



# Maximising the benefits of current, sustainable transport fuels

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# About ePURE

## The voice of the European ethanol industry

- 34 member companies - including 20 producing members
- 50 plants in 16 EU Member States
- 85% of the renewable ethanol production in Europe



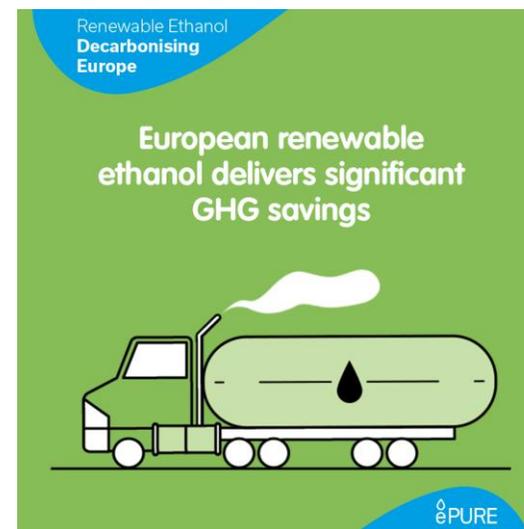
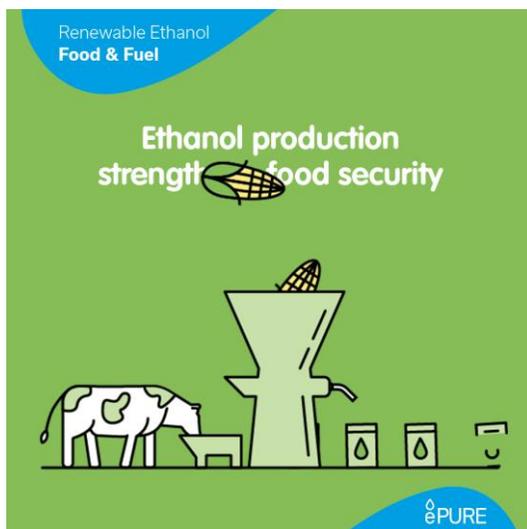
# European renewable ethanol

## A renewable energy source that...

- Is produced from European crops, wastes and residues
- Creates food AND fuel
- Boosts rural economy
- Delivers important climate benefits

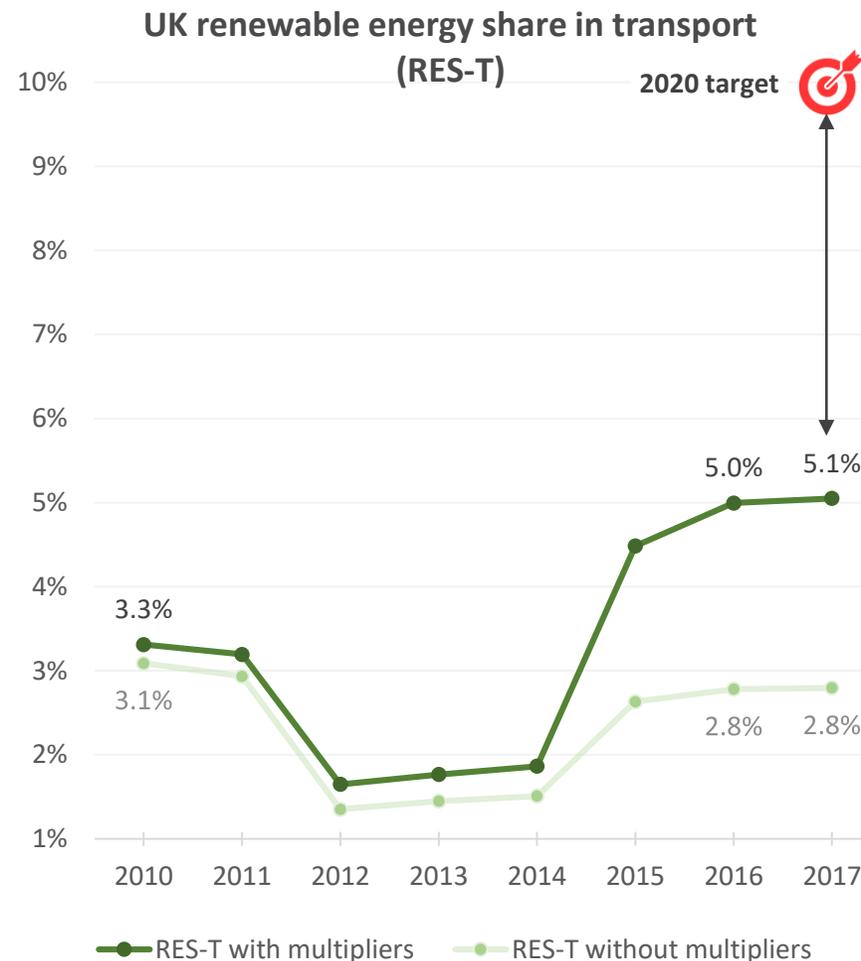
## A clean mobility solution

- **71+%** GHG savings over petrol
- Reduces harmful emissions
- Works at scale in today's cars (E5, E10...)
- E10 a success in several countries
- Essential to decarbonisation goals



