

Save Energy Now LEADER Web Conference Project Implementation Seminar Series

12 - Preparing for Project Implementation Providing Rewards and Recognition

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November 10, 2010



Agenda

- Seminar **Series Overview**
- **Recap Seminar #11** – “Communicating”
- Providing Rewards and Recognition
 - Fred Schoeneborn - ORNL team
 - Deb Kieper – 3M
- **Questions/Future Seminars**



Project Implementation Series

- **12** One-hour seminars assisting *Save Energy Now* LEADER Companies
- Conducted every **second Wednesday** of the month
- Focus on **real world** examples and solutions
- Practical **tools** made available
- **Peer** *Save Energy Now* LEADER participants



Communicating Accomplishments

- Focus on your **audience**
- Share successes at company **events/meetings**
- **Involve others** including supporters
- Align with **Business Units**
- Use appropriate **financial** terms
- **Sell** your accomplishments
- Give **credit** away freely



Sharing by Raytheon

- Narrow the **scope**
- Build internal & external **partnerships**
- Develop a network of energy **champions**
- Solicit Energy **Citizens**
- Change the **culture**
- Participate in events & awareness **celebrations**
- **Report** progress against goals
- **Communicate** with all stakeholders



Recognition

- Acknowledge the quality of your **program**
- Celebrate **achievements**
- **Apply** for Awards
- Credit **teams**
- Reward **individuals**



Reward Criteria

- Make rewards **meaningful**
- Consider **money**
- Engage **senior management** in the presentation
- **Link** with the achievement
- **Publicize** the winners
- **Be fair**



Types of Awards

Internal
Awards

External
Awards

Internal Award Recipients



Plant



Team



Individual



Senior
Management



Project

Internal Award Vehicles

- **100% Completion Award**
- **Scorecard**
- **Variable Pay Compensation**
- **Employee Suggestion/Nomination System**
- **Contest**
- **Senior Management Support Award**



100% Completion Award



External Award Factors

- Raise your program to a **new level**
- Provide 3rd party **credibility**
- Ensure that **CEO** accepts award
- Encourage CEO to celebrate award with the **Board**
- Commit company to further **improvement**



External Award Recipients



Plant



Company



Department



Region



Individuals

External Award Vehicles

- **Government Programs**
- **Regional Programs**
- **Utility Programs**
- **Associations**
- **Trade Publications**



Award Publicity

- Turn awards into **messages**
- Create **posters** and/or **banners**
- Develop “**hard hat**” stickers
- Publish in various **Newsletters**
- Remember **neighbor bulletins**
- Include in the **Annual Report**
- Mention in EHS **Sustainability Report**



Poster Example

Here stood a x HP compressor

We are now **saving X \$/yr**

Tell the Energy Team about other opportunities



Publish or Perish

- Use Company **Newsletters**
- Consider local **Newspapers**
- Make “T” **shirts** for the energy team
- **Replicate** the award for facilities
- Create **posters** to alert customers



Cascade the Credit

- Draft a letter from the **CEO** to BU presidents
- Have **BU president** present award to plant manager
- Facilitate **plant managers** celebrating Energy Team
- Acknowledge **employee** contributions
- **Display** award in a prominent spot - lobby



Champion of Implementation

- Deb Kieper
- 3M
- Energy Project Leader
- Focus is on Implementation





Making Energy Efficiency A Competitive Advantage



3M Energy Recognition Program

- Tier I Locations
- Based on a Point System Using Energy Dashboard Results
- Team Award – Entire Plant Energy Team Qualifies
- Annually
- Self Nomination
 - *Tier II Locations*
 - *Maximum Award – Gold Level*

3M Energy Dashboard

3M	2003 Q1	Q2	Q3	Q4	2003 Total	2004 Goal	2004 Q1	Q2	Q3	Q4
May 18, 2004										
Energy Trend										
Btu/ Pound of Product	5,044	4,272	4,844	4,071	4,475	4,251	4,772	4,772	4,772	4,772
Change ¹	-0.38%	-8.64%	0.58%	-2.45%	-2.98%	-4%	-5.39%	11.69%	-1.49%	-17.22%
Energy Use (MM Btu)	35,174	37,366	39,227	31,988	37,366	136,546	38,622	38,622	38,622	38,622
Change	7.34%	19.69%	20.39%	9.12%	14.81%		9.80%	3.36%	-1.54%	20.74%
Energy Cost	\$427,278	\$499,812	\$512,885	\$415,380	\$1,854,355	\$1,733,822	\$471,602	\$471,602	\$471,602	\$471,602
Change	9.64%	21.61%	18.57%	7.09%	14.39%		10.37%	-5.64%	-8.05%	13.53%
Energy Cost per MM Btu	\$12.15	\$13.38	\$13.07	\$12.99	\$12.90		\$12.21	\$12.21	\$12.21	\$12.21
World Class Rating										
World Class Energy Assessment Score ²	90%	88%	91%	92%	92%	85%	92%	88%	75%	85%
Projects										
\$ Value of Energy Projects Secured & Delivered	\$6,990	\$165	\$165	\$165	\$7,485	\$74,174	\$12,729	\$12,729	\$12,729	\$12,729
\$ Value of Energy Projects Secured as a % of Plant Energy Spend ³	1.6%	0.0%	0.0%	0.0%	0.4%	4%	2.7%	2.7%	2.7%	2.7%
\$ of Projects Identified, Being Evaluated & Planned	\$0	\$0	\$0	\$12,729	\$12,729		\$0	\$0	\$0	\$0

