



***Superior Energy Performance:
Taking Strategic Energy Management Up and to the Right***

**Market Transformation 2011
John Wallner, Sector Manager
April, 2011**

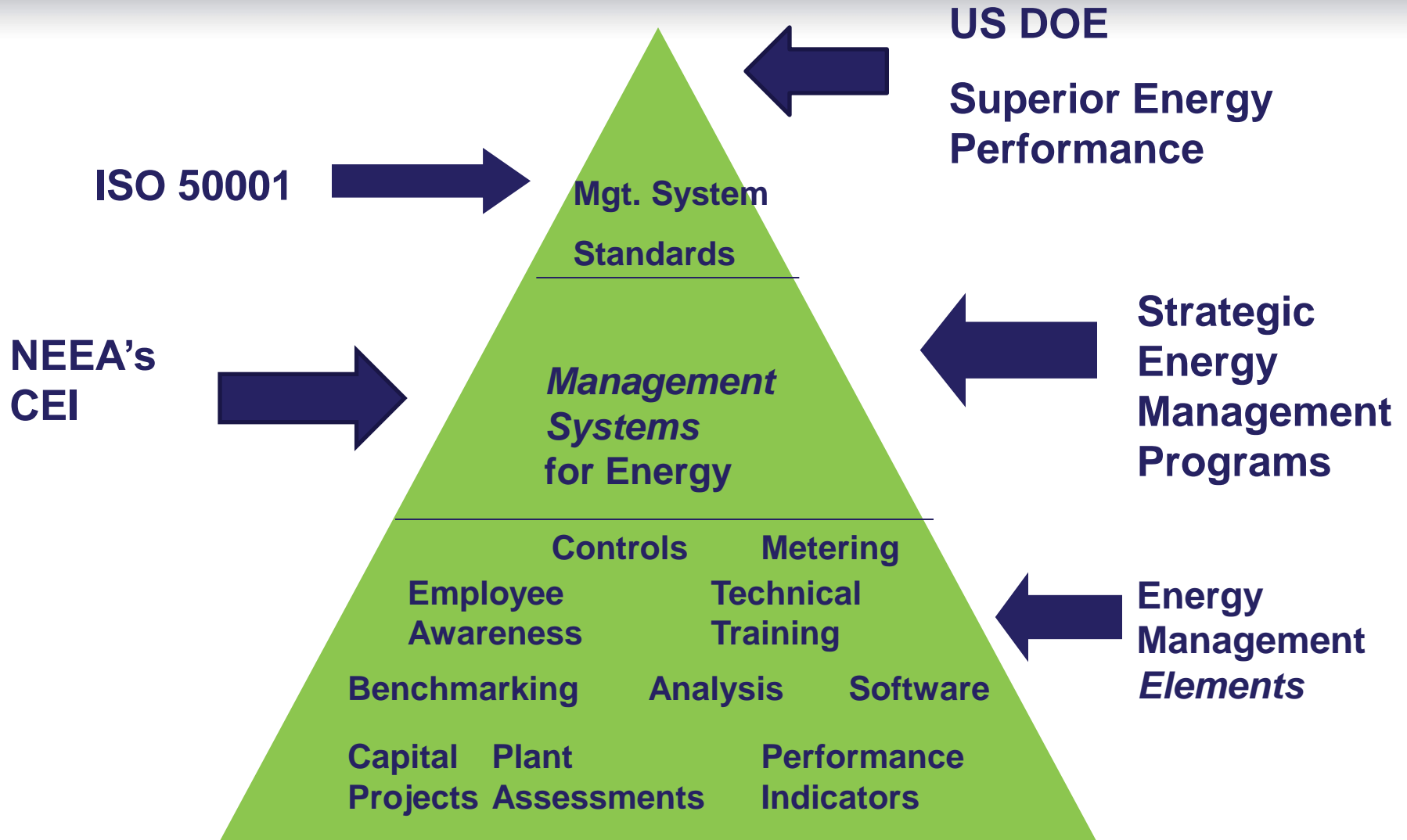
**NW Energy Management Demonstration Pilot Project
Public Participant Summaries**

