



The Energy Leadership Challenge: A Framework for Obtaining Long-Term Energy Savings in the Large Commercial & Industrial Market

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Vermont Energy Investment Corporation
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What is Efficiency Vermont?

- State-wide Energy Efficiency Utility (EEU)
- Created by the Vermont Legislature and the Vermont Public Service Board to help all Vermonters reduce energy costs, strengthen the economy, and protect Vermont's environment.
- Vermont Energy Investment Corporation (VEIC) operates Efficiency Vermont under an appointment by the Vermont Public Service Board. It was started in 2000.
- 12 year appointment (starting in 2012)
- Funded through an Energy Efficiency Charge (EEC)

Businesses & Institutions

Commercial & Industrial

Ski Industry

Colleges & Universities

Retail & Grocery Stores

Hospitality

State & Local Government

Agriculture & Farms

Small Business



Typical Energy Savings at Businesses

- Lighting
- Heating, Cooling & Ventilation
- Refrigeration & Commercial Kitchens
- Compressed Air
- Motors and Pumps



Project-based, facility level
“low-hanging” fruit.



Finding Deeper Savings

- Account Management
- Development long-term relationships, not just project by project
- Understand the “Voice of the Customer”
- Inspire and engage the C-Suite



Energy efficiency as part of
long-term business planning

The Energy Leadership Challenge

- Framework for obtaining long-term energy savings in the large C & I market
- Market transformation
- Increased energy savings
- Improved customer satisfaction
- Lasting demand for energy efficient equipment and services

**Increased energy &
cost savings!**



Defining the Challenge Audience

- Focus on largest energy users (about 300)
- Greater than 500 MWh annually
- Some project history with Efficiency Vermont and account management

Why not all businesses?

- Need to maintain peer group
- Position large businesses as leaders
- Recognize and build upon their past success



What is the Challenge?

- Kicked off in July 2011
- Reduce energy consumption by 7.5% at participating facilities across two years (by July 2013)
- Sector typically achieved about 2.5 % annually

Potential to save >28 million KWh, approximately 1.5 to 2.0 times greater than the average annual savings for sector



Promoting the Energy Leadership Challenge

- More about energy leadership and developing relationships than competition.

*“... We’re challenging businesses-
and ourselves-to do even better”*

“We recognize that our shared energy future comes with many challenges—we hope that this challenge will create new opportunities for businesses to thrive in Vermont.”

What's in it for businesses?

- Energy savings portfolio
- Increased incentive for energy audits.
- Analysis of business's current utility bill(s).
- Support for Smartgrid technology and data
- Collaboration with other available resources (important)
- Information sharing
- Marketing support:
 - Promote participants as energy leaders.
 - Success stories & PR
 - “Employee energy awareness”
 - Networking events

Thinking out of the box...

“other available resources”

- Expanding scope of Efficiency Vermont support
- Allowing more flexibility on savings for participants
- Potential to allow “pilots”
- Expand savings beyond market analysis

Participants most excited about “openness” and marketing support than increased audit incentives, tools, or competition.

Cultivating Peer Connections

- Less about competition
- More about mentorships and collaboration
- Best practices
- Learn from successes and failures

Like a marathon—not running to win—
running to better their own time

Challenge Kick-Off

- Energizer Battery
- Showed Energizer's success as a model for energy efficiency
- Governor, local politicians
- Great media coverage

"Energizer is a great example of when you partner with Efficiency Vermont how you can put dollars that we would spend on energy in the pockets of employees for research and development instead of shooting it out the door in energy costs..."

~ VT Governor Shumlin

Challenge Kick-Off

“Our partnership with Efficiency Vermont offers a strong business case, one which is not limited to Vermont. It’s a standard for similar partnerships at other Energizer locations because the challenges around energy efficiency don’t stop at state borders.”

~ Steve Valla, Dir. of Alkaline Engineering and Sustainability



“Non-Energy” Successes

Networking & Knowledge Exchange

- Fairbanks Scales open house about innovative lighting
- Vermont Facilities Exchange – Colleges and Hospitals
- Best Practices Forum – Manufacturing
- Recognition Lunch at Better Buildings by Design Conference
 - Presentation on employee idea generation and energy efficiency

Lighting an Energy Efficient Workplace
An invitation-only event for Vermont's business leaders

Hosted by **Fairbanks Scales** and **Efficiency Vermont**, this networking event will showcase the innovative, energy- and money-saving lighting and controls installed by Fairbanks Scales at their manufacturing facility.

Network with:

- Representatives from Green Mountain Electric Supply, Lutron, and Sutton River Electrical.
- Facility executives from around Vermont.
- Efficiency Vermont directors and Vermont policy makers.