# Why does E10 matter for the UK?

- 2017: 5.1% RES-T, half of which comes from double counting material, such as UCO
- Multipliers do nothing to reduce GHG emissions
- The transport sector has not been significantly decarbonised yet: -6.2% GHG emissions in 2016 vs. 2005
- Under the Effort Sharing, multipliers do not count



# The petrol market in Europe

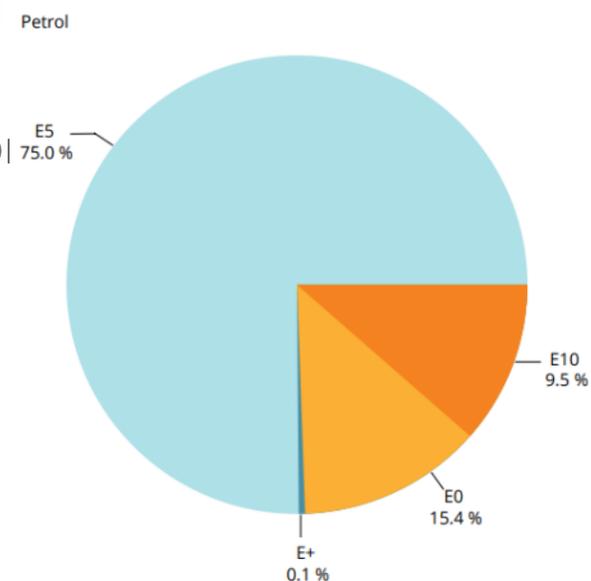
**E10 was around 10% of the petrol market in 2016 in the EU, while E5 accounted for 75% of the market**

**Petrol grades already contain oxygenates (incl. ethanol directly and indirectly)**

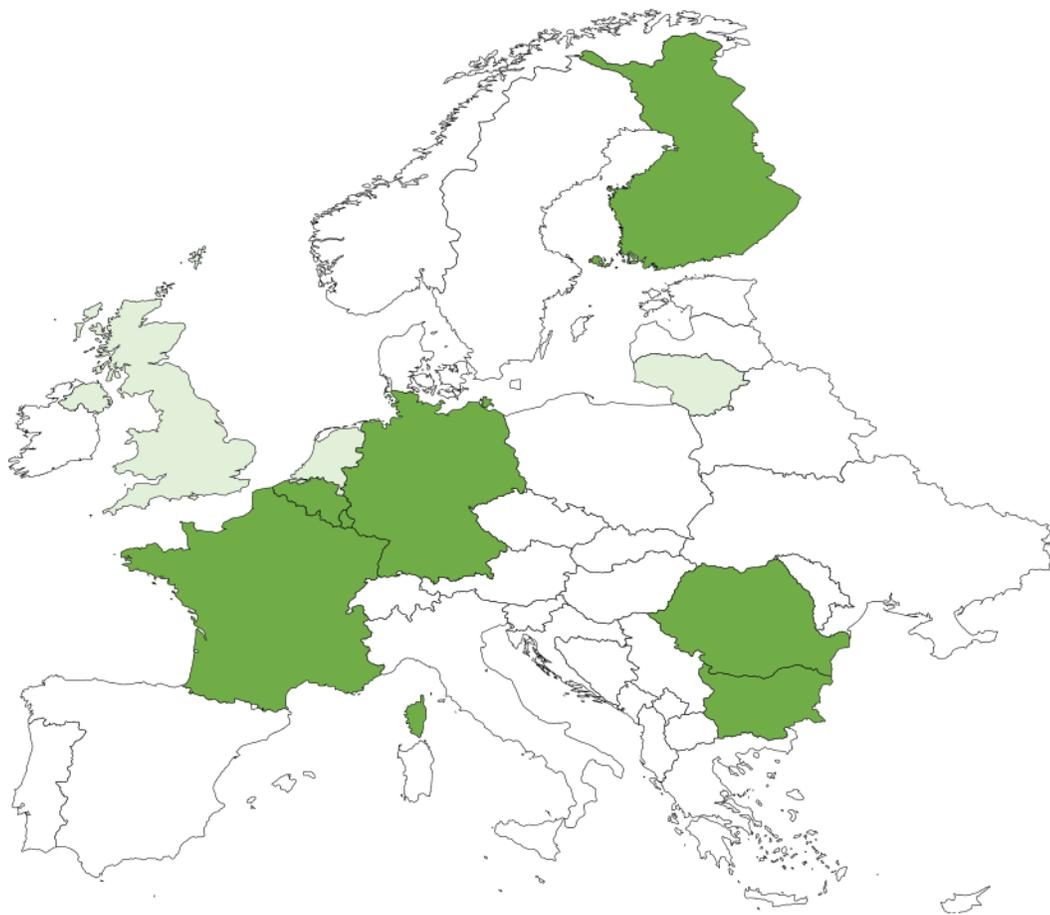
- 2017: petrol sold in the EU contained 5.11% ethanol in volume on average vs. 4.41% in the UK
- 2018: regular petrol grade 95E5 contained 14% oxygenates in volume (incl. 4% ethanol)

