

EPPSA Annual Report 2008



European Power Plant Suppliers Association

Content

EPPSA Uniform Statement	03
Foreword by Janez Potočnik, EU Commissioner for Science and Research	04
Message from the President	06
Message from the Secretary-General	08
EPPSA's Key Topics	10
EPPSA Activities	12
Organisational Chart	16
General Assembly Members	17
Technical Committee	18
Public Relations Committee	20
EPPSA Secretariat	22
EPPSA Members	24



Uniform EPPSA Statement



■ The European Power Plant Suppliers Association (EPPSA) is the voice, at a European level, of companies both manufacturing components for, and building turnkey power plants. EPPSA's members, located throughout Europe, represent a leading branch of technology with more than 100 000 employees and an annual turnover of over €20 billion.

We actively promote projects aimed at increasing efficient and environmentally friendly improvements in power generation, in particular zero or near zero emission power generation. EPPSA believes increased investment in Research, Development and Demonstration is a key factor in driving EU competitiveness as well as ensuring a power supply for European consumers.

The world is changing.
Whether this change is
a threat
or an opportunity

depends on the choices
Europe makes now

Janez Potočnik, EU Commissioner for Science and Research



Janez Potočnik,
EU Commissioner for
Science and Research
Foto: European Commission
Audiovisual Service



...if we want to achieve these climate objectives, we need to at least double public investments in climate change research and low-carbon energy solutions. “

Janez Potočnik

■ **Looking back to the year 2008, we can identify two major challenges that Europe had to deal with.**

The most obvious one is the economic crisis, which we can neither deny, nor escape. The solution to this crisis, however, does not lie in retreating within national borders. It reinforces the need to live up to the pledge the European Union made in Lisbon, **to become the most competitive and dynamic knowledge-based economy in the world.** We need to invest in a knowledge-based economy and make sure that science, research and technology can tackle societal challenges. By improving the attractiveness of Europe for research and other investments, we sow the seeds that we will be able to reap when the economy starts picking up again. The “Fifth Freedom”, the free circulation of knowledge throughout the European Union, and the European Research Area (ERA) are crucial in this respect. Within the ERA, Joint Programming has emerged as a promising initiative based on the simple realisation that some problems are too big to handle individually – industrial and political players both need to pool their resources and agree on common strategies.

The other major challenge, sometimes even called the biggest international challenge of the 21st Century, is global climate change: our earth is becoming more fragile.

This is a problem that surpasses bank deficits and empty order books. And although the United States have recently started acknowledging this, the European Union is still one of the only international players who have taken steps to counter this problem. The European Climate Change Package, containing the 20 20 20 targets, is a good first step, but more has to be done still. The McKinsey study, “Pathways to a low-carbon economy”, revealed that if we want to achieve these climate objectives, we need to at least double public investments in climate change research and low-carbon energy solutions. Responding to a proposal from the Commission, the Council of the EU recently reached a similar conclusion, stating that **“globally, it would be desirable to at least double energy-related RD&D by 2012 and increase it to four times its current level by 2020, with a significant shift in emphasis towards low-carbon technologies, especially renewable energy sources.”**

It's at the breaking point of these two challenges that EPPSA finds itself in the beginning of 2009; fighting both the economic crisis and global climate change through technological research and innovation. EPPSA champions Carbon Capture and Storage, as one answer to both questions about the European energy supply and the reduction of CO₂ emissions. The European Industrial Initiative within the framework of the EU Strategic Energy Technology (SET-Plan) should facilitate the development and deployment of these and other promising low-carbon technologies.

The world is changing. Whether this change and its global dimensions is a threat or an opportunity for Europe depends to a very large degree on the choices Europe makes now.