Learn about:

- The innovative Lutron lighting controls system.
- Efficiency Vermont's approach to bringing value to Vermont's businesses and the Energy Leadership Challenge.

We hope to see you there...

- Terry Kinter – Director of Operations, Fairbanks Scales
- Jim Merriam – Executive Director, Efficiency Vermont

Thursday, December 8th
3:00 pm to 5:00 pm
2176 Portland Street III
St. Johnsbury, VT 05819

R.S.V.P. by December 2nd to:
Steve Casey
888-921-5990 ext. 7685
scasey@vvlc.org

FAIRBANKS SCALES

ENERGY LEADERSHIP CHALLENGE
BUSINESSES FOR VERMONT'S ENERGY FUTURE

“Non-Energy” Successes

- Customer Advisory Group
- Creating Success Stories of Key Participants: “Cultivating Strong Partnerships”
- Marketing Support
 - New stories in July & December
 - Supported internal efforts of several participants

Four area manufacturers take Efficiency Vermont challenge

By Messenger Staff

ST. ALBANS – Sixty of Vermont's largest energy users, including four Franklin County manufacturers, have joined Efficiency Vermont's Energy Leadership Challenge, a two-year effort to reduce energy use at participating organizations by 7.5 percent.

Barry Callebaut, USA and

► See *ENERGY* on page 5A

Energizer Battery of St. Albans are participating, as are Swan Valley Cheese of Swanton and Rock Tenn in Sheldon, according to a press release issued Wednesday.

The Energy Leadership Challenge is designed to reduce current energy use at some of Vermont's largest facilities, and to engage in long-term energy planning that will reduce future energy use and operating costs. Efficiency Vermont will be providing technical and financial support to help participants reach their energy reduction targets by June 2013.

For Vermont's largest energy consumers, the challenge has the potential to save more than 28 million KWh, approximately 1.5 to 2.0 times greater than the average annual savings for this sector, according to statement released by Efficiency Vermont.

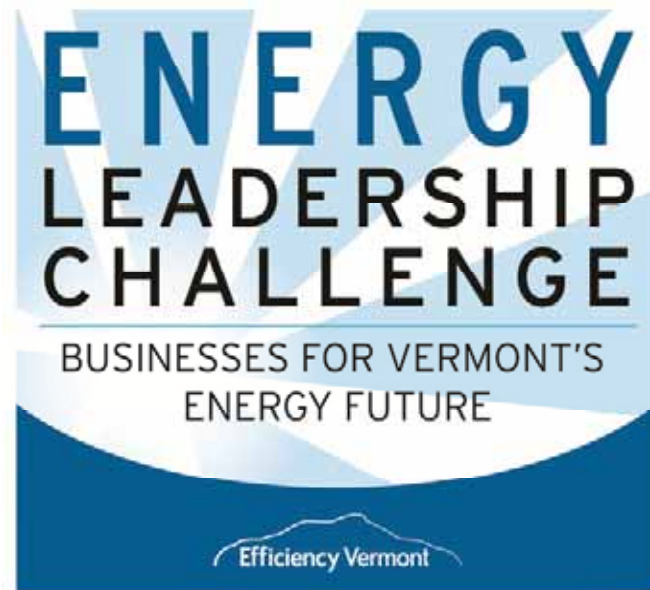
“These organizations are the leaders, the engines of our economy, and we're proud to serve as energy consultants to help them run their facilities more efficiently,” said Jim Merriam, director of Efficiency Vermont.

“It's all about getting better – we cannot afford to slow down,” said Marc Ladd, maintenance manager for Barry Callebaut USA. Ladd manages the company's 150,000 square foot facility in St. Albans.

Barry Callebaut, the world's leading manufacturer of high-quality cocoa and chocolate products, frequently shares its St. Albans energy-efficiency successes with colleagues in its plants across North America. Barry Callebaut has been working with Efficiency Vermont since 2005 on projects including lighting, heating and cooling, motors, and compressed air that save the company 1.5 million KWh per year and more than \$117,000.

According to a recent analysis commissioned by the Vermont Department of Public Service, every dollar spent on energy efficiency provides nearly \$5.00 in benefits to Vermonter.

Progress to Date



Who's Joined?

- Internal goal of 45: 64 signed up!
www.encyvermont.com/challenge
- Types of participants
 - Manufacturers
 - Colleges
 - Ski Resorts
 - Retail
 - Commercial
- Vermont-wide distribution
- Average use of 8,000,000 kWh annually

Energy Leadership Challenge

About

Who's Joined

Benefits

Enroll

Who's Joined the Challenge

Congratulations to these organizations that have joined as of 3/7/2012. We appreciate their strong commitment to Vermont's environment and economy. (Locations listed are for Vermont facilities.)