**Multiple grades of petrol in the EU lead to**

- Market fragmentation
- Consumers confusion
- Increased costs for the fuel distribution
- Less GHG emissions reduction



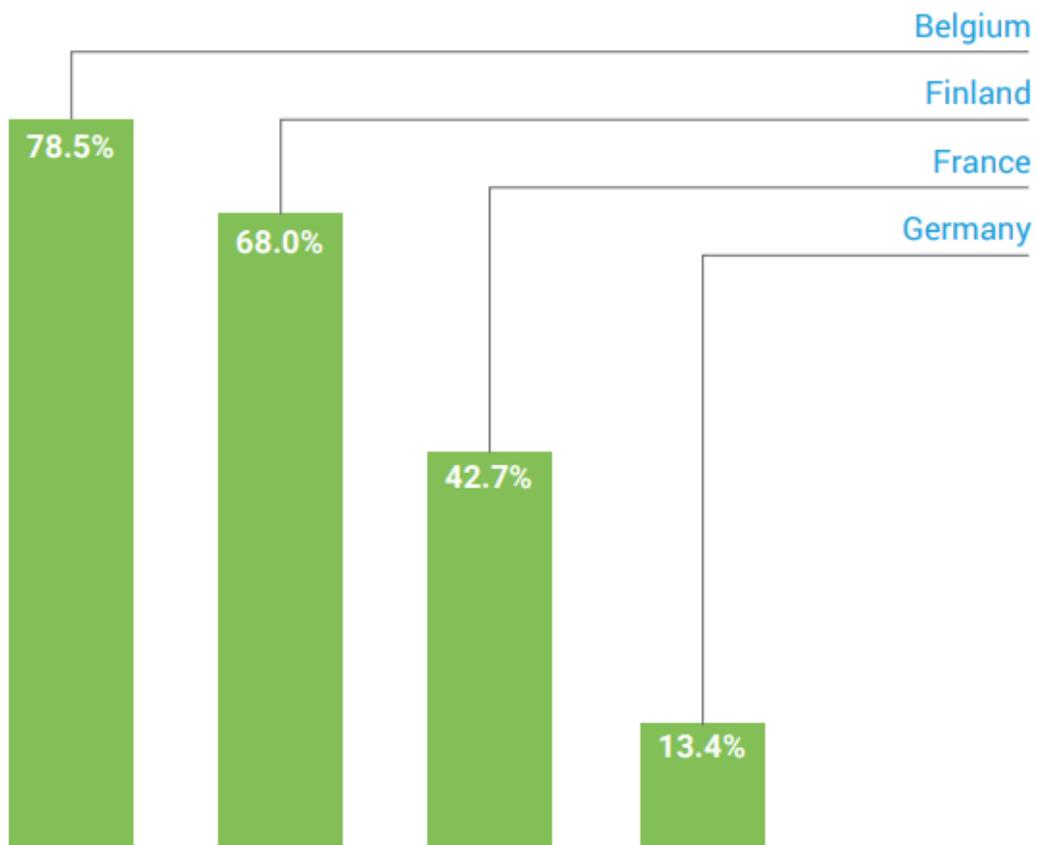
# EU-28 national introduction of E10



- E10 is currently available widely at petrol pumps in **Belgium, Bulgaria, Finland, France, Germany, Luxembourg and Romania**
- Other countries such as **Lithuania, the Netherlands, the UK** are considering or in the process of adopting E10

# E10 petrol – Successes and lessons

*E10 petrol market share across Europe:*



## No more hurdles:

- Most post-2000 produced cars are compatible
- Cars manufacturers published an official compatibility list
- Pumps and new cars fuel tanks traps are now labelled





## How to successfully introduce E10?

- ✓ **DO inform consumers.** A nationwide campaign should explain the rationale behind the fuel change and inform motorists about the compatibility of their vehicles. This action should be supported by the government and all stakeholders involved in E10 distribution and supply
- ✓ **DO coordinate and mandate the launch of E10 nationwide** as part of a separate obligation for the incorporation of renewables in petrol. This ensures a swift shift to the new grade and avoids consumer confusion
- ⊘ **DON'T do things half-way.** Gradual or optional introduction of E10 doesn't work: it creates competition amongst fuel distributors, erodes consumer trust and hampers Member States' efforts to meet environmental targets
- ⊘ **DON'T create an unnecessary competition among petrol fuel grades** due to a lack of consumer information about car compatibility. This happened in Germany, where misinformed consumers rushed to 95E5/98E5 grades, overstressing the supply



## How to move forward now?

While the rest of the world is moving to higher ethanol blends, some EU Member States are still struggling to implement E10, even though E10 is the European reference fuel

The UK urgently needs to reduce GHG emissions, increase renewables in transport and reduce fossil fuel dependency

### The UK situation is not unique:

- E10 has been introduced in MS with older fleet e.g. Romania, Bulgaria
- E10 has been introduced in MS with only two fuels pumps e.g. Belgium, Finland
- E10 has been introduced in 7 MS before the introduction of fuels labels



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european renewable ethanol

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