

WHITE PAPER

Save Business Operating Cash: Cut costs by teaching your people how to reduce energy use

Business owners, executives and managers need new ways to cut operating costs. They need programs that use a minimum of resources. Reducing overhead costs is a priority. But, management time and resources may not be available for putting new programs into place.

Reducing your expenditures on energy has a several positive impacts. Cutting utility bills improves your bottom line, cash flow and it is part of going green. Going green has a positive impact on your employees moral. Plus, going green is a selling point for promoting your brand as an environmentally proactive company.

In these challenging economic times, the need to implement new solutions to reduce energy use is limited by a shortage of capital and skilled people. Both are needed to get traditional programs started.

This White Paper presents a low cost, easy to implement energy conservation program that delivers real cost savings. A program that does not require adding more people to your team.

How Have Energy Cost Saving Programs Been Started?

Many energy conservation programs are started off by hiring a consultant to do an energy audit. When completed, the audit report identifies energy cost saving opportunities. Typically, the report will provide a potential cost savings figure for each opportunity identified in the report.

More engineering is needed to provide an estimated cost to implement each item. Using this information a payback analysis can be done. Management decisions are then made on how to invest available funds to achieve the best value for the investment.

The other commonly used approach involves forming a team of existing employees to promote energy awareness. A new poster is put up or a message is distributed each month. The idea is to achieve some energy savings by changing work habits. A poster reminding folks to turn off the lights is typical of these awareness programs.

Benefits and Problems with These Solutions

Paying for the services of a professional energy auditor is expensive. The cost includes your management time to find a skilled energy auditor and to arrange for the audit visit.

The energy auditor will need access to utility bills and other business information in order to do a good job. Pulling together the needed data will consume more of your people's time.

The energy audit is likely to result in a list of good action items. Some action items may be low cost and easy to implement providing savings very quickly. These "low hanging fruit" are usually items that your own people would discover if they knew what to look for.

Other energy saving opportunities are likely to take a long time to implement, involve disruption of operations and require a capital investment. Results from engineering projects will be expensive and slow in coming. Some projects may take several years to achieve a payback.

The cost of using a professional energy auditor is just the entry point. The need for detailed engineering of each project plus installation labor and materials adds to the need for resources.

In house energy awareness programs are a lower cost alternative. But, they add an additional burden on managers and team member's time. Adding more meetings is not welcome when folks are running a lean operation. There is also the cost of posters and similar materials.

Delivering energy conservation information monthly or quarterly is not often enough for the program to build momentum. Most energy awareness programs result in only a small amount of cost savings. Folks feel good that something is being done, but they are only able to capture a small portion of the potential savings. That is because they do not know how to identify and attack more energy waste.

Low Cost Solution that Works

An effective solution is using a low cost program that delivers useful "how to save energy" information in bite size messages every week. These messages provide information to teach folks how to save energy, both at home and at work.

This energy saving program is based on a fair exchange of value; you provide information that teaches your employees how to save their money at home.

At the same time, they will be learning how to save energy at work. Learning to save on their home utility bills will motivate them to help save energy at work. This is especially true after they see results on their home energy bills.

Useful information, provided in small weekly installments, does build momentum without overloading your people.

The Benefits of Teaching Your People How to Save Energy

The benefit of providing energy cost saving information in short weekly messages is that employees can put it to use, step by step, as they receive it.

Other benefits include:

- No need to hire additional staff
- No need to contract for a professional energy auditor
- No need to contract for services of someone who is both an energy conservation expert and an expert author
- No need to burden your employees with the additional assignments of writing energy awareness articles
- It is a benefit for your employees
- It is a marketing point that your company is reducing its carbon footprint and helping your employees save energy at home.
- Your employee's can print, copy or forward each weekly installment so they can share it or take it home and use the information.
- A weekly energy message program can be combined with a monthly poster program with improved results for both.
- With an employee knowledge based program, you can see positive results in just a few months.

The program is based on short easy to read messages. Messages that can be delivered without disrupting work.

When you start this program

Your company will receive a short easy to read email message each week that is to be shared with all your people.

They are usually short enough to be printed out on one page, but long enough to deliver how to information that can be used immediately.

You can use a delivery method that works best for your company.

Suggested delivery methods include:

- Email to each employee
- Inclusion in your existing weekly in house newsletter
- As a hand out for supervisors to use in weekly meetings with their team members

This program has been used successfully at a large manufacturing plant for one of the big three U.S. automakers. These how to save energy messages were used, by supervisors, in their weekly team meetings to promote saving energy. The union work force went from low energy awareness to taking positive action to save energy and asking for more information.

Folks went from ignoring energy waste to asking, "what else can I do to save energy?"

The advantages of this program are:

- Low cost
- Easy to implement quickly
- Results orientated
- Provides useful "how to" information
- Weekly delivery builds momentum

An experienced energy conservation engineer, who is also an expert author, writes each of the weekly How to Save Energy E-Letters.

For more information on this subscription-based energy cost saving program follow this link [More Information](#).