

MEEA's Industrial Outreach Program

'Out of the Factory & into the Boardroom'

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The Source On Energy Efficiency



Midwest Energy Efficiency Alliance Mission

MEEA is a collaborative network whose purpose is to advance energy efficiency to support sustainable economic development and environmental preservation.



MEEA Members Are...

Diverse stakeholders in energy efficiency

- Utilities (IOUs/Munis/Co-ops)
- Energy Service Firms/Consultants
- Manufacturers/Retailers
- State and Local Governments
- Leading Nonprofits
- Academic/Research Organizations
- General Interest/Professionals



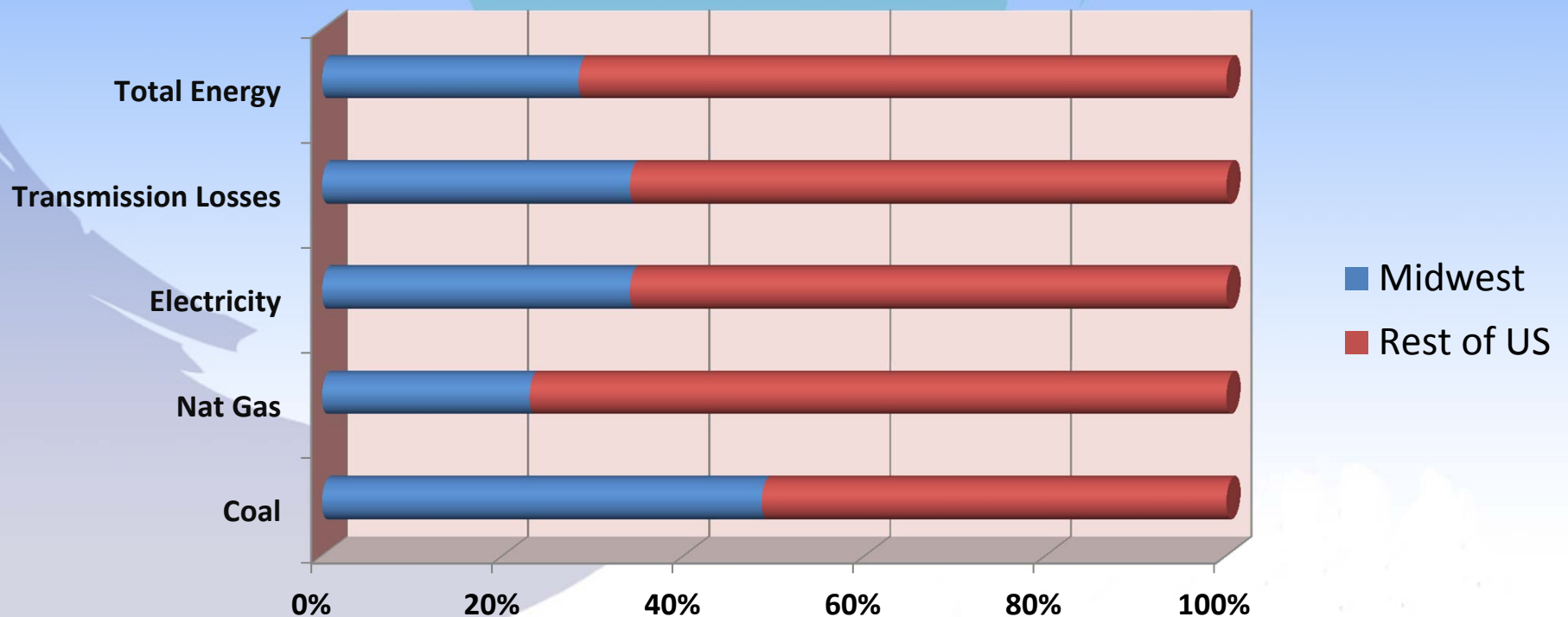
MEEA's Role in the Midwest

- Designing and Evaluating Programs & RFPs
- Administering Programs
- Delivering Training & Workshops
- Developing Marketing and Outreach
- Advancing Energy Efficiency Policy
- Coordinating Utility Program Efforts
- Regional Voice for DOE/EPA & ENERGY STAR
- Evaluating & Promoting Emerging Technologies



Need for Industrial EE in the Midwest

- Midwest accounts for >28.3% of industry energy usage in the US
 - 48.3% of total industrial coal consumption (870.1TBtu)
 - 22.9% of total natural gas electricity (1,853TBtu)