European Energy Policy as **Pacemaker** worldwide

Andreas Wittke, EPPSA President



Andreas Wittke
EPPSA President



CCS is not intended to solve all problems, in fact it is unable to do so, but it is supposed to contribute to a more climate-friendly form of power generation – no more and no less.“

Andreas Wittke

07

■ In the EU, approximately two fifths of the CO₂ emissions can be traced back to power generation. The explanation is obvious: in addition to oil and natural gas, coal-fired power stations are the major foundations of the energy supply. Some of the existing plants are now outdated but it has not been easy to come up with a replacement in the last few years: the construction of new coal-fired power plants inevitably met with strong opposition, regardless their performance efficiency. Coal was considered to be dirty, contributing to environmental pollution. In most cases, any public discussion ended on this note. In politics, also, coal had very few advocates. In 2003, for example, the recommendation of the German Council for Sustainable Development to veer towards “clean” coal technology was largely ignored. Meanwhile opinions have changed – without losing sight, however, of the climate protection objectives.

Today it is obvious, and not only to experts, that there can be no healthy energy mix without coal. Both citizens and politicians have now understood its advantages – availability and price – and its suitability for a reliable power supply. However, this was only made possible through the technological advances achieved in the field of carbon capture and storage (CCS). The technical concepts have proven to be feasible, and first successes in pilot projects confirm this. In December 2008, the EU Heads of State and Government there-

fore decided to promote twelve CSS projects. These demonstration projects will speed up the availability of this new technology on industrial scale, so that CO₂ capture will be an option for Europe and the World.

The German government recognised their responsibility and future opportunities and consequently implemented the EU Directive on CCS at record speed. Above all, the new law provides a framework for secure carbon storage, which will at all times satisfy any objective discussion related to storage. At the same time, Germany continues to pursue its policy of promoting renewable energy and places great importance on energy savings. CCS is not intended to solve all problems, in fact it is unable to do so, but it is supposed to contribute to a more climate-friendly form of power generation – no more and no less. However, CCS is an important transition technology that will already be available in the next decade. Furthermore, it provides a basis for the calculations of the market participants, politicians and the public. The energy industry reacted positively to the passing of this law, and was right to do so. It has been given clear-cut general conditions and reason to hope that the construction of new coal power plants will no longer be booed by the public based on unrealistic expectations. Through their CCS-ready concepts, producers of electricity prove that they are thinking about the future and are prepared to make their contribution to climate protection.

Reliable and financially calculable instruments aimed at lowering CO₂ levels will also be an urgent requirement when the new climate protection rules are negotiated in Copenhagen at the end of 2009. Up to now there are no definite decisions regarding the targets to be met after 2012, the parties who will participate in a new agreement and how the financing of climate protection could be done. However, I am convinced that the European commitment to CSS technology will be an incentive for the inclusion of other nations in a subsequent agreement.

What has been lacking to date is a useful instrument that can be implemented worldwide in order to reward the avoidance of CO₂ emissions. Over the past few years, certificate trading has proved to be an inefficient weapon. The emission rights had been distributed too generously, while prices were too low. Any follow-up instrument has to offer more and meet the expectations of all nations, i.e. us, industrial countries, as well as those who are still in the process of increasing power supply, mobility and wealth.

Our message
is being taken
into account

Patrick Clerens, Secretary General



Patrick Clerens
Secretary General



It is with great optimism, that I look to 2009, both for traditional sustainable power generation and for EPPSA's success."

■ The year 2008 has been hugely important for EPPSA as an organisation and moreover, for the European energy sector in general. The Energy & Climate Change Package, released by the Commission in January, was finally passed – in an amended form – in December, bringing some important changes.

Most importantly, from EPPSA's perspective, the package truly took into account an issue championed by our association for many years – that of Carbon Capture & Storage (CCS). EPPSA has long argued that in order to ensure Europe's energy security and meet the reduction targets, CCS is absolutely required and the content of the Energy & Climate Change Package proves that European policymakers agree.

The facts are simple: renewable sources are, and will become increasingly important for European and global energy needs, but many of them are intermittent by nature and therefore unpredictable. Before renewable energies become capable of meeting the baseload demand, fossil fuels will continue to be the backbone of our electrical power supply. However, coal when burned emits Carbon Dioxide. CCS is therefore imperative in order to capture this inert gas and to store it safely and permanently, preferably underground in tight geological formations or in depleted oil and gas reservoirs. This means that developing the CO₂ transport network will be the next big task.