Company	Amcor Rigid Plastics	Grays Harbor Paper	Kenworth/PACCAR - Renton	Simplot Food Group – Aberdeen Site	Earth2O
Industry	Packaging	Paper Production	Automotive	Food Processing	Bottled Water
Sell Products Retail?	No	Yes	Yes	No	Yes
# of Corp. Sites Globally	>300 (~28 Rigid Plastics in NA)	1	15 manufacturing	34 manufacturing	1
Ave. Annual Global Revenue (US\$)	>\$10 billion	>\$100 million	>\$1 billion	>\$1 billion	Unavailable
International?	Yes	No	Yes	Yes	No
Participating Site Location	WA	WA	WA	ID	OR
# Personnel at Participating Site	~100	~250	~100-1,200	~250	~50
% of Site Operating Expenses Attributed to Energy Costs at Site	~12%	~8%	~1%	~5%	~2%
MW of Electricity Saved Since Start of Pilot	None yet - expected in 2012	3,774	17	None yet	N/A
MMBTU's of Natural Gas Saved Since Start of Pilot			2,565		N/A
Year Participating Site ISO 9001 Certified		2005	1994		
Year Participating Site ISO 14001 Certified		Currently pursuing (2012 anticipated)	2007		
Site Required by Parent Company to Participate in Pilot?	Yes	N/A	No	Yes	N/A
Site Pursing ISO 50001 &/or SEP Certification?	Possibly, waiting to see benefits and/or customer demand - both	Yes - both (2012 anticipated)	Yes - both	No, waiting to see benefits and/or customer demand - both	No – withdrew from Pilot before Phase II
Last updated: 4-6-11					

Agenda

- **Strategic Energy Management Questions?**
 - Where does SEP and ISO fit in?
 - Why is this a Market Transformation play?
 - Why is this a good investment for industrials?
 - How does this interact with utility programs?
 - Can utilities rely on this for energy savings?
 - Where does SEP and ISO fit in ?
 - When are these not appropriate?
 - Who benefits?
- **NW Superior Energy Performance Pilot**
 - Successes, challenges, forecasted outcomes

Strategic Energy Management

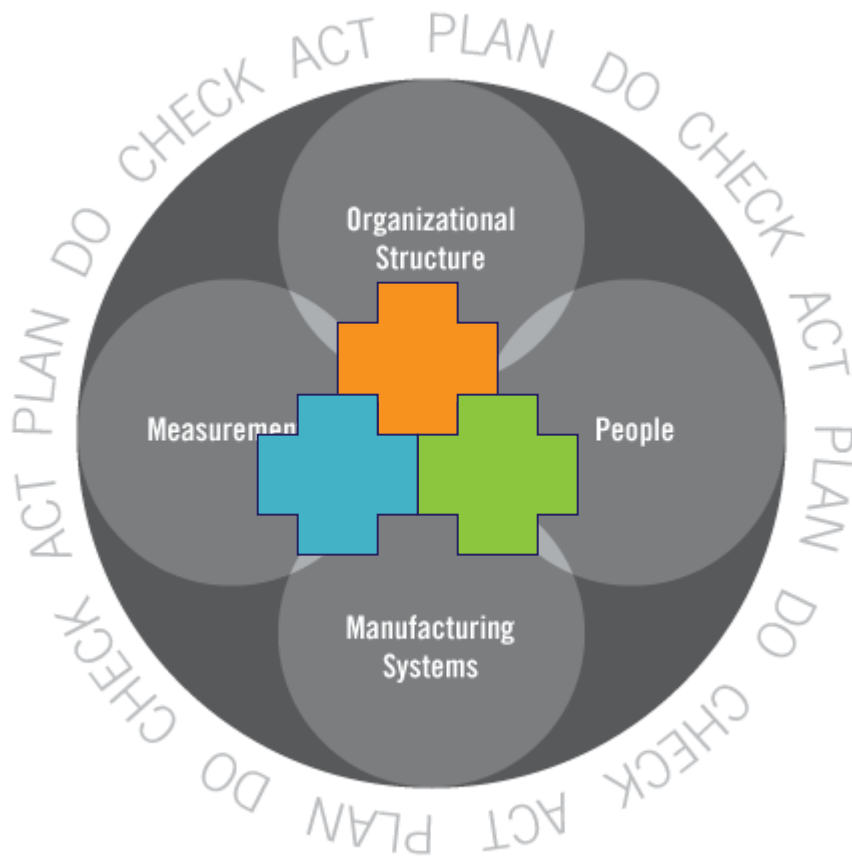


Our Market Transformation Aim:

Give a man a fish and he will eat for a day. Teach a man to fish and he will eat for a lifetime.

