



Northwest Energy Efficiency Alliance

INDUSTRIAL PROGRAM

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Agenda

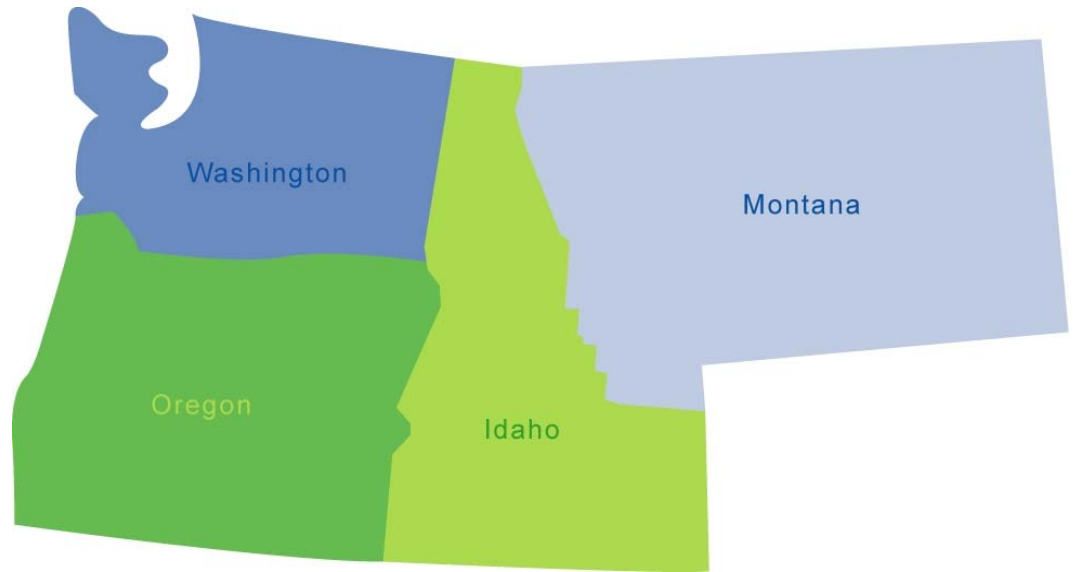
- What is the Northwest Energy Efficiency Alliance
- What is the Industrial Efficiency Alliance
- What is Continuous Energy Improvement

NEEA's Mission Statement

NEEA's mission is to make the Northwest more energy efficient for the benefit of electric ratepayers. NEEA works in a partnership with utilities to catalyze the marketplace to adopt energy-efficient products and services.

NEEA's Regional Representation

NEEA works with utilities and customers in the four Northwest states.



NEEA's Sector Brands



Industrial Efficiency Alliance
Advancing Continuous Energy Improvement

NEW
TECHNOLOGIES

REGIONAL
RESOURCES

Industrial Efficiency Alliance

The Industrial Efficiency Alliance

encourages Northwest manufacturing companies to adopt business practices that make energy efficiency an integral part of operations.

