

# Northwest Industrial Strategic Energy Management

## DEFINITION, GOALS AND SUCCESSES



### What is Strategic Energy Management (SEM)?

- A comprehensive set of business practices that establishes energy management as a standard operating procedure
- The process provides a management-systems-based approach to energy efficiency, enabling facilities to build and sustain a culture of energy efficiency within their organizations
- The framework requires participating industrial facilities to:
  - > *Set long-term energy reduction goals*
  - > *Develop an energy management plan and regularly update it*
  - > *Dedicate staff to oversee energy management planning and implementation*
  - > *Implement an energy use tracking system*
  - > *Quantify energy savings from energy-efficient equipment upgrades*
  - > *Quantify energy savings from Operations & Manufacturing process improvements*

### What are the benefits of Strategic Energy Management?

- SEM provides a clear pathway to productivity, operational efficiency, profitability and competitive advantage
- Enables energy-intensive industries to significantly reduce energy consumption
- Helps build strong partnerships and relationships between stakeholders
- Improves efficiency via reliable savings for participants around the region

### STRATEGIC ENERGY MANAGEMENT COLLABORATIVE GOALS

1. **Strategic planning:** Provide long-term direction for the Northwest SEM community
2. **Solution improvement:** Enhance the efficiency and effectiveness of Northwest SEM offerings
3. **Program innovation:** Increase the reach of industrial Northwest SEM programs
4. **Knowledge transfer:** Broaden and deepen the extended SEM community's capabilities and skillsets



NORTHWEST INDUSTRIAL  
**STRATEGIC ENERGY MANAGEMENT**  
COLLABORATIVE

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## How does Strategic Energy Management differ from traditional industrial program design?

- SEM programs are designed as whole-system strategies for improving energy efficiency
- They complement traditional industrial retrofit programs by providing financial incentives for verifiable energy savings projects that reap energy savings from operational and behavior-based changes

## What is the Northwest Industrial Strategic Energy Management Collaborative?

The Collaborative is a group of regional utilities, energy efficiency organizations and government agencies joined together to build on an existing framework of industrial strategic energy management in the Northwest. The Collaborative will continue to guide energy-intensive industries in their efforts to achieve greater energy efficiency.

Since 2011, the Collaborative has worked with utility program managers, energy efficiency consultants, and national energy efficiency groups to help facilities develop their own energy-intensity reduction goals, plans and partnerships to achieve those goals. It has helped establish best practices, performance tracking tools and emerging technologies to help fulfill industrial strategic energy management needs. The collaborative coordinated regional workshops and educational events to spur information sharing, and better optimize SEM practices across the region.

**The Collaborative's focus is based on the simple idea that the region can do more to further industrial SEM together, than any single utility, organization or association can do on its own.**



In 2012, the Collaborative embarked on a large-scale effort to develop a “Northwest SEM Roadmap,” that will outline a long-term vision for industrial SEM in the Northwest and an accompanying action plan. The Roadmap aims to help address the primary hurdles facing current and would-be industrial SEM implementers, help decision-makers understand the cost-benefit analysis of supporting energy management, and define key procedures, practices and metrics that would benefit from consistent program support.

The Collaborative's impact extends well beyond the region, with Northwest SEM leaders playing key roles in the development of national and global standards, including critical input on emerging energy management standards like ISO 50001, CEE's Minimum Elements of SEM, and on energy intensity reduction certifications including Superior Energy Performance.

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