Chinese proverb

STRATEGIC ENERGY MANAGEMENT:



WHAT IS THE MINIMUM?

A Threshold of a System

Executive Sponsorship

Goal Setting

Tracking System

Market Transformation Theory

Our working hypothesis

- Implementation of CEI leads to persistent measureable energy savings

Testing the hypothesis

- Deploy CEI through field advisors to a targeted industry
- Work with companies to raise the level of implementation maturity
- Measure energy savings
- Independently validate results



CEI Deployment 2006-2010

Engaged Northwest
Food Processors
Association to
leverage membership
awareness

32 facilities
committed to CEI

25 facilities
engaged in CEI

15 facilities
self sustaining CEI 2010



Levels of CEI Implementation Maturity



Level 5 Self Sustaining

- Firm is maintaining NEEA's CEI independently of NEEA.

Level 4 Practicing

- Firm is implementing plans, measurements, and is generating savings

Level 3 Committed

- Firm has a policy & plans, some dedicated energy management resources

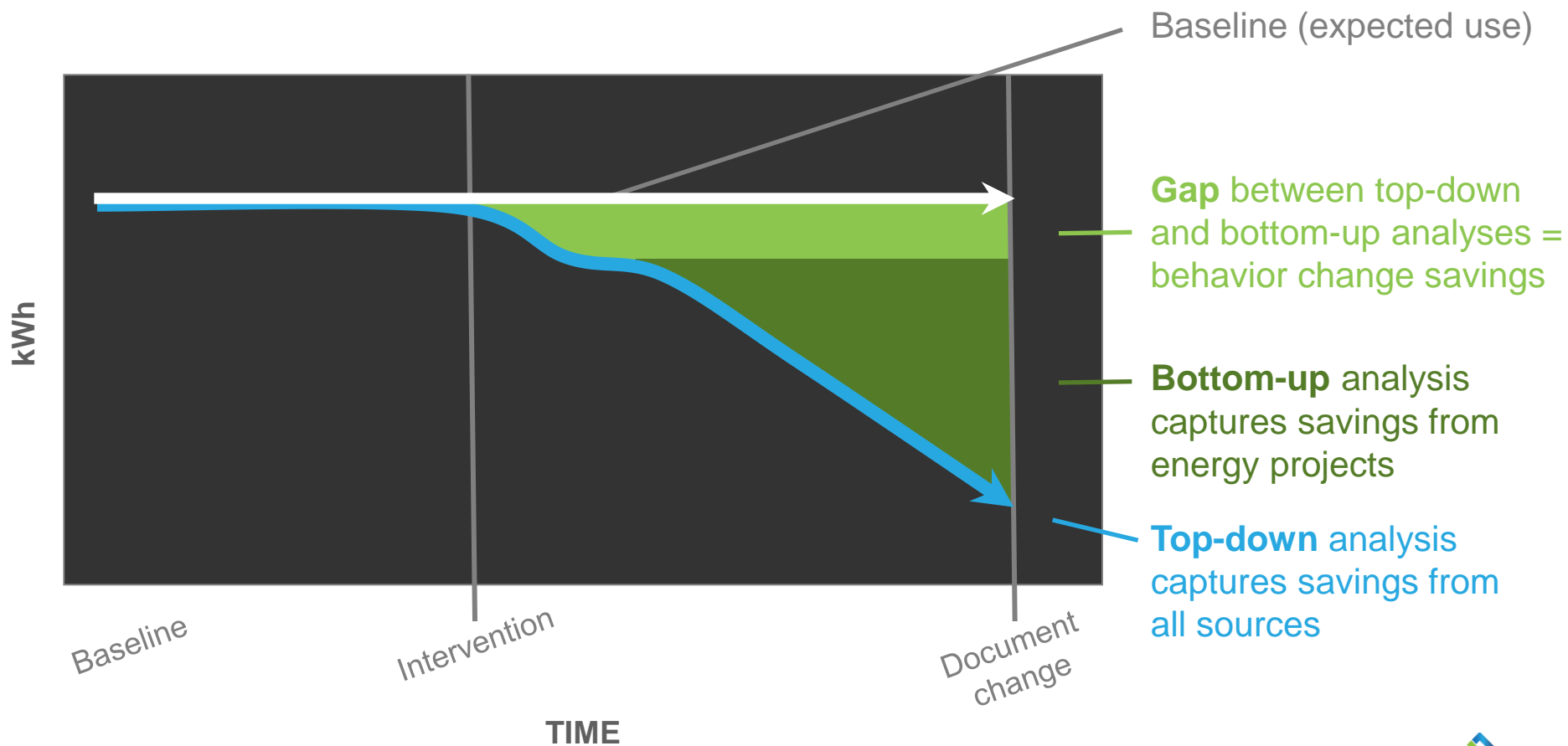
Level 2 Engaged

- Management staff is participating in energy assessment process

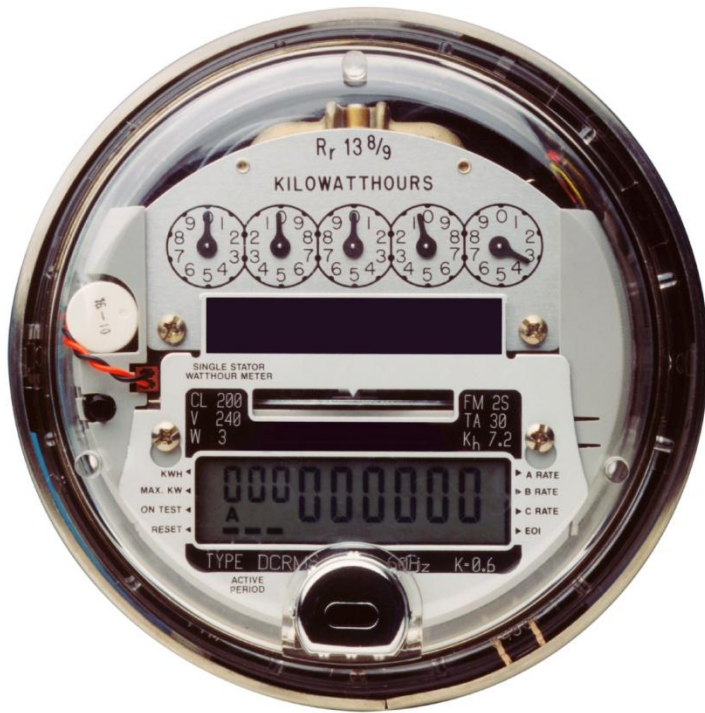
Level 1 Aware/Receptive/Interested

- Firm is aware, key 1/1's explain the program, management is interested

Measuring Energy Savings



Measuring Energy Savings



- Establish baseline energy usage
- Initiate intervention
- Document change in energy usage

NEEA SEM aMW savings 2006-2010

Year	Energy Capital Projects	Business Practices O/M	Total
2006	.4890	.3800	.8690
2007	.5120	.7910	1.303
2008	1.923	1.642	3.565
2009	.6180	1.828	2.446
2010	1.450	1.192	2.642
