

2004 ACEEE/CEE National Symposium on Market Transformation
“Market Transformation: Delivering Results”

INDUSTRIAL PROGRAMS TRACK

Working Session I *Monday, March 1* *1:30 to 3:00 pm*

I1: Increasing Efficiency by Changing Management Practices: Approaches to Implementation and Evaluation in the Industrial Sector

Facilitators: *Monica Nevius, Consortium for Energy Efficiency*
Ted Jones, Consortium for Energy Efficiency

Presenters: *Jane Peters, Research Into Action*
Shel Feldman, Shel Feldman Management Consulting

Description: A number of regional industrial efficiency programs are attempting to engage upper management using diagnostic tools to help identify energy-saving opportunities and structured discussion to encourage the buy-in and involvement of corporate decision-makers. While such programs have the potential to greatly impact industrial energy use, providing a target audience with information is no guarantee that they will take action. This session will introduce examples of regional behavioral change programs that rely on diagnostic tools, and address how each has tackled the knotty problems inherent to the evaluation of such programs.

Discussion Topics:

- What evidence suggests that changing management practices will have a greater impact than focusing on decision-making by engineers and facilities personnel?
- How have programs overcome the widely recognized challenges to evaluating behavior change? How have programs defined and measured “change” in management practices?
- Have programs attempted to measure the kWh impact of their efforts, and if so, how?
- Can and should efforts to change management practices in industry be coordinated?
- How can evaluation results be used to the common benefit of all those taking these types of approaches?

Working Session II *Monday, March 1* *3:30 to 5:00 pm*

I2: Improving Motor Management through National Partnerships

Facilitator: *Ilene Mason, Consortium for Energy Efficiency*

Presenters: *Ruth Horton, New York State Energy Research & Development Authority*
Rob Boteler, Emerson Motors

Description: This session will focus on current efforts to build cooperative relationships among key stakeholder groups at the national level (e.g., energy-efficiency programs,

motor manufacturers, motor service providers, DOE, and EPA) in order to increase the effectiveness of regional and local programs. The assumption is that programs will be more effective when customers receive compatible messages from multiple stakeholders. The session will highlight the MDM campaign (Phase 2, *1-2-3 Approach to Motor Management* tool, etc.) and the Northwest Energy Efficiency Alliance's program approaches for 2004 and beyond. The presenters will inform the session participants about the Motor Decisions Matter campaign, including its plans for Phase 2 (2004–2006) and present opportunities to utilize MDM tools and other offerings.

Discussion Topics:

- What is the best way to secure senior management support for proactive motor management?
- What advantages do you see in coordinating among EASA, NEMA, and CEE members to approach industrial customers about the benefits of motor management? Is it worth the trouble? If so, what is the best way to organize that effort?
- What are the benefits of tying motor efficiency and motor management into the broader issue of energy management? Is this a more effective approach?
- What are your program goals with regard to motor efficiency and management?
- How might the MDM campaign help your program to meet those goals?

Working Session III

Tuesday, March 2

1:15 to 2:45 pm

I3: Focus on Pump Systems: Trends and Opportunities within the Pump Industry

Facilitator: Neal Elliott, American Council for an Energy-Efficient Economy

Presenter: Bill Taylor, ITT Fluid Power
Tom Giffin, Science Applications International Corporation

Description: The purpose of this session is to advance the ongoing dialog regarding the next step in pump system market transformation programs. To that end, the session will identify the energy efficiency opportunities in pump systems, describe possible pump system market transformation approaches including a discussion of possible roles for different stakeholder groups, and explore industries' motivations for participation in a market transformation initiative.

Discussion Topics:

- What stakeholder groups need to be engaged in the process of creating an initiative?
- How could state/regional MT programs interface with a nationally focused industry?
- Should an initiative target specific end-user groups (e.g., pulp and paper, chemicals, or food processing) or be broadly applications based?
- Does sufficient technical expertise currently exist in the market? Who can provide the expertise? If not, how should it be developed?
- What should the role of training be in the initiative? Should it be targeted at the end-user or the service provider?
- Does the industry currently possess information or tools that could be used immediately by local MT programs?

Working Session IV

Tuesday, March 2

3:00 to 4:30 pm

I4: Partnering for Increasing Energy Efficiency in the Water and Wastewater Sectors

Facilitator: Janet Joseph, New York State Energy Research & Development Authority

*Presenters: Tom Giffin, Science Applications International Corporation
Derrick Rebello, Quantum Consulting
Ken Kirk and Chris Hornback, Association of Metropolitan Sewerage Agencies (no .ppt used)*

Description: This session will build on the discussion of opportunities in water and wastewater held during the 2003 Market Transformation Symposium. The session will take the next step in outlining connections between the energy efficiency community and the water and wastewater sectors. Water and wastewater experts will engage with energy efficiency program implementers and other interested stakeholders to determine the needs of the water and wastewater community and the best market transformation approaches to meet those needs.

Discussion Topics:

- What are the market transformation opportunities in the water and wastewater sector?
- What are the key issues facing the water and wastewater communities?
- What does the efficiency community need to know to design and implement effective programs for this sector?
- What are the key barriers to increased energy efficiency in the sector?
- Who are the most appropriate people to reach out to within the water and wastewater community?
- What motivations can be effective to encourage water and wastewater operators to participate in a market transformation initiative?