



U.S. Department of Energy
Energy Efficiency and Renewable Energy

ITP State Save Energy Now!

Sandy Glatt
U.S Department of Energy
Golden Field Office

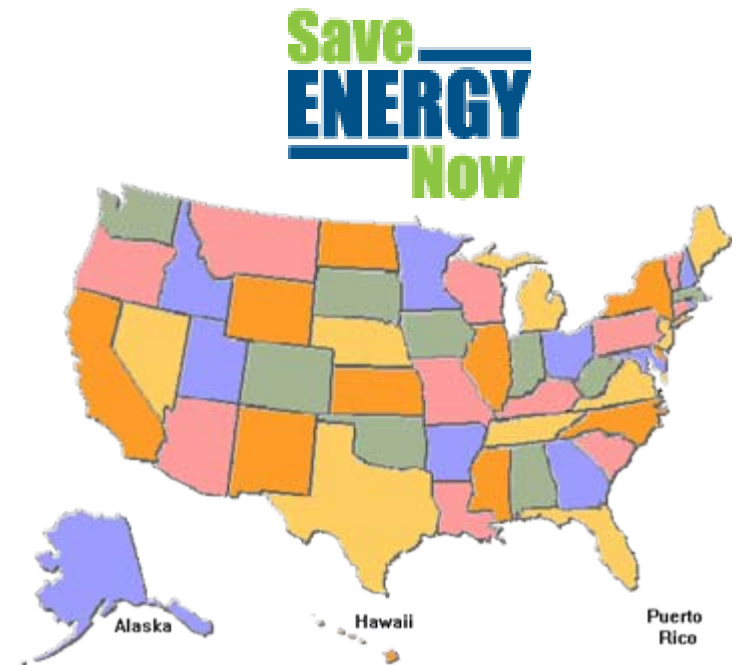
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State Save Energy Now

A partnership of state energy offices, regional energy efficiency organizations, academia, and private companies with the purpose of:

- Providing state entities with access to ITP resources, technical assistance, and tools and services
- Transferring ITP and other energy efficient technologies to the market
- Reducing carbon emissions through energy efficiency
- Developing a strong coordinated publicity campaign to make Save Energy Now a common industrial phrase.
- Transition Save Energy Now “ownership” outside ITP





Changing Industrial Landscape

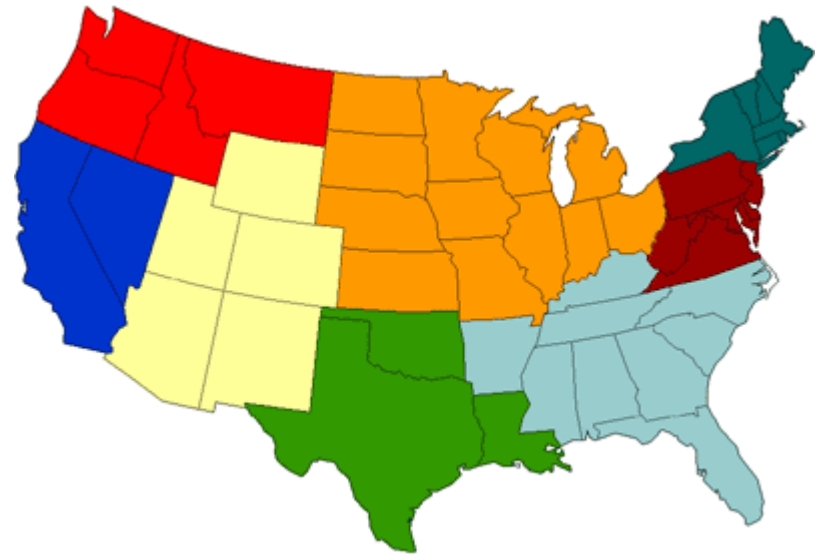
To address the changing industrial landscape ITP and the States collaborated to develop a new plan to:

- Build coalitions at the local level – leverage past successes (TX, WI, WV)
- Increase adoption of new energy efficient technologies
- Distribute “ownership” of industrial energy efficiency resources (efforts need to be individualized)
- Identify and establish Best Practices which can be replicated
- Document results



Who Was Engaged?

- The State Energy Offices
- Combined Heat and Power
Regional Application Centers
- The Industrial Assessment
Centers
- Academia
- National Laboratories
- Non Profits
- Private Consulting Firms





Areas of Focus

Through this initial planning effort stakeholders identified barriers and approaches to overcome those barriers for the following areas:

- Program Direction
- Capital and Incentive
- Validation
- Education





Program Direction

Barriers

- One size fits all
- Narrow focus on technologies
- Duplicating existing efforts
- Short funding cycle
- Metrics

Approaches

- Flexibility for size and type of energy user
- Regional or state flexibility
- Cluster Approach
- Fuel and feedstock flexibility
- State activities inventory
- Multi-year funding
- Establish Baseline and key performance indicators



Capital and Incentives



Barriers

- Paybacks
- Competing forces
- Utility price negotiations
- Continuous energy improvements
- Lack of internal resources
- Inability to make business case



Approaches

- Grant and low interest loan programs
- Loan guarantees
- Emerging technology fund
- Business case support
- Cost-share deployment
- Technical assistance
- Practical Energy Management Approach
- Efficiency Certification



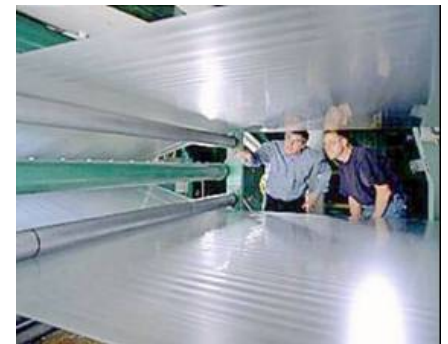
Validation

Barriers

- Need for objectivity
- Need for demonstrations
- Need for technical assistance
- Selected vendor

Approaches

- Industrial Technical assistance
- CHP Regional Application Centers
- Demonstration
- Selection of vendor flexibility





Education and Outreach

Barriers

- Diversify state interactions
- Lack of awareness of local and regional resources
- No central repository for information
- Lack of do it your self resources

Approaches

- Coordinate with other state agencies
- Awareness of local and regional resource outreach
- Targeted state and regional communications
- State resource website
- Industry specific guidebooks



Key Milestones

Milestones were identified based on funding constraints and the ability to leverage Resources to get the biggest bang for the buck!

- **Key FY2007 Milestones (Near-Term)**
 - ❖ Consolidated resources online and States Plan
 - ❖ Customized strategic partnerships
- **Key FY2008 Milestones (Mid-Term)**
 - ❖ Continue to establish customized strategic partnerships
 - ❖ Identify and Support Near-Term Industrial YOEE Events
 - ❖ Resource Assessment
 - ❖ State Stakeholder Outreach
- **Key Milestones FY2009 and Beyond (Long-Term)**
 - ❖ Crafting a State SEN Solicitation
 - ❑ Regional Financing Workshop
 - ❑ Regional Technical Support for Manufacturers
 - ❑ ESA Training



Conclusions

- Working with the states will put more feet on the ground to help deploy energy efficiency practices and technologies more rapidly
- State Energy Offices are only one piece of the puzzle
- Identify, engage and recognize other key state, local and regional players who can have important impact





Next Steps – We Need Your Help

- High visibility / high impact events
- State MOUs, agreements to partner with ITP to deliver core program
 - Assessments
 - Training
- Identify new opportunities that can be quickly implemented
- Help us get industry engaged
- An army on the ground to help us get our resources out
- Feedback – How to we ramp this up and get the states, industry and others excited?