The directive on the geological storage of carbon dioxide, part of the Energy package, provides a much-needed legal framework for the storage of CO₂ post-capture – a crucial step towards rolling out CCS on a commercial scale. Additionally, the amendments made to the EU Emissions Trading System provides funding in form of CO₂ allowances for large scale CCS demonstration plants, thereby opening the door for an acceleration of this process.

Now the time has come for finalising the implementation details of those directives, thus ensuring that both the environmental requirements as well as the industries' interests are taken into account in a balanced way and that the implementation on Member State level guarantees an EU-wide level playing field.

EPPSA continued to play an active role in promoting clean coal technology in 2008 and also progressed in other fields. The association's membership increased once more, and EPPSA also ensured a public presence and spoke at several events in Brussels, Germany, Italy and Poland. Furthermore, the organisation was also approached to provide an insight into European developments for the press, and duly provided relevant articles.

It is with great optimism therefore, that I look to 2009, both for traditional power generation in general and for EPPSA members' continued success.

EPPSA believes ...

... in a balanced energy mix. Energy demand is forecasted to rise tremendously over the next decades. Each region on earth has its own specific energy sources. In order to meet this growing demand and ensure the security of supply, there is no one, ideal energy source. All available sources are needed to meet the challenges.

... in improved efficiency in power generation. Efficiency must be improved in power generation in order to preserve our scarce natural resources and also to effectively address the CO₂ challenge. Efficiency improvements, in both new and existing plants, are crucial to globally increase our industry's competitiveness.

... that clean, competitive fossil fuel power plants need new technologies. Modern fossil fuel technology meets the expectations and requirements of the environment, the industry and the consumers. In order to take advantage of these evolutions in the power sector, the implementation of new fossil fuel technologies must begin today.

1. In a
Balanced
energy mix

2. In improved
efficiency
in power generation

3. That clean, competitive
fossil fuel power plants
need new technologies

EPPSA'S **Key** messages

11

4. That Addressing climate change worldwide requires technological innovations

5. In increased Research & Development

6. That urgent investment in 10-12 demonstration plants is required to make Europe a world leader.

... that addressing climate change worldwide requires technological innovations.

New technologies must be implemented where CO₂ emissions are produced. Consequently, a global approach is essential for meeting Kyoto and post-Kyoto goals and to ensure that new technologies are universally accepted for use in all countries relying primarily on fossil fuels. This is a particularly pressing issue considered that these same countries have demonstrated a rapid surge in growth rates and a massive demand for electricity, thus increasing their CO₂ emissions.

... in increased Research & Development.

Technology provides the solution to the environmental and competitiveness concerns regarding fossil-fuel power plants. Ambitious targets have been set by the EU to reduce emissions. The only way of reaching these is to develop and deploy improved and environmentally friendly technologies. Fossil fuel plants in turn are essential in ensuring Europe's power supply. Therefore, in order to deliver zero emission fossil fuel power plants on a commercial scale, research and development must receive significant investment. The suppliers have demonstrated their support by investing heavily; now others – particularly EU and member states – must do the same.

... that urgent investment in 10-12 demonstration plants is required to make Europe a world leader.

Repeated calls have been made for these 10 – 12 demonstration plants and time is of the essence. The longer new technologies are not tested on an industrial scale, the longer it will take to obtain investment. Considering the many different, emerging capture technologies and the various storage possibilities, the figure of 10 – 12 demonstration plants is a remarkably low number. Funding, and a comprehensive legal framework, is emerging and this support should be increased to support more demonstration plants and to cover all technological possibilities and storage options.



Roman Portuzak addressed the participants regarding the Czech EU Presidency priorities



European Commissioner Janez Potočnik presents on the importance of research in developing new low carbon technologies



Tuomo Hatakka, CEO of Vattenfall Europe, concludes from the world's first oxyfuel-firing Carbon Capture & Storage pilot plant that: Oxyfuel-firing works!

