

Case study: MediaPrint – Vienna, Austria

Waste heat recovery through a high temperature heat pump to support the heating demand of a printing plant

The Investor Confidence Project's Investor Ready Energy Efficiency™ certification has been awarded to a waste heat utilisation project at MediaPrint.

Project description:

The pilot project is implemented at one of the biggest Austrian printing centers of MediaPrint in Vienna and uses the ICP Europe Complex Industry Protocol. At this printing center, 10-14 million newspapers are printed each week. The energy conservation measure (ECM) would use the waste heat of the printing process to support the general heating demand by means of a high temperature heat pump. The ECM reduces natural gas demand.

IPMVP option C “Whole facility” was chosen for the project. For both the natural gas savings and the minor increase in electricity consumption the energy consumption data of the facility (using the main building utility meters) was chosen as baseline.

Project partners:



Project owner: Mediaprint Zeitungs- und Zeitschriftenverlag Gesellschaft m.b.H. & Co KG

The pilot project is planned at Mediaprint Zeitungs- und Zeitschriftenverlag Gesellschaft m.b.H. & Co KG (“MediaPrint”), Austria’s largest printing company. The MediaPrint printing centers produce a wide range of daily and weekly newspapers, monthly magazines and advertising materials.

Project developer: denkstatt & enerotec GmbH

denkstatt & enerotec GmbH („denkstatt & enerotec“) is a Vienna-based consultancy active in the fields of energy management and energy efficiency and specialised in energy analysis, conceptualisation of individual energy solutions (including technical implementation), realisation of energy concepts and energy optimisation.

In-country advocate: denkstatt GmbH

denkstatt GmbH (“denkstatt“) is a leading sustainability consultancy in Central and Eastern Europe and headquartered in Vienna. The company is an advisor on natural, social, human and financial capital and the Austrian partner in the Investor Confidence Project (ICP) Europe project consortium.

Quality assurance assessor: Verco

Verco is a sustainability and climate change consultancy, based in the UK, with 27 years of experience with focus on low carbon growth, energy efficiency and clean energy development, including experience of developing finance programmes. Its two main roles on the ICP Europe consortium are to provide EU-wide technical support, and to provide in-country advocacy for the project in the UK.

Application of ICP:



The project was developed by denkstatt & enertec who provided baselining and energy savings calculations and also developed the OPV, OM&M and M&V plans. The project's Quality Assurance Provider is Verco. Working closely with denkstatt & enertec, they have together applied the Complex Industry Protocol. This process was carried out as part of project planning and denkstatt & enertec's documentation for the project was found to be ICP compliant.

The project would have planned annual energy savings of 985 MWh in natural gas and an additional consumption of 240 MWh in electricity. A payback period of 11.4 years is calculated.

Contact information:

denkstatt Andreas Lindinger | andreas.lindinger@denkstatt.at | +43 664 8118002

denkstatt & enertec Sonja Siegl | s.siegl@denkstatt-enertec.at | +43 664 5419288



The I3CP project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 754056. The sole responsibility for the content of this document lies with the authors. It does not necessarily reflect the opinion of the European Union. Neither the EASME nor the European Commission are responsible for any use that may be made of the information contained therein.

ICP and the related logo is a trademark owned by Green Business Certification Inc. and is used with permission.