



INDUSTRIAL TECHNOLOGIES PROGRAM

Expanding the WisconSEN Program

The Wisconsin industrial sector represents the highest energy consumption in the state—approximately 623.5 trillion Btu in 2007—with energy-intensive industries including food processing, chemical manufacturing, plastics, and forest products. The Wisconsin Office of Energy Independence, as well as its project partners, will expand its WisconSEN Program that was established in October 2007 as part of a memorandum of understanding with the Industrial Technologies Program (ITP) of the U.S. Department of Energy (DOE). The program will continue to inform industrial facilities about ITP's *Save Energy Now* industrial energy efficiency resources and the goal of reducing industrial energy intensity in the state 2.5 percent each year of the three-year project period, or a total of 7.5 percent. To meet this objective, the

project will provide industrial companies with energy assessments, implementation assistance, training, outreach and marketing services, and demonstration and commercialization of new and emerging technologies. Further, an American National Standards Institute (ANSI) pilot program for plant certification will be conducted. ANSI is a national standard for energy management that uses certification designations to encourage industrial energy intensity reduction.

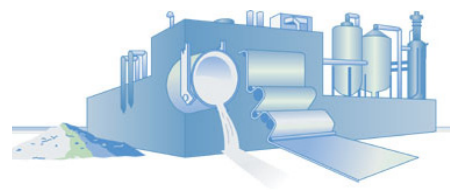
Through a partnership with existing local programs that can provide project implementation support, participating customers will implement energy saving projects to reduce industrial energy intensity in Wisconsin. In addition, this project will enhance existing industrial energy efficiency programs in the state and expand the reach of efficiency efforts.

Project Description

The project will continue to provide energy assessments, implementation assistance, training, outreach and marketing services, an ANSI pilot program for plant certification, and demonstration and commercialization of new and emerging technologies to achieve a

7.5-percent overall reduction in industrial energy intensity in Wisconsin. The project will

- Provide energy efficiency site assessments
 - Conduct energy assessment surveys to gather and analyze baseline



Benefits

- Projected savings of 16.0 trillion Btu each year of the three-year project period, for a total of 48 trillion Btu
- Increased technical and financial energy efficiency assistance available to Wisconsin's 12,000 industrial companies and
- Increased energy efficiency educational opportunities through training sessions and outreach services.

Applications in Our Nation's Industry

The project will enhance partnerships between DOE, state government, and nonprofit organizations to reduce industrial energy intensity in Wisconsin. In addition, this project will continue to provide industrial companies with energy assessments, implementation assistance, training, outreach and marketing services, an ANSI pilot program for plant certification, and demonstration and commercialization of new and emerging technologies.

data, including energy systems, identification of plant personnel, and commitments

- Conduct site assessments, including a kick-off meeting, plant tour, strategy development, data collection, and a close-out meeting
- Perform post-assessment tasks including recommendations, reporting, and tracking.
- Offer project implementation services following site assessments
 - Offer technical and financial assistance with project implementation and adoption of assessment recommendations
 - Provide technical support to identify implementation barriers and aid in project development to overcome those barriers
 - Provide follow-up to encourage a high rate of successful implementation and allow client feedback.
- Conduct an ANSI plant certification pilot program
 - Identify pilot facilities to promote and encourage adoption of energy efficiency methods using ANSI's Accredited Plant Certification Program
 - Utilize system assessment standards and the measurement and verification procedures established by DOE, in addition to a training component.
- Provide marketing and outreach services
 - Offer promotional communications through a Web site, special mailings and e-mails, and announcements in association newsletters and at association meetings
 - Identify candidates through assessment tracking for more comprehensive site assessments
- Highlight program successes through award ceremonies, press releases, and demonstrations.
- Offer energy efficiency training opportunities
 - Provide educational training opportunities in BestPractices areas—including compressed air, steam, pump, and fan systems—in addition to technology assessment training courses.
- Conduct new technology demonstrations and commercialization of emerging technologies
 - Conduct demonstrations of new energy-efficient technologies to highlight energy savings and emissions reduction benefits
 - Provide financial support to encourage deployment and commercialization of emerging energy-efficient technologies and products.

Progress and Milestones

The project's planned tasks include

- Performing 14, 18, and 20 energy assessments, respectively, each year of the three-year project period, for a total of 52 assessments
- Holding two to three emerging technology demonstrations at industrial facilities during the last year and half of the project period
- Assisting in the commercialization of two to three new technologies over the last year and half of the project period
- Offering 14 educational training opportunities over the three-year project period
- Supporting an ANSI pilot program for at least nine industrial facilities over the three-year project period.

Primary Investigator

Wisconsin Office of Energy
Independence, Madison, WI

Project Partners

Focus on Energy, Madison, WI

Science Applications International
Corporation, Oak Ridge, TN

Wisconsin Industrial Energy Group,
Madison, WI

Wisconsin Public Power Incorporated
(WPPI)

A Strong Energy Portfolio for a Strong America

Energy efficiency and clean, renewable energy will mean a stronger economy, a cleaner environment, and greater energy independence for America. Working with a wide array of state, community, industry, and university partners, the U.S. Department of Energy's Office of Energy Efficiency and Renewable Energy invests in a diverse portfolio of energy technologies.

For Additional Information

Please contact:

Maria Redmond
Grants Manager/Biofuels Sector Specialist
Office of Energy Independence
201 W. Washington Ave.
Madison, WI 53703
Phone: 608-266-1521
E-mail: maria.redmond@wisconsin.gov