■ EPPSA's Annual Technology Evening Brussels, 28th January

President Andreas Wittke hosted once more EPPSA's Annual Technology Evening dedicated to the theme **"CCS: from Pilot to Demo"**. Over one hundred key players in policy-making and the power generation industry participated in the event, held at the Crowne Plaza Brussels Europa Hotel, located in the heart of the European district. The number of registrations exceeded last years' – up to 180 – and the event itself was a success.



Caricaturist: During the dinner, guests also enjoyed the talents of a caricaturist



Champagne Raffle: 3 lucky participants won each a bottle of Dom Pérignon

Roman Portuzak, Director of Power Engineering Department of the Ministry of Industry & Trade of the Czech Republic, was the first speaker and he provided a timely and invaluable insight into the Energy priorities of the Czech EU Presidency, with a special focus on Carbon Capture and Storage (CCS).

Substantial developments on CCS regulatory framework were achieved in the past months. Having in mind the urgent need for demonstration and breakthrough research for new low carbon technologies, it was a great privilege to have the presence of Janez Potocnik, European Commissioner for Science and Research.

Mr. Hatakka, CEO of Vattenfall Europe followed Mr. Potočnik. Opening the presentation entitled "Results from the world's first oxyfuel-firing Carbon Capture & Storage pilot plant" with the powerful statement "CCS works!", Tuomo Hatakka provided the results from Schwarze Pumpe, home of the world's first pilot plant based on oxyfuel-firing technology for CCS that had its official unveiling on 9 September 2008.

Acknowledging that climate change is a global issue and that broader dialogue is needed, EPPSA had the pleasure to invite for the first time two American speakers.

Prof. Ashley Brown, Professor at the Harvard University and Executive Director of the Harvard Electricity Group, followed by Mr. Louis Bono, Counselor for Energy, Environment, Science and Technology at the United States Mission to the European Union, gave priceless presentation on the directions of the Obama Administration over the American Energy Policy and Climate Change.

All presentations are available on the EPPSA website www.eppsa.eu.

Following the presentations, participants were entertained over dinner by a caricaturist and enjoyed a champagne raffle. The evening therefore provided an excellent networking opportunity in addition to being highly informative for all present.

EPPSA Activities



EPPSA's President Andreas Wittke hosts 3rd Annual Technology Evening "CCS: From Pilot to Demo"

■ EPPSA Workshop on "Power Plant Basics"

In order to promote awareness of the fundamentals of power generation among European policymakers and industry stakeholders EPPSA again held a series of sector-specific group workshops in 2008. Participants included other industry association personnel and representatives of the European Institutions including Commission staff and Members of the European Parliament.

These workshops are designed to clearly and simply explain the way in which power plants work and also the physical constraints under which they have to operate in order to provide background knowledge for efficient decision-making.

Questions & Answers at EPPSA's Technology Evening 2009 (from left to right): Andreas Wittke (EPPSA), Tuomo Hatakka (Vattenfall Europe), Janez Potocnik (DG Science and Research, European Commission), Roman Portuzak (Czech EU Presidency)





■ Position Papers

EPPSA's mission is to represent the interests of its members to the European institutions, and thus a key role of the association is responding to the latest developments in policy. During the last year, EPPSA has produced a.o. the following position papers.

EPPSA's Position Paper on the Energy & Climate Change Package

The Energy & Climate Change Package released by the Commission on 23rd January 2008 and ultimately approved by the Parliament in December following a trialogue, contained a number of documents of massive importance to the fossil fuel power industry.

EPPSA followed the package at every step from its conception to conclusion following the European Parliament's voting on 17th December to accept the various Directives. Ultimately, the association was delighted to see that the European institutions have recognised the importance of fossil fuels, and therefore clean fossil fuel technologies, in Europe's energy mix.

