

NEEA'S INDUSTRIAL INITIATIVE

The Northwest Energy Efficiency Alliance's (NEEA's) Industrial Initiative works to permanently embed energy management as a core business practice throughout industry in the Northwest. The Initiative's current focus is on the pulp and paper, and food processing industries—the two largest industrial electricity consumers, respectively, in the region. NEEA's goal by the end of 2010 is to offset, through implementation of energy management practices, six average megawatts (aMW) of electricity—enough to power 4,400 Northwest homes for a year. The Initiative works to make energy management a viable, for-profit market by generating demand among regional industrial energy users and supply from qualified providers. It does this by:

- Collaborating with the food processing industry as it maps and implements a long-term, industry-wide, energy efficiency roadmap.
- Working with facilities in the pulp and paper and food processing industries to implement energy management via a strategic process known as Continuous Energy Improvement (CEI)
- Collaborating with Northwest utilities to offer regional technical solutions

CONTINUOUS ENERGY IMPROVEMENT

Since 2005, CEI has been the Initiative's flagship effort. Similar to other industrial initiatives, CEI raises awareness of energy, so that employees at all levels of an organization can take actions that reduce energy consumption. Energy savings from CEI occur when companies commit to participate in four key areas:

- **Organizational Structure**—create infrastructure that allows the company to succeed in energy management, including long-term goals and executive sponsorship

- **People**—designate resources and provide training and communication so employees can take action to reduce energy consumption and ensure energy management remains a priority
- **Manufacturing Systems**—ensure system assessments are conducted and long-term operations, maintenance and capital improvement plans are implemented
- **Measurement and Reporting**—allow employees at all levels of the organization to measure and report energy consumption and improvements

FOOD PROCESSING INDUSTRY ROADMAP

In June 2008, the Northwest Food Processors Association (NWFPA), the U.S. Department of Energy (DOE), and NEEA's Industrial Initiative collaborated on developing and implementing a long-term roadmap for energy efficiency in the food processing industry. Working first with food processing executives to create the industry vision, and next with facilities and allies to give form to the vision, the project culminated in formalized partnerships that support the industry in implementing the roadmap. Energy savings are anticipated from four key areas:

- Short-term industrial assessments and associated capital improvements
- Energy management best practices, including CEI implementation
- Mid-term adoption and diffusion of existing energy saving technologies
- Development and commercialization of emerging technologies (those with the potential to substantially transform the way an industry does business)

In addition to delivering regional energy savings the roadmap:

- Provides a mechanism for national, regional, state, and local entities with mutual interests to support the food processing industry in achieving its energy reduction objectives
- Delivers a proven approach NEEA can use to support its energy management efforts in other energy-intensive industrial markets
- Provides a reference for U.S. DOE to use in national energy management efforts

REGIONAL COORDINATION

The Industrial Initiative also directly supports the industrial efficiency program efforts of local Northwest utilities, the Bonneville Power Administration and the Energy Trust of Oregon through efforts such as coordinating Regional Industrial Training for industrial end users, and providing support for the Green Motors Practices Group in promoting energy-efficient motor rewinds.

www.energyimprovement.org

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Northwest Energy Efficiency Alliance • 529 SW Third Avenue, Suite 600 Portland, Oregon 97204
503-827-8416 • 800-411-0834 • 503-827-8437 (Fax) • www.nwalliance.org

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