

# Management Practices for Energy Efficiency: Corporate & Plant Decision Making

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# Management Practices for Energy Efficiency: Corporate & Plant Decision Making

Presenters

**Jonathan Jutsen**  
CEO International  
EnVINTA

**Bob Helm**  
Manager, Industrial & Agricultural Sectors  
Northwest Energy Efficiency Alliance



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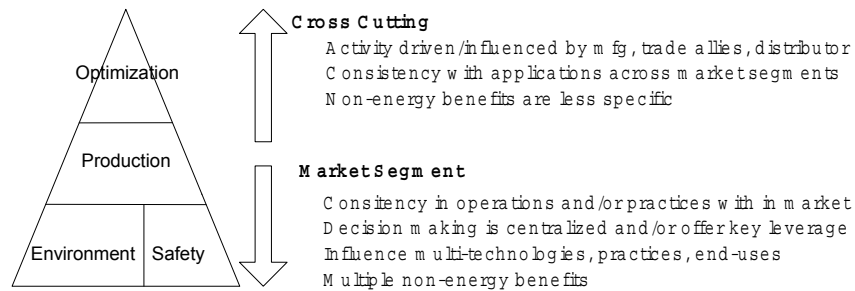
## Market Transformation

- Sustainable change in practices (business and / or operations) by market actors and end-users.
- Encourage manufacturers, distributors and service providers to make affordable energy-efficient products and services available in the marketplace.
- Works to remove barriers that prevent a product or service from being manufactured and sold.



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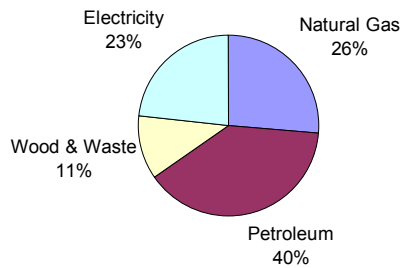
## Component vs. System Approach



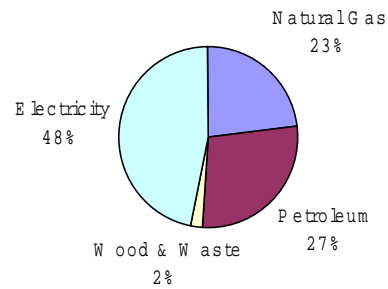
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## Industrial Energy Use and Expenditures by Fuel Type - 1999

by Btu



by Expense



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## Typical Challenges

- Lack of priority for electricity saving
- Trust in new technology
  - EE product reliability
  - How will new EE system impact the quality of their product
- Lack of infrastructure to support products & services
- Financial status of plant / corporation
- Long range plans for plant
- Timing
- Plant available labor & time
- Technical skills, do the plant personnel have the skills to do the measurement and monitoring?



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## Discussion Topics

- Can all the barriers to implementing energy efficiency projects be defined across all industries?
- Are answers to the barriers just basic account management and being knowledgeable about corporate and plant decisions processes?
- What are the current priorities for industry (security, expansion, new technology, power reliability / quality).
- What is the priority for energy efficiency?
- Do non-energy benefits outweigh energy cost savings?
- Are business relationships important?



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## Recommendations

- Identify the needs and concerns of target markets in advance.
- Strengthen the marketing approach.
- Better articulate the business case for plant-level staff and management.
- System approaches generally take longer therefore for some markets focus on a component approach.
- Know your client



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## Contact Information

Bob Helm  
Manager, Industrial & Agricultural Sectors  
**Northwest Energy Efficiency Alliance**  
[Bhelm@nwalliance.org](mailto:Bhelm@nwalliance.org)  
(503) 827-8416 ext 230