EPPSA did however have some reservations about the proposed legislation at every stage. The initial proposal from the Commission raised concern over the lack of concrete plans from the Commission for funding the demonstration plants necessary to make near zero emission plants a reality. EPPSA

advocated 'recycling' the profits from national auctioning of CO₂ allowances and investing them in the testing of different Carbon Capture & Storage technologies, and was gratified to see that the European Parliament voted to revise the EU Emissions Trading System to grant up to 300 million allowances from the new entrants' reserve to fund 10-12 large-scale demonstration plants.

However, in the Directive on the geological storage of CO₂, the Parliament also pushed for the introduction of an Emissions Performance Standard (EPS), with a limit that would have impacted only coal-fired power plants in future. This would have influenced the EU's energy mix and skewed it in favour of gas, acting in contradiction therefore to the EU policy to not immis in the national energy mix of the member states. This fact was ultimately recognised by the Council who rejected the proposal.

EPPSA's CO₂ Capture Ready Recommendations

Having been one of the first industry association's in Europe to release a set of Capture Ready recommendations, in 2007 EPPSA found it necessary to begin revision work on the document. Faced with the constant need to move and adapt to policy and industrial evolution it is crucial that EPPSA updates its stance and meets the need of the industry. As such, a team from EPPSA's technical committee are reviewing the document for its re-release.

■ Expanding EPPSA's Influence

As in the previous year, during 2008 EPPSA participated in a large number of important stakeholder meetings and again noticed an increase in energy-related events. EPPSA was present at a variety of events of interest and importance, in order to better gauge its lobbying priorities and promote its views. Amongst others, EPPSA participated in:

Hannover Messe

For the first time, EPPSA travelled to Hannover for the annual industrial fair – the largest in the world – since a Power Plant Technology lead fair was held for the first time. Given the fact that the event has a broader focus than simply power generation, it provided an important opportunity to spread the facts about carbon capture & storage, fossil fuel power generation and EPPSA's work to a larger audience.

EPPSA had a stand at the fair in the hall dedicated to power generation and welcomed members, other energy industry professionals and numerous interested parties over the four days.

European Technology Platform - Zero Emissions Fossil Fuel Power Plants (ETP ZEP)

Having been a driving force in its creation, EPPSA continued its involvement with the



EPPSA Activities

Zero Emissions Fossil Fuel Power Plants (ZEP) Technology Platform in 2008. EPPSA and its members attended the ZEP General Assembly, held in Brussels on 10 November 2008, and through our members retains an active role in the various Working Groups, the Coordination Group and the Advisory Council of the ETP ZEP.

PowerGen Europe

In 2008 EPPSA's built on the success of its prize-winning presentation at the 2007



Patrick Clerens, Secretary General of EPPSA, presents on the need for CCS demonstration to meet the EU 20 20 20 targets



EPPSA's booth at VGB Congress in Stuttgart

PowerGen Europe Conference by giving two well-received presentations at the 2008 event in Milan. Secretary General, Patrick Clerens, gave a presentation entitled "EU Carbon-Free by 2020" which detailed developments in European energy policy – with a focus on the bold CO₂ reduction targets set by the EU, the necessity for Carbon Capture & Storage demonstration plants and possible future policy. Mr. Philippe Delage, a member of EPPSA's Board of Directors gave an additional presentation on "How Fossil Fuels Will Complement Renewable Energy" which addressed the importance of all resources in Europe's energy mix and the necessity of fossil fuels to ensure the continent's energy security.

EPPSA once again had a stand at the event and Mr. Clerens joined the Power-Gen Europe advisory board for the 2008 event.

CoalGen Europe

EPPSA also presented its views on reducing the EU's CO₂ emissions at the inaugural CoalGen Europe Conference held in 2008 in Warsaw, Poland.

VGB Congress Power Plants 2008

A number of EPPSA's member companies gave presentations at this annual event, which in 2008 took place in Stuttgart. The association again had a visual presence, through a well-received stand.

United Nations Climate Change Conference side event: Dinner-Debate on Clean Coal Technologies & Nuclear for Combating Climate Change

In December, EPPSA co-sponsored a dinner-debate, organised with the European Energy Forum at Bedłewo in Poland. This official side event of the United Nations Climate Change Conference in Poznan was attended by many policymakers, and academic and industry experts. EPPSA's President, Andreas Wittke gave an important presentation on the future of clean coal in Europe, specifically on the projected costs and what can be achieved.

