

Wisconsin's Focus on Energy Industrial Sector Program

**SEE Action IEE/CHP Webinar Series
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What is Focus on Energy?



Wisconsin utilities' statewide program for energy efficiency and renewable energy.

What is Focus on Energy?

- A partnership of all of Wisconsin's investor- and municipally-owned utilities, as well as nearly half of the state's electric cooperatives.
- A single statewide energy efficiency and renewable energy program, rather than multiple separate programs.

What does Focus on Energy do?

- **Assists Wisconsin residents and businesses in implementing energy-saving projects.**
- **Offers unbiased information and technical assistance to participating utilities' electric and/or natural gas customers.**
- **Provides financial incentives for energy-saving projects that would not occur otherwise.**

Why Focus on Energy?

- **Focus on Energy has saved Wisconsin residents and businesses \$2.30 for every dollar spent.**
- **Annually, Wisconsin residents and businesses save over \$319 million in energy costs.**

Why Focus on Energy?

- **More than 91,000 businesses and 1.7 million residents have participated since its inception in 2001.**
- **More than 3,000 trade allies partner with Focus on Energy.**

Focus on Energy Services

- **Technical Assistance:**
 - Unbiased advice from experts
 - Industry expertise
 - Energy evaluations
 - Education and training sessions
 - Network of vendors and market providers

- **Financial Incentives**

Financial Incentives

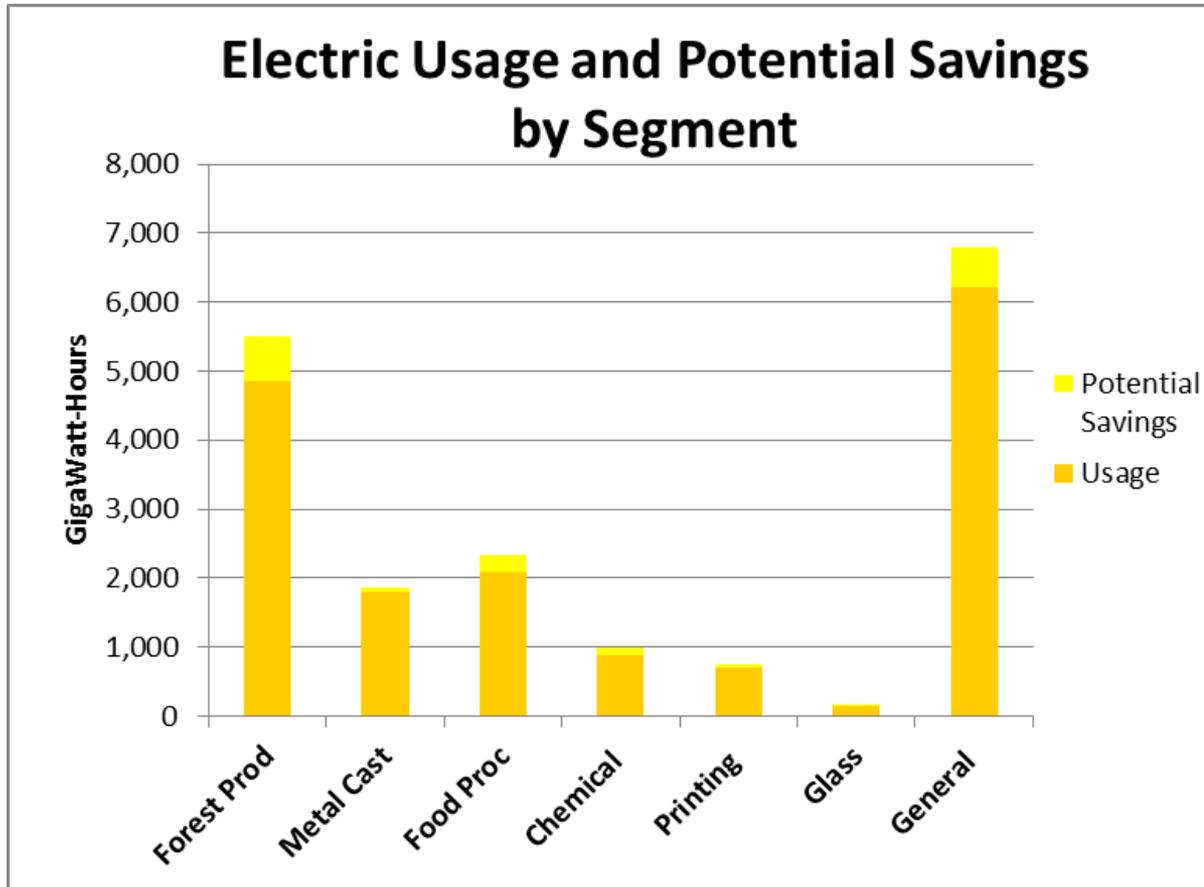
- **Energy efficiency:**
 - Lighting
 - Refrigeration
 - Compressed Air
 - Food Service
 - HVAC
 - Motors and Drives
 - New Construction
 - Custom Projects

Wisconsin's Industrial Sector

- Industries use 35% of total gas and electric energy consumed in the State.
- Energy intensive sub-sectors:
 - Pulp and Paper
 - Food Processing
 - Metal Casting
 - Plastics
 - Printing
 - Water/Wastewater

Industrial Sector – Electric Use

- 60% of electric energy used in 6 sub-sectors



Industrial Program - Outreach

- **Direct customer contacts**
 - 15 Energy Advisors
 - Technical and project development support
- **Partner with utility account representatives**
- **Training classes – webinar series**
- **Network with industrial associations**
 - Wisconsin Paper Council
 - Midwest Food Processing Association
 - Wisconsin Cast Metals Association
- **Program allies**

Industrial Program - Services

- **Technical and project development support**
 - Only provide audit if needed
- **Practical Energy Management[©] training**
 - Facility baselines
 - Continual improvement program
 - Over 1200 companies trained
- **Energy teams**
 - Development
 - Facilitation
- **Best Practice Guidebooks**
 - Energy intensive sub-sectors

Industrial Program - Emerging Technologies

- **Separate group targeting emerging technologies**
- **Due Diligence**
 - Claimed savings
 - Product business case
 - Business health
- **\$5 million financing fund**
 - Business equity
 - Project loans
 - Capital leases
 - Annual customer savings of \$1,500,000

Industrial Program - Special Incentives

- Target energy intensive industries
- Target process energy use
- Examples of special incentives:
 - Paper: Efficient repulper rotor
 - Metal treating: Furnace tube inserts
 - Plastics: Efficient heater band (included Capital Leases)

Industrial Program - Special Approaches

- **Energy intensive sub-sector expertise/teams**
 - Expertise to impact customer decisions
 - Impact process energy use (60 – 90% of use)
 - Developed five Best Practice Guide
 - Distributed Guides to over 70% of sub-sector customers
- **Staffing incentives**
 - Overcome limited staffing barrier
 - Implement projects already identified
 - \$1,600,000 annual energy savings for 8 customers
 - Very cost effective for program

Industrial Program - Special Approaches

- **Compressed Air retro-commissioning**
 - Investigate and optimize existing systems
 - Capture savings from uncovered low-cost projects
 - Average of 10% savings per horsepower
 - 2.3 million kWh saved for 5 companies with incentives at \$0.03/kWh
- **Leverage national programs (DOE, EPA)**
 - EPA Energy Star Benchmarking
 - DOE Superior Energy Performance
 - ISO 50001

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