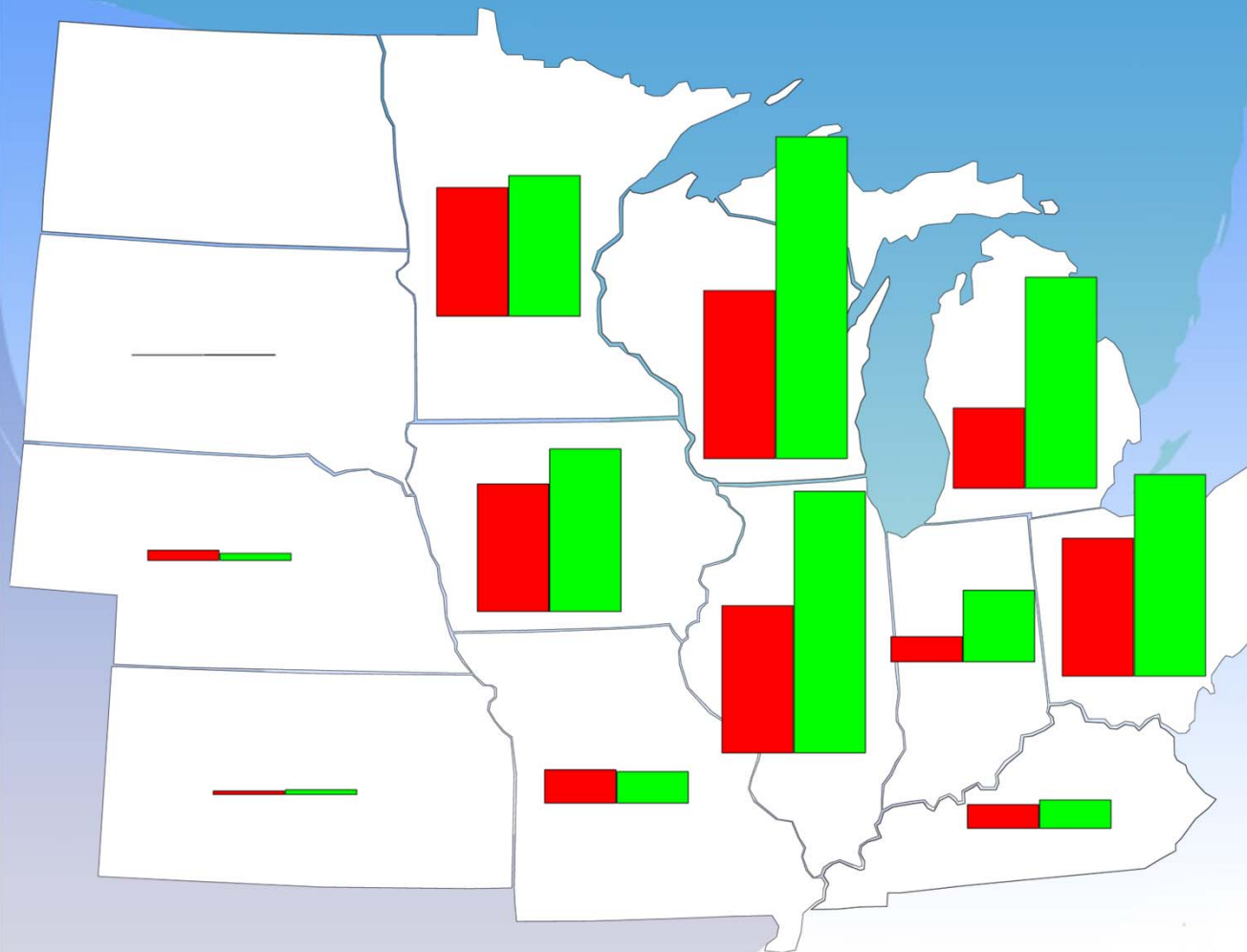
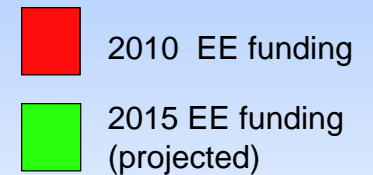
Need for Activity in the Midwest, Cont.

- Lack of centralized Midwest efficiency resources
 - DOE's regional structure has been dissolved
 - Recovery Act has "spread the wealth", often to new and perhaps "out of loop" recipients
 - Efforts mostly at the utility and state level
- Industrials approached on a plant by plant basis
- Lots of state and Federal support for industrials
- Large growth in utility funding & targets for EE
- Can we increase industrial participation in EE?