The positive work in 2006 and 2007 has also led to EPPSA's inclusion in various events organised by the European Institutions or international organisations.

The association has been an active member of the Berlin Forum Working Group for Sustainable Fossil Fuels and participated in the meetings in 2008. The Forum is an important initiative, created by the European Commission's DG TREN, and gathers Commission and Member State representatives with market stakeholders (such as corporations, industry associations and energy experts) to debate a series of issues in specialised working groups. It therefore offers a valuable platform for dialogue on the Commissions work programme and on important or potential technological developments.

Vice President
Mike Farley



President
Andreas Wittke



Vice President
Paolo Bonafini



Technical Chair
Klaus-Dieter Tigges



Public Relations Chair
Gerhard Brand



Secretary General
Patrick Clerens



Treasurer
Pierre Melin

Organisational Chart

General Assembly Members



Paolo Bonafini
Nooter Eriksen



Karel van Buuren
NEM



Gianni Casero
STF BWE



Philippe Delage
Alstom Power Switzerland



Mike Farley
Doosan Babcock



Georg Gasteiger
AE&E



Tomas Harju-Jeanty
Foster Wheeler Energia Oy



Franz-Josef Mengede
ABB



Paolo Magaldi
Magaldi Power



Bob McCabe
Howden Group



Pierre Melin
CMI



Massimo Penati
Ansaldo Caldaie



Rainer Redinger
TLT-Turbo



Klaus-Dieter Tigges
Hitachi Power Europe



Carlo Trifone
BWE



Raimund Witte
GEA



Andreas Wittke
Alstom Power Germany



Meeting of the Technical Committee at Hitachi Power Europe in Duisburg, November 2008.

From left to right: Gerhard Brandt (ABB), Klaus-Dieter Tigges (Hitachi Power Europe), Christian Bergins (Hitachi Power Europe), William Boyd (EPPSA Secretariat), Romeo Piasente (Ansaldo Caldaie), Finn Norman Christiansen (STF), Thomas Neff (TLT-Turbo), Ton van Manen (NEM), Josef Edelmann (EPPSA Secretariat), Maria João Duarte (EPPSA Secretariat)

Not pictured:

Andreas Brautsch (Alstom), Arto Hotta (Foster Wheeler), Christian Fraikin (CMI Energy), Elio Mazzi (Nooter Eriksen), Fulvio Bassetti (Magaldi Power), Heinz Wienen (GEA Energietechnik), Martin Pogoreutz (AE&E), Mike Farley (Doosan Babcock), Roberto Testa (BWE),

Behind the camera:

Patrick Clerens (EPPSA Secretariat)

■ Chaired by Klaus-Dieter Tigges of Hitachi Power Europe, EPPSA's Technical Committee provides the expertise and content for the organisation's position papers and publicity materials. Working in close operation with the Public Relations committee, the Technical committee – composed mostly of distinguished engineers from EPPSA's member companies – brings its experience to bear on the latest developments in European energy and environment policy and power generation. These specialists are skilled in Engineering, Environmental and Technology Policy as well as Business Development.

Thanks to the development of Carbon Capture and Storage technologies, fossil fuel power plants now have the potential to be both highly reliable and clean. EPPSA's members have played a key role in these technological

advances and the committee delegates are therefore ideally positioned to offer important insight and comment on the area. The European Union and EPPSA's members share a common goal in that Europe must take the lead in clean energy by providing innovation and maintaining competitiveness. For this to become a reality, however, continuous long and short-term investments are needed in both existing and future European power plants.

