



2012 National Symposium on Market Transformation

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Andre de Fontaine,

Advanced Manufacturing Office, Office of
Energy Efficiency & Renewable Energy
U.S. Department of Energy

Next Generation Materials

Pervasive materials technologies that lead to better products

Next Generation Manufacturing Processes

Broadly applicable processes that lead to better production

Technology Deployment

Promote better energy use practices to capture U.S. competitive advantage

Technology Projects - Innovative Manufacturing Initiative (IMI)

Competitively selected, cost-shared technology projects:

- Produce pre-competitive and generic products
- Reduce energy consumption over product life-cycles
- Increase the adaptability of manufacturers through alternate materials and process pathways
- Not directed at products to be sold competitively in existing markets
- Maintained project support through manufacturing-scale demonstration

Targeted Partnerships

- Superior Energy Performance
- Better Buildings, Better Plants
- Workforce Development
- Clean Energy Application Centers
- Supply Chain Initiative
- Utilities and States

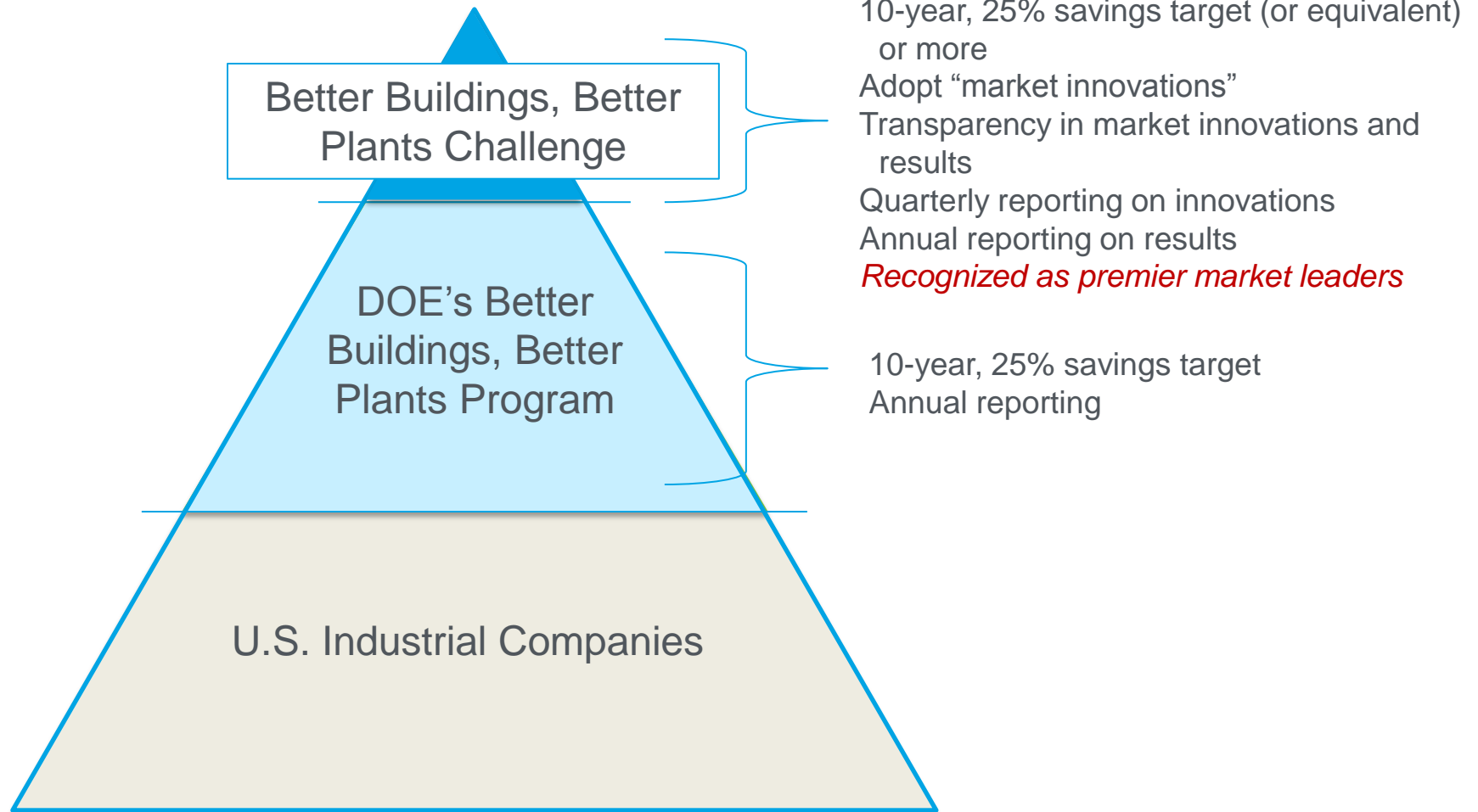
TRL 2-6

TRL 2-8

TRL 9

- DOE has evolved its industrial partnership program to align it with the **Better Buildings Challenge** and provide greater integration across the industrial and commercial sectors
- The industrial component of the Better Buildings Challenge provides different opportunities for national recognition based on level of commitment:
 - **Better Buildings, Better Plants *Challenge Partners*** agree to transparently pursue innovative approaches to energy efficiency, and make a significant, near-term investment in energy saving projects
 - **Better Buildings, Better Plants *Program Partners*** pledge energy savings goals consistent with national targets and agree to report progress annually to DOE

Highlighting Industrial Leadership through Better Buildings, Better Plants



- Better Buildings, Better Plants Program builds on the success of previous DOE industrial partnership programs. Partners:
 - Set a 10-year, 25% energy intensity improvement target
 - Develop energy management plans
 - Track and report energy data annually to DOE
 - Receive national recognition for their achievements
 - Receive support from technical account managers