To Date	4.992	5.833	10.825

7 Habits of Highly Efficient Companies

1. Efficiency is a core strategy
2. Leadership & organizational support is real and sustained
3. The company has SMART energy efficiency goals
4. The strategy relies on a robust tracking and measurement system
5. The organization puts substantial resources into efficiency
6. The energy efficiency strategy shows demonstrated results
7. The company effectively communicates efficiency results

Source: 2009 Pew Center on Global Climate Change



NW SEP Pilot Companies

NW Energy Management Demonstration Pilot Project
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Key Learnings: Successes

- Facilities understand management system rigor and costs/benefits.
- Energy efficiency projects in participating facilities are generating results.
- Field Advisors developing core expertise.
- Industrial interest outside of participants.

Key Leanings: Major Challenges

- Facilities understand management system rigor and costs/benefits.
- Constancy of purpose.
- Investment decision criteria.
- Demand for certification.

Forecasted Outcomes

- Facilities understand management system rigor and costs/benefits.
- 2 facilities are responsible for spreading ISO registration across their companies. (> 20 plants)
- 60% of Field Advisors/Energy champions planning to become certified as *Energy Management Practitioners*.
- Energy Trust will begin to support ISO 50001.

Questions & Comments

Accelerating
Market
Adoption

Filling the
Energy
Efficiency
Pipeline

Delivering
Regional
Advantage



Thank You!

John Wallner, Sector Manager Industrial

jwallner@neea.org

503-688-5449