The Technical Committee has been extremely active throughout 2008 due to the large volume of EU legislation proposed in January. In the last year, in coordination with Dr. Edelmann, the association's Technical Adviser and the Secretariat, the committee has shaped EPPSA's positions on the Energy & Climate Change Package, the Integrated Pollution Prevention & Control recast and the Strategic Energy Technology plan. The committee discussed in depth the resonant issues contained – in particular – within the Directive on the Geological Storage of CO₂ and the Directive amending the EU Emissions Trading Scheme (ETS) and was the driving force behind EPPSA's position papers.



Visit to the Unit 10 of the power plant Walsum, currently under construction in Duisburg, Germany

The Technical Committee

19

EPPSA is regularly consulted for its expertise in power generation and the Technical committee ensures that it continues to be an active and informed voice in the sector.

In addition to its policy work, the committee has maintained its involvement in the European Zero Emission Fossil Fuel Power Plants platform (ZEP) – an initiative that EPPSA helped to launch.

Our members participate in the various bodies of the ETP ZEP such as the working groups, the Coordination Group and the Advisory Council. In past years EPPSA has provided valuable input towards the ZEP Vision, the Strategic Research Agenda (SRA) and the Strategic Deployment Document (SDD).

The committee also takes a lead role in developing the content for EPPSA's participation in energy industry events including the association's presentations at the Power-Gen Europe and Coal-Gen Europe events, and EPPSA's Annual Technology Evening.

In addition, the committee has continued its work on revising EPPSA's Capture-Ready recommendations – in view of the importance being placed on this within Europe. The working group, led by Dr. Farley, is in the final stages of completing this revision, keeping

in mind the International guidelines from Certification bodies or International Agencies. The final paper will then be presented at Power-Gen Europe 2009, in Cologne.

In November 2008, the committee met at Hitachi Power Europe's HQ in Duisburg and was able to tour the Walsum 10 site during its construction.



Meeting of the PR Committee in Brussels, May 2008

From left to right:

Pascal Fontaine (CMI Energy),
Carlo Trifone (BWE),
Sinem Kara (EPPSA Secretariat),
Gerhard Brandt (ABB),
Annette Titzmann (Alstom Power),
Patrick Clerens (EPPSA Secretariat),
Wim van Lenthe (NEM),
Markku Kostamo (Foster Wheeler),
Simone Trifone (STF),
Robert McCabe (Howden Group),
Thomas Neff (TLT-Turbo),
William Boyd (EPPSA Secretariat)

Not pictured:

Doris Reiter (AE&E),
Günter Baur (Magaldi Power),
Heinz Kallenberg (GEA Energietechnik),
Helge Schulz (Hitachi Power Europe),
Josef Ploder (AE&E)
Massimo Penati (Ansaldo Caldaie),
Matt Tapsell (Doosan Babcock),
Paolo Bonafini (Nooter Eriksen),
Josef Edelmann (EPPSA Secretariat),
Maria João Duarte (EPPSA Secretariat)

■ Chaired by ABB's Gerhardt Brandt, the PR committee formulates EPPSA's public approach regarding all matters, including EPPSA events, publicity materials and participation in other events. With a useful blend of backgrounds including marketing and sales, public relations and also engineering, the committee members are ideally qualified to shape EPPSA's goals and strategies.

The PR committee plays a vital part in the organisation of EPPSA's Annual Technology Evening. Designed to educate policymakers and industry alike, the event blends informative presentations with a relaxed atmosphere for networking. The event allows the association to display innovative technologies currently under development by equipment suppliers and what EPPSA's member companies have to offer.

Since EPPSA's move to Brussels in 2005, the association has successfully built on existing contacts and developed new ones in the European energy arena. The PR committee has played an important role in this, the members coming together to provide guidance and address concerns such as how best to convey EPPSA's messages to the European institutions, key stakeholders and the general public.

The committee also developed and continues to revise EPPSA's communications plan and the association's key messages. The members tackle the issues EPPSA views as important, such as clean fossil fuel technology and ultimately zero emission power plants. The representatives come together to address such concerns as how to better convey EPPSA's messages to the European Institutions, key stakeholders and to the general public.

This work is of importance as EPPSA is regularly consulted for its know-how in power generation and it is crucial that the association react in a competent, timely and professional manner. EPPSA seizes opportunities wherever possible to continuously promote the interests of its member companies.