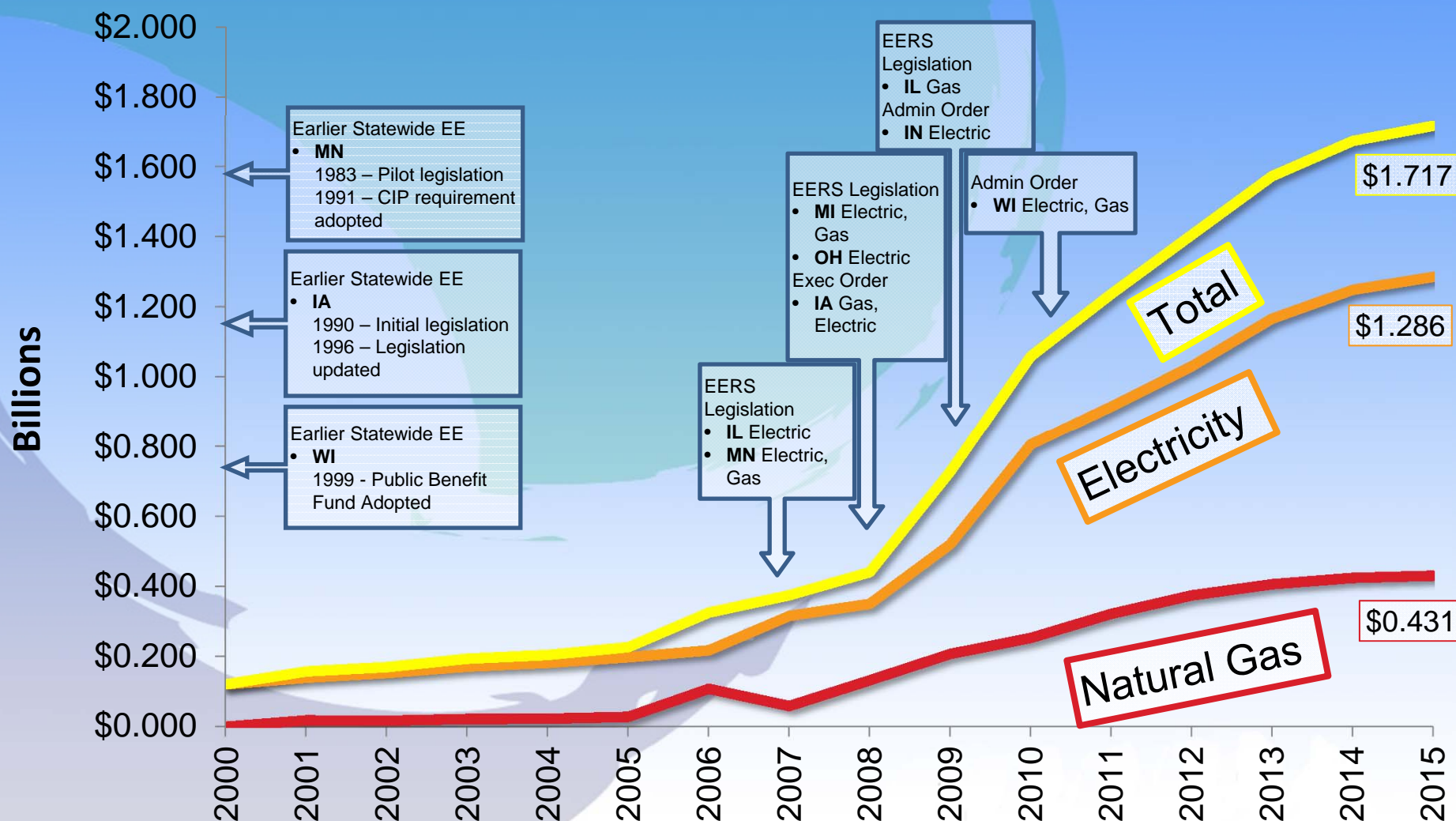
Combined Electric & Gas Ratepayer-Funded Efficiency is on the Rise

Midwest Total Efficiency Funding Projections

2010	\$1.06 billion
2011	\$1.24 billion
2012	\$1.41 billion
2013	\$1.57 billion
2014	\$1.67 billion
2015	\$1.72 billion