0
4
3
7

Btu per Pound of Product Reduction	Plant Energy Program Effectiveness Rating	Projects Secured – % Delivered Compared To Plant Spend	Points
4%	90%	4%	5
3 - 4%	85%	3 - 4%	4
2 - 3%	80 - 85%	2 - 3%	3
1 - -%	70 - 79%	1 - 2%	0
0 - 1%	69% -	0 - 1%	0

15 = Platinum
12 – 14 = Gold
9 – 11 = Silver
7 – 8 = Bronze



Award Levels

Award Level	Dinner	Lunch/ Coffee	Certificate
Platinum	Team with Significant Others		X
Gold		Team Box Lunch	X
Silver		Team Coffee, Cookies	X
Bronze			X

Certificates signed by Vice President of Engineering and Corporate Energy Manager



Energy Award Winners 2010*

Platinum	Gold	Silver	Bronze
3M Center Cynthiana Brockville Tape Kamen Kitakami Naju Yang-Mei	Brownwood Decatur Menomonie Beauchamp Hilden San Luis Potosi Singapore Woodlands	3M Austin Center Brookings Cordova Corona Cottage Grove Hutchinson Little Rock Nevada New Ulm Pittsboro Prairie du Chien Aycliff Gorseinon Higashine London Oxford St. Ribeirao Preto Seefeld (3M ESPE) Shanghai Xin Qiao Sumare	Aberdeen Knoxville Guin Springfield Hartford City Stanford Springs Tonawanda Atherstone Gendorf Loughborough

* For results achieved in 2009





Energy Excellence Award

The 3M Energy Excellence Award is a global recognition to reward personnel for superior work that goes beyond the energy management program and demonstrates continued significant energy reduction and continuous improvement

Award will be presented at the Engineering Award Ceremony



Individual or Team
(up to 6 people) Award

Deadline for Submission
January 29, 2011



Energy Excellence Award



63 Nominations

- 39 US
- 24 International
- 10 Individual
- 53 Team



U.S



Korea



France



Japan



Germany



Canada



Italy



Taiwan



Australia



China



Energy Excellence Award



63 Nominations

- 39 US

> 20.8 Million In Savings!

- 53 Team



U.S



Korea



France



Japan



Germany



Canada



Italy



Taiwan



Australia

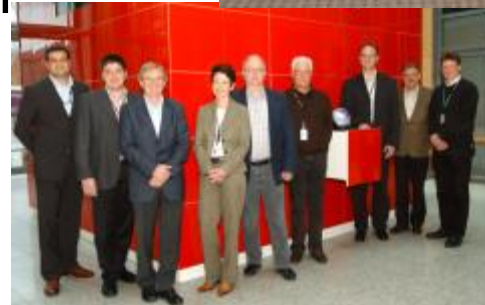


China



2010* Energy Excellence Winners

- One Individual – Energy Leadership
- Germany – Team
- Nevada Missouri – Team
- Industrial Minerals – Team



*For Results Achieved in 2009



Innovation



Questions?

Next Seminar Begins a New Series

- **January 12, 2011**
- **2:00 p.m. Eastern**
- In **2011** the Webinar Series will continue with a focus on **Replication** of Energy Saving Measures
- **Guest** Speaker from Alcoa
- Please **register**

Feedback

- **Welcome** comments regarding Seminar Series
- Seminars are **your sessions**
- Make seminars **meaningful** for you
- Feedback aids **continuous improvement**
- Send **comments to** Lindsay Bixby at:
lbixby@bcs-hq.com

Your Implementation Case Studies

- Let DOE help you **CELEBRATE**
- Highlight **Accomplishments in Implementation**
- **Recognize** your team's efforts

