Energy efficiency as a profit center

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Context
The classical technico-economic approach
(“KWh saved” approach)

... does not work (well enough).

Business cultures and interests in organisations:

Production people care about:
- Safety
- Quality - Product and Process
- Costs - Materials losses and Productivity
- Delivery – Service and Time-to-Market
- (Environmental impact)
- (Energy costs)

Energy people care about:
- Energy consumption
• Energy = non-core business, a secondary issue.
• Energy manager has difficulty accessing and communicating with top management and production.

Solution

A broader approach:
• Energy efficiency as a profit center
• The Multiple Benefits of energy efficiency
Energy efficiency as a profit center

The concept

1. Operational and energy analysis
2. Strategic analysis
3. Financial analysis

1. Operational & energy analysis

Identifying:
- Process map and process services
- Energy services
- Equipment and systems + monitoring & control tools
- Energy carriers
2. Strategic analysis

Perceived by customers

Value proposition

Turnover

Costs

Risks

Borne to create the value proposition

investment contribution to competitive advantage

Source: Cooremans, 2011

3. Financial analysis

Benefits (or impacts) of energy-efficiency projects are quantifiable

3 methods to define magnitude:

• Estimation
• Calculation
• Measure

Information does exist in companies: just ask the right people!
EU H2020
M-BENEFITS

Evaluating & Communicating the Multiple Benefits of Energy-Efficiency Projects

3 years – 13 partners - 11 EU countries

EU H2020 - M-BENEFITS DELIVERABLES

1. Create a harmonised approach and methodology
2. Develop database and case studies
3. Develop ways to communicate about MBs to stakeholders
4. Train the “efficiency providers” inside and outside companies

THANK YOU FOR YOUR ATTENTION

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