Industrial Efficiency Alliance

Advancing Continuous Energy Improvement

IEA's Goal

Total regional savings of 130 aMW
and 52 aMW of regional market
effects by 2015

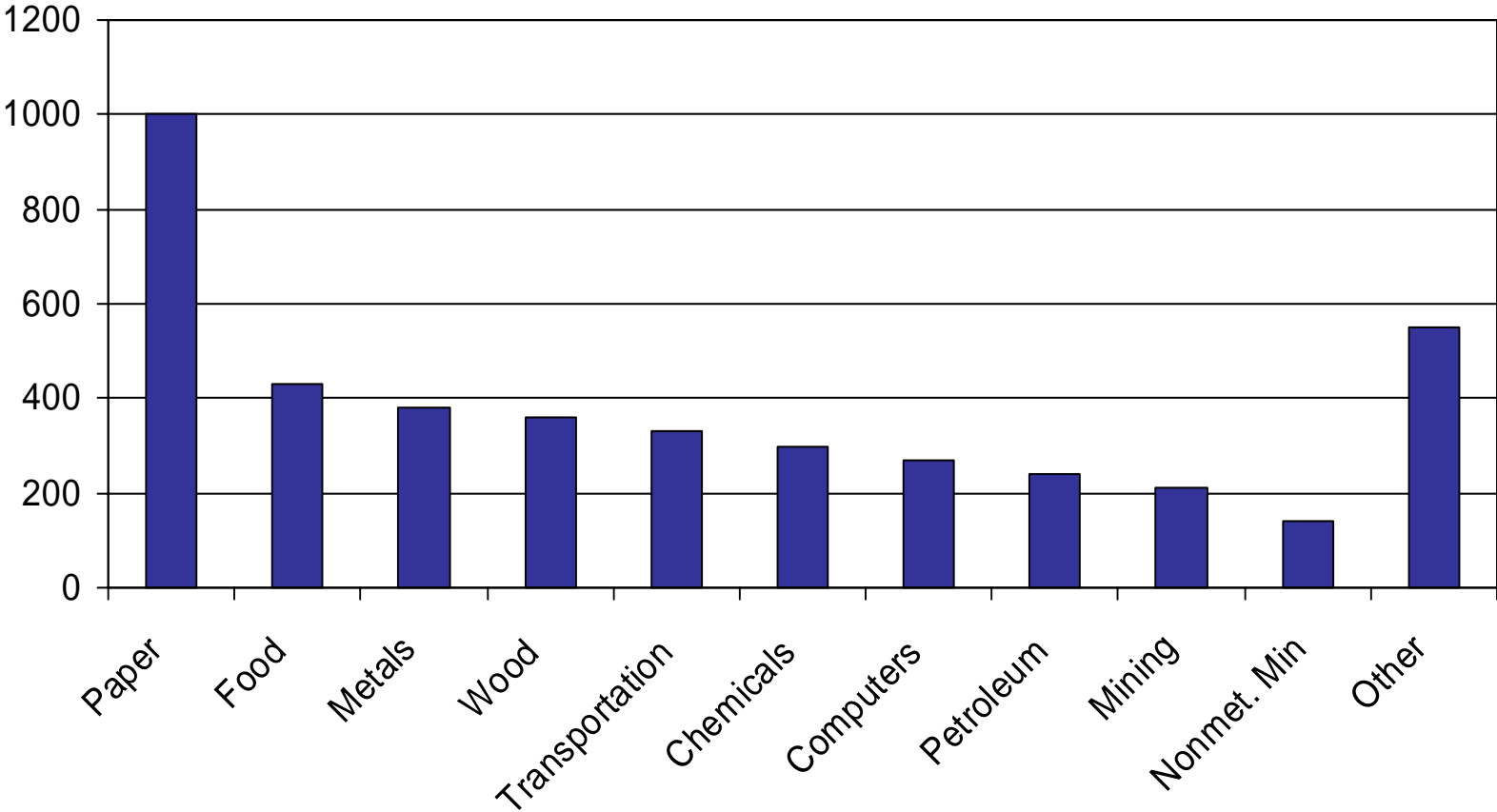
The Market Strategy

Industry Support

Company and Facility Support

System Support

Northwest Industrial Energy Consumption



Total Energy Use (non-aluminum): 4,300 aMW

IEA's Company Support

Continuous Energy Improvement:

Program designed to help companies permanently integrate strategic energy management into business operations

Control costs, enhance business performance and reduce environmental impact.

The CEI Process

1 *Commitment*
to strategic **energy**
management

2 *Assessment*
of energy
management
practices

3 *Plan* ←
for Continuous
Energy
Improvement

4 *Execution*
of Continuous
Energy Improvement
Program

5 *Measurement*
of energy management
practices

improve the CEI plan

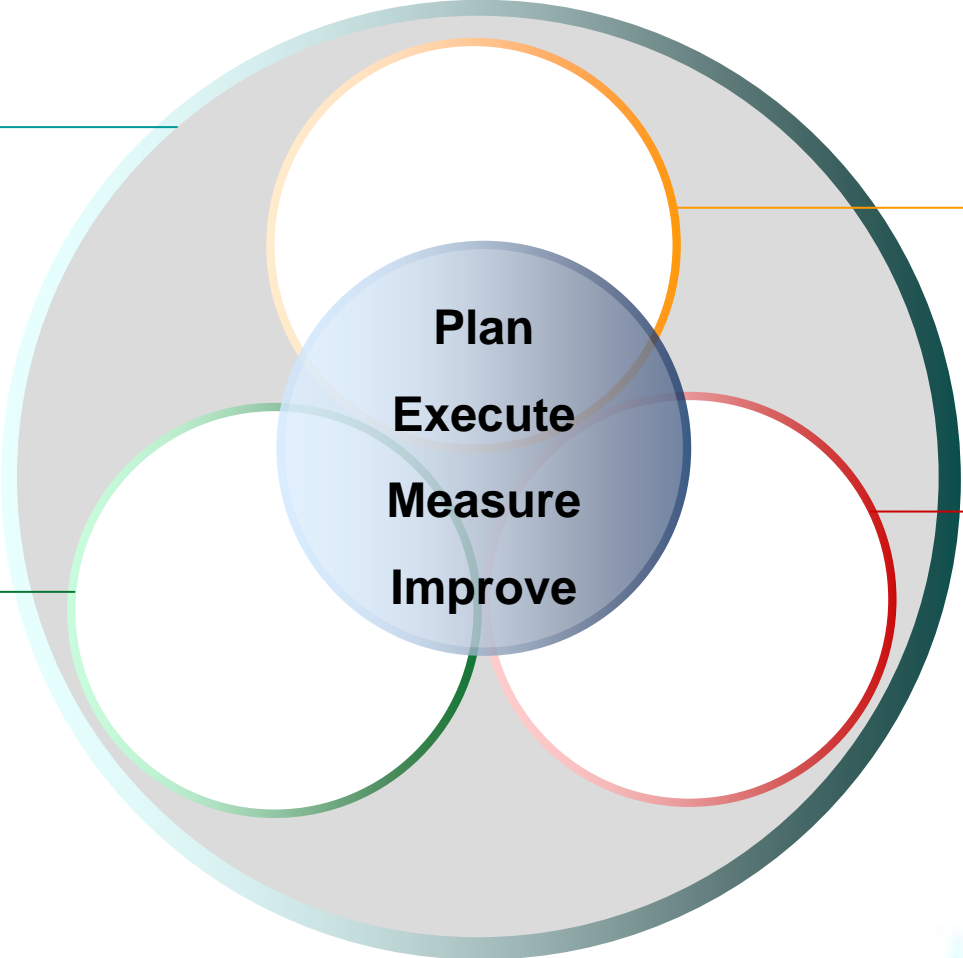
Continuous Energy Improvement

Organizational Structure

People

Manufacturing Systems

Measurement



Industry Participation

Food Processing

- 27 facilities that represent over 20% of the market

Pulp and Paper

- 4 facilities that represent approximately 15% of the market

Lessons Learned

- A code is not a “market”
- Providing comprehensive support requires different types of resources and strategies
- Market transformation is a process
- Understanding of the “system” is critical

- Industry responds to peers
- Strategic Energy Management is a business decision
- Adopting CEI takes time

Q & A