http://ec.europa.eu/environment/life/funding/life.htm>  
<https://ec.europa.eu/easme/en/your-close-market-proposals-tips-applying>

## CONTACT

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European Commission – Executive Agency for Small and Medium-sized Enterprises (EASME) – B-1049 Brussels (EASME-LIFE-ENQUIRIES@ec.europa.eu)

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