



# The Industrial Business Case for Strategic Energy Management

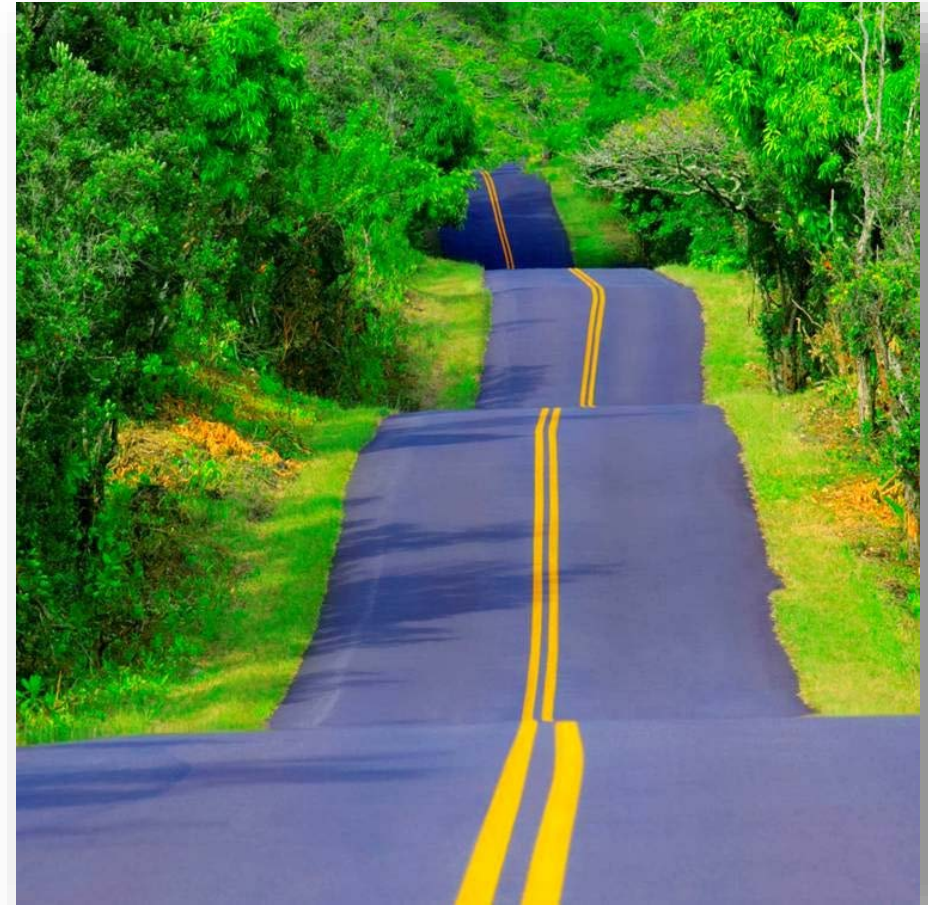
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# The SEM Journey

- **EPA ENERGY STAR for Industry**
  - Energy Management best practices
  - Peer-to-Peer/Cohort engagement
  - Benchmarking for select industries
  - Continuous improvement fundamentals
- **Standardization of Energy Management**
  - MSE 2000
  - ISO 50001
- **DOE Advanced Manufacturing**
  - ISO 50001+ Certification
  - Superior Energy Performance (SEP)
  - ISO 50001 Ready Program
- **Utility SEM Programs**
  - Addressing barriers and encouraging industrials to opt-in



# Barriers to EE for Industry

## ▪ Economic

- Internal competition for capital
- Failure to recognize full-benefits of EE
- Uncertainty around energy prices, ROIs
- Split incentives across business units
- Extended planning cycles for upgrades

## ▪ Informational

- Comprehensive understanding of end-use, site-wide energy consumption/energy costs
- Limited access to technical expertise – in-house or for hire
- Limited expertise for managing energy, accessing available utility incentives

## ▪ Regulatory

- Challenges in aligning state and federal policies, programs, regulations with industry

# How SEM Can Address the Challenges

## ▪ Basic Elements of SEM

- Establish a policy around management of energy
- Gain management commitment
- Create an energy team
- Map out and measure energy consumption
- **Identify opportunities and benefits**
- **Establish a plan for implementation**
- **Track results**
- **Celebrate success!!!**

- Through adoption of the basic elements of SEM, industrial customers are better positioned to tackle economic and informational barriers