Public Relations Committee

The committee played a key role in determining both which events EPPSA should take part in, and also in the design of EPPSA's promotional materials. Working in synergy with their colleagues on the Technical Committee, the PR team worked on not only the style and presentation of EPPSA's display materials for the Technology Evening and external events, but also to decide on the content that would have the greatest impact on the audience. Thanks to the PR committee's some of the most influential speakers for the 2009 Technology Evening were gained.

The committee also identifies how EPPSA can best reach a wider audience and promote the association's message of clean, secure ener-

gy from fossil-fuel power generation. It was this, which led to EPPSA being present at this year's Hannover Messe.

Another major endeavour of the PR committee in 2008 was the redesign of EPPSA's visual identity. This began in June with the intent to define a uniform visual communications approach for the association, and evolved into a decision to redesign also the logo. The PR committee was fully involved in the selection of designs, colours and logo styles, and this has resulted in EPPSA's new branding.

In keeping with the new design, it was crucial to revise EPPSA's website and this has also been developed with the constructive feedback of the Public Relations Committee. It is essential to improve the ability of the power generation industry to reach new audiences and reaching out to the public, via the website, is one effective approach.

The EPPSA Secretariat Team:
Maria João Duarte,
Patrick Clerens and Noëlle Garcin.
Not pictured: Josef Edelmann



■ **Maria João Duarte** is Policy Officer for EPPSA and responsible for all facets of the association's public relations and interaction with the members. She joined EPPSA following experiences with international organisations in the humanitarian and security field and holds a degree in International Relations.



EPPSA Secretariat



■ **Patrick Clerens** has been EPPSA's Secretary General since the association's move to Brussels in January 2005. Building upon his prior experience as EPPSA's Brussels Representative, he liaises between member companies and the EU institutions on issues related to energy and clean fossil fuel technology. Mr. Clerens studied law at the Universities of Saarbrücken and Mainz.



■ **Josef Edelmann** joined EPPSA as Technical Advisor in June 2006. An expert engineer with more than thirty years experience in the power generation industry, Dr. Edelmann monitors EU legislation concerning energy and funding opportunities, including the 7th Framework Programme. He also works closely with EPPSA's Technical Committee and leads the formulation of the organisation's position papers in response to EU initiatives.



ABB

ALSTOM

STF SpA

ANSALDO
CALDAIE SpA

NE NOOTER/ERIKSEN S.r.l.

NEM

MAGALDI
Dependable Technologies



AUSTRIAN ENERGY
& ENVIRONMENT



BWE a/s

Howden

HITACHI
Inspire the Next

cmi ENERGY

GEA

DOOSAN

Doosan Babcock Energy

FOSTER WHEELER

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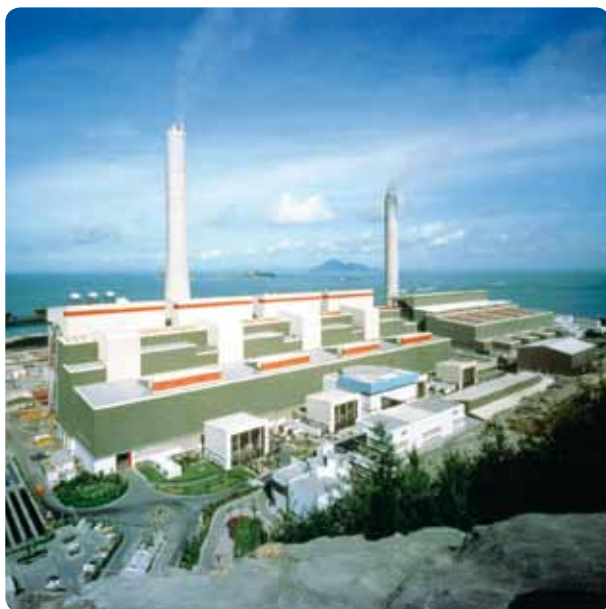
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