Barry Callebaut USA, Inc. – St. Albans
Basin Harbor Club – Vergennes
Bennington College – Bennington
Back River Produce – North Springfield
Blue Cross and Blue Shield of Vermont – Berlin
Brattleboro Memorial Hospital – Brattleboro
Brattleboro Retreat – Brattleboro
Bromley Mountain Ski Resort – Peru
Carris Reels, Inc. – Rutland
Castleton State College – Castleton
Central Vermont Medical Center – Barre
Cersosimo Lumber Co., Inc. – Brattleboro
Dynapower Corporation – South Burlington
Energizer Battery Manufacturing Company – Bennington
Energizer Battery Manufacturing Company – Saint Albans
Fairbanks Scales - St. Johnsbury
G.S. Precision, Inc. – Brattleboro
Gifford Medical Center – Randolph
Green Mountain Coffee Roasters – Waterbury
Green Mountain College – Poulney
GW Plastics, Inc. – Bethel
Harbour Industries, Inc. – Shelburne
HEI Equinox LLC – Manchester
Husky Injection Molding Systems Ltd. – Milton
Imerys Talc America, Inc. – Ludlow
Killington Pico Ski Resort Partners LLC – Killington
King Arthur Flour – Norwich
Kum Hattin Homes – Westminster


Unique Projects & Pilots

Behavior Focus

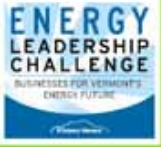

- “Employee Energy Awareness”
- Proposal to Public Service to work with 6 participants on **Challenges**
- Different process than technology-based
 - “Social Marketing”
- Internal staff training

Even the lights need a break.
Don't make them work overtime...

Please turn
the lights off
when leaving
this room.



Thank you for being a part of the challenge!



On Track to Meet Energy Goals

By Participant

- 8 of 64 participants have met the 7.5% target*
 - Some with 14% – 21% savings
- 6 participants are about half-way to goal

Challenge-wide

- At 35% of total goal!

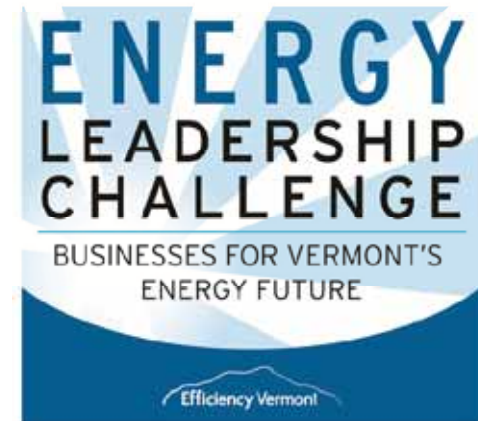
Continue to uncover more savings...

** Pending project close-out and verification.*

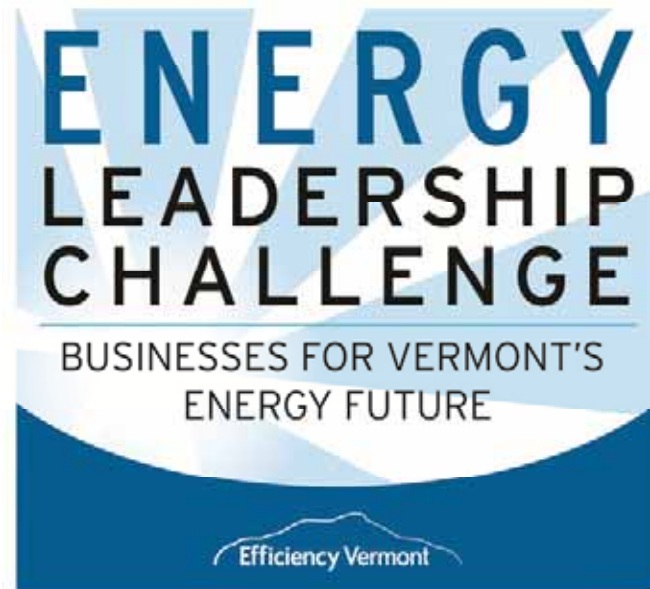
Year Two of the Challenge & Beyond

- Planning a publicity event at one-year mark
 - Build on participation & success
- Kick-off “Employee Energy Awareness” pilots
- Towards “Continuous Energy Improvement”
 - Leading edge of ISO 50001:

Partner with Vermont businesses to help them lead the way!



Questions



Contacts

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- Sharon Bay, sbay@veic.org