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KICK-START YOUR SEM JOURNEY

Strategic Energy Management (SEM) is a holistic approach to energy management that achieves deep and persistent energy and cost savings in Commercial and Industrial facilities.

This guide provides a high-level overview of key activities and milestones that would be achieved during the first years of SEM implementation at your facility. Contact your utility energy efficiency program representative for specific information about tools and financial incentives they offer to support SEM adoption.

To learn more about services, schedules and terms, contact your utility's SEM program representative.

For additional SEM tools and resources, visit betterbricks.com.

BUILD YOUR ENERGY MANAGEMENT TEAM

Milestone: Formalize Executive Sponsor Role

The Executive Sponsor is an internal executive who provides critical guidance and support to the Energy Management Team, including setting policy and goals, securing resources, engaging the broader organization, communicating outcomes and overcoming internal challenges.

Milestone: Designate Your Team

Led by an Energy Champion, your Energy Management Team will take primary responsibility for implementing SEM efforts. This team is the primary source for SEM expertise and labor, and will also establish cross-functional communication channels to effectively plan, implement and track energy improvements.

Milestone: Engage Employees, Occupants and Visitors

Motivate engagement by educating employees, occupants and visitors about inefficient practices and solicit their ideas to implement energy-saving behaviors.

Empower them to identify and take actions to reduce energy waste during their time in the building. Then document and communicate changes to operating procedures that lock in persistent savings.

UTILITY SUPPORT

Your utility SEM program may help by:

- Providing access to utility conservation and energy efficiency technical staff.
- Offering technical training and tools.
- Defining and recruiting an Energy Management Team.
- Providing ongoing coaching for the Energy Champion.
- Consulting with the Executive Sponsor to ensure staff and resource commitment.
- Assisting with employee engagement ideas, strategies and templates.

Milestone: Set and Communicate Near-Term Savings Goals

Make sure your energy-performance goals are specific, measurable and achievable, and that a proven measurement system is in place to accurately verify savings results.

Milestone: Develop an Internal Energy Policy

Create and adopt an energy policy that establishes longer-term organizational objectives and expectations for energy performance.

Milestone: Identify Significant Energy Uses

This inventory will include all major energy-using equipment and systems, along with estimates of their associated annual energy costs.

Milestone: Identify and Prioritize Savings Opportunities

Collect and analyze information on current operation of energy-using systems to diagnose inefficiencies and associated opportunities to save. Track these opportunities in a Project Register and use it to prioritize energy-saving next steps (e.g., equipment retrofits, changes to system operation or maintenance, employee awareness campaigns, etc.).

Milestone: Implement Energy-Saving Changes

Implement the prioritized energy-saving opportunities, including associated persistence strategies (e.g., documenting new standard operating procedures, providing operator training, etc.). Track ongoing project status in an Opportunity Register.

Milestone: Develop an Energy Model and Baseline

Your utility program representative or an energy team member will collect historical data, including energy use data and information about the facility's energy drivers (e.g., production, weather, occupancy, etc.). This data will help determine the most relevant variables driving the facility's energy consumption during the baseline period. This analysis will provides the basis for a model that normalizes for these variables so energy performance improvement can be assessed over time.

Milestone: Track and Analyze Energy Performance Data

Regularly measure energy use and input the data into your facility's model or other performance-tracking tool. The model will compare the baseline of expected energy use against actual energy use to quantify energy performance and associated savings.

Milestone: Report Outcomes

Regularly communicate quantified results and other achievements to internal and external stakeholders, including the Energy Management Team, senior management and shareholders.

UTILITY SUPPORT

Your utility SEM program may help by:

- Facilitating an Energy Management Assessment (EMA) to gain insight into current organizational practices that can inform the development of goals and policy.
- Offering guidance on determining your baseline and savings potential to inform setting SMART goals.
- Sharing energy policy examples and templates.
- Providing techniques to gain executive approval of energy goals and policies.
- Recommending approaches to incorporate energy goals into organizational policies and procedures.
- Sharing strategies to implement and communicate goals and policies to employees and stakeholders.

UTILITY SUPPORT

Your utility SEM program may help by:

- Providing technical expertise on energy efficiency.
- Offering tools or support creating an energy-use inventory.
- Leading staff on a "treasure hunt" to identify energy waste.
- Performing audits and analysis of potential projects.
- Recommending project prioritization and effective persistence strategies.
- Assisting in overcoming barriers to energy improvement.
- Offering incentives to implement energy-saving strategies.

UTILITY SUPPORT

Your utility SEM program may help by:

- Providing access to historical energy use data.
- Offering training and education to help the Energy Management Team maintain and use the model.
- Helping troubleshooting data availability and/or quality issues.
- Adjusting model or re-baselining due to major facility changes.
- Assisting in validating, interpreting and communicating results.