Estimated Annual Investment in Energy Efficiency in the Midwest



Projected Total Electric & Natural Gas EE Budgets

State	2010	2015
IA	\$ 151,864,307	\$ 193,097,488
IL	\$ 175,105,135	\$ 309,888,951
IN	\$ 31,000,000	\$ 85,733,283
KS	\$ 5,400,000	\$ 6,997,727
KY	\$ 29,000,000	\$ 34,482,657
MI	\$ 95,750,832	\$ 250,275,342
MN	\$ 152,912,628	\$ 167,138,000
MO	\$ 40,500,000	\$ 38,245,504
ND	\$ 200,000	\$ 200,000
NE	\$ 12,987,000	\$ 9,345,853
OH	\$ 163,800,000	\$ 239,028,467
SD	\$ 1,460,046	\$ 1,673,570
WI	\$ 199,368,218	\$ 381,100,000
TOTAL\	\$ 1,059,348,166	\$ 1,717,206,842

MEEA Role & Strategy



- MEEA covers the entire Midwest
- Work with Members in the Midwest to:
 - Organize key stakeholders and resources
 - Utilities, Energy Offices, consultants and industrials
 - Design regional approach to industrial outreach
 - Provide more than “one size fits all” approach
 - Encourage involvement with programs that emphasize not just efficiency, but planning and process
 - Propose initiatives to promote EE uptake
 - Gather input from both service providers and customers to determine which will be best to push forward, and best methods to proceed
 - Create clearinghouse of EE programs and best practices

Topics for Discussion

- Regional allies
- Industrial areas of opportunity
- Support existing efficiency programs
- Other strategies being developed
- Measures of success
- Ancillary activities which may contribute to success

Regional Allies

- Create ally network including key stakeholders within the region
 - Including utility, industry, NGO, academia and government members to assure strategies are objective and are being properly executed
- Facilitate discussions with industrials on what would increase participation of EE programs
 - Work through sticky issues as they arise
- Establish scheduled meetings (phone, web)
- Assist in promoting message to industrials
- Help organize and mobilize local resources to aid in efficiency and program goals
- Goal is to reach Executive level support across industrial plants (corporate buy-in and support)

Industrial Areas of Opportunity

- Lots of opportunities to promote EE
- Need to prioritize target areas
- Sample technologies include:
 - Process energy
 - Compressed air
 - CHP
 - Steam
 - Waste heat recovery
 - Fans
 - Pumps
 - Motors
 - Chilled water systems
 - Building envelope

Support existing EE Programs

- Government
 - Save Energy Now, Superior Energy Performance, Environment, Energy and Economics and state-run initiatives
 - Assist in developing seamless handoff strategies from one service provider to another
 - Identify regulatory programs which may require energy efficiency measures for compliance to encourage involvement
- Utility-based incentives
 - Prescriptive and Custom incentives
 - Emerging program areas and best practices
 - Connect industrial needs to utility providers

Other strategies being developed

- Out of the factory into the boardroom
 - Get strategic industrial buy-in and change the culture
- Leverage existing regional infrastructure to increase IAC/RAC/MEP assessments and involvement
 - Expand and better target industrial assessments
- Develop Industrial Efficiency Newsletter for industrial users
- Create MEEA industrial website
 - Promote best practices and case studies and successes
 - Catalog utility incentives and contacts
 - Federal and State resources (including DOE, DSIRE, NASEO resource guides)
- Catalogue of utility and industry contacts
- Emerging Tech Working Group
 - Bridge new technologies and utility program design needs
- Support of regional activities aligned with MEEA's goals
 - MGA, others

Measures of success

- Regional network solidified and runs autonomously
- Quality case studies with measurable savings
- Heavy enrollment in DOE's SEP program or other long term energy management plan (ISO 50001, etc.)
- Heavy traffic to MEEA's industrial page
- Interest in emerging technologies
- Increased uptake of utility and state EE funding
- Increased industrial participation in the program
- Long term funding for the Initiative

Upcoming/Long Term Activities

- UIC/DOE/MEEA Utility Conference
 - Late May/Early June-Minneapolis
- Support MEEA's Midwest Evaluation, Measurement and Verification Forum (TBD)
- Standardization of Industrial Education and Training certification across region/nation
- Explore potential of leveling of incentives or requirements across states or utility service territories
- Create clearinghouse of industrial resources and utility/state/Federal contact information

Contact Info

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