- Program currently consists of 110 companies and over 1,400 plants, representing about 5% of total U.S. manufacturing energy footprint
- Most companies are on track to meet the 10-year target

Make commercial and industrial buildings 20% more efficient by 2020; save more than \$40 billion annually for US organizations; create American jobs

- Market leadership; High level partnership with DOE
- Overcome market barriers/persistent obstacles with replicable, marketplace solutions
- Showcasing real solutions; provide models for others to follow
- Recognition from DOE and Administration for success
- Partnering with industry leaders to better understand policy and technical opportunities
- Portfolio wide commitment to continuous improvement

Partner Agrees to:

Commit

- Assign Senior Executive
- Announce innovations/market solutions

Take Action

- **Showcase project** within 9 months
- **Organization wide plan, schedule and milestones within 9 months**

Report Results

- Share information and **implementation models**
- Share **portfolio wide, facility level energy performance**
- Quarterly updates on progress on showcases projects, other

DOE Agrees to:

Assist

- **Technical assistance**
- With the development of implementation models

Connect

- Establish marketplace of energy efficiency stakeholders

Recognize

- **National and local recognition**
- Showcase and highlight partners who develop and share innovative and cost effective marketplace blueprints

- President Obama announces the Better Buildings Initiative, including the Better Buildings Challenge, in February 2011
- DOE Secretary Chu highlights the Better Buildings Challenge at the Clinton Global Initiative in June 2011; DOE and White House profile inaugural partners
- President Obama and Former President Clinton officially launch program Dec. 2, 2011



President Barack Obama and former President Bill Clinton take a tour of the upgrades of the Transwestern Building in Washington, Dec. 2, 2011 (Official White House Photo by Lawrence Jackson)



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SUPERVALU

Thank You!

For more information on the Better Buildings Challenge:

<http://www4.eere.energy.gov/challenge/>

For more information on the Better Buildings, Better Plants Program:

http://www1.eere.energy.gov/manufacturing/tech_deployment/betterplants/

Andre de Fontaine, 202-586-6585, andre.defontaine@ee.doe.gov

<http://www1.eere.energy.gov/industry/>