



INDUSTRIAL TECHNOLOGIES PROGRAM

Reducing Industrial Energy Intensity in the Southeast

With leading manufacturing industries in Mississippi that include petroleum and coal products manufacturing, transportation equipment manufacturing, and food manufacturing, the industrial manufacturing sector dominates the state’s energy consumption and contributes to high per-capita usage. The Mississippi Development Authority and its project partners will establish the Southeastern Center for Industrial Energy Intensity Reduction (the Center) to inform industrial facilities about the U.S. Department of Energy’s (DOE’s) Industrial Technologies Program’s (ITP’s) goals of reducing industrial energy intensity in the Southeastern region and to provide companies with assessments, energy management training, and implementation services. The project aims to create partnerships among DOE,

state and local government, universities, end users, utilities, and nongovernmental organizations (NGOs) to reduce energy intensity by 2.5 percent each year of the three-year project period regionally, or 7.5 percent overall.

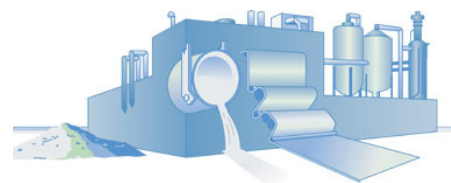
Over a three-year period, the project will offer a comprehensive marketing and outreach strategy to form effective energy efficiency programs throughout the region. In addition, the initiative will seek to operate without direct federal support by the end of the funding period by exploring alternative revenue streams such as sponsorships, affiliate programs, or assessment fees. The Center will target its programs and resources to industry in Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, and Tennessee.

Project Description

The Center’s overall objective is to collaboratively achieve a 7.5-percent overall reduction in industrial energy intensity in the Southeast region. The project will offer marketing and outreach programs and site assessments, followed by implementation services. The Center will

- Offer outreach services consisting of

- Workshops, conferences, and trade shows—the first being the “Roadmap Workshop” held in the first nine months of the project to bring diverse stakeholders together and advance in a direction that meets ITP’s goals
- A public recognition program to reward energy improvements and savings



Benefits

- Projected 55.1-trillion Btu energy intensity reduction throughout the region over the three-year project period
- Estimated emissions reduction of 3,300,000 tons of CO₂, 5,230 tons of NO_x, and 13,941 tons of SO₂
- Increased energy-management education opportunities and implementation of energy efficiency programs by training 660 professionals

Applications in Our Nation’s Industry

This project will establish partnerships among DOE, state and local governments, universities, end users, utilities, and NGOs to reduce industrial energy intensity in the Southeast by 2.5 percent each year of the project period and to provide companies with assessments, energy management training, and implementation services.

- Formation of an Industrial Advisory Board (IAB) to provide guidance in the development of the Center's programs.
- Provide marketing and communication strategies including
 - A Web site to promote the project and serve as a communication tool for sharing information among industry and various stakeholders throughout the region
 - A quarterly newsletter to promote the project and highlight ITP technologies, state and federal policies and incentives, and successful projects.
- Offer energy management educational opportunities through the project's Learning Center
 - Over the three-year period, an estimated 660 trainees are expected to complete the educational programs.
- Provide two levels of customized energy site assessments, incorporating Save Energy Now and Industrial Assessment Center programs
 - Level I assessments will provide screening level analysis and will usually be completed in one half day to three days. A report will be issued to the facilities assessed, discussing energy efficiency technologies, incentives in their state, and providing recommendations. Each year of the project, 10 Level I assessments are expected to be completed.
 - Level II assessments will provide greater detail than Level I assessments and will usually be completed in 5–15 days. A report will be issued following each assessment, detailing specific energy efficiency measures, costs, and anticipated savings. The energy assessment reports will also include information on local sources of financial and technical assistance

and incorporate information from the respective state energy office.

- Each year of the project, three Level II assessments are expected to be completed.

- Provide project implementation services following site assessments
 - Offer technical support to aid in economic development and project implementation
 - Provide assessment follow-ups to encourage a high rate of successful implementation
 - Develop a set of metrics to gauge implementation success and to provide guidance and feedback to IAB.

Progress and Milestones

The project's planned tasks include

- Holding IAB meetings and educational training opportunities each quarter of the three-year contact period
- Conducting regional and state workshops at least once a year, starting the first year
- Conducting site assessments each quarter of the three-year contract period for a total of 13 assessments each year
- Performing assessment follow-ups at 3-, 6-, and 12-month intervals following each assessment
- Offering implementation services each quarter of the three-year contract period
- Establishing alternative funding to operate without direct federal support by the end of the funding period.

Primary Investigator

Mississippi Development Authority,
Jackson, MS

Project Partners

Florida Power and Light Company,
Miami, FL

GreenCo Solutions, Inc., Raleigh, NC

Kentucky Division of Energy Efficiency and Conservation, Department for Energy Development and Independence, Frankfort, KY

MARSPEC Technical Products,
Mobile, AL

Mississippi State University,
Mississippi State, MS

North Carolina State University,
Raleigh, NC

North Carolina Sustainable Energy Association, Raleigh, NC

Piedmont Natural Gas, Charlotte, NC

Progress Energy, Raleigh, NC

Resinall Corporation, Stamford, CT

SIEMENS, Morrisville, NC

Southeast CHP Application Center,
Mississippi State, MS

Tennessee Valley Authority,
Chattanooga, TN

University of Florida, Gainesville, FL

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