

**Presenter:** Wendy Gibson, CLEAResult

**Title:** Scaling Up SEM

**Abstract:** "In 2009, a new type of incentive-based program emerged that was designed to help utilities connect with industrial customers on a broader level. Strategic Energy Management (SEM), encourages deeper connections with participants by engaging them in a comprehensive program that teaches them the minimum elements of energy management:

- Organizational commitment
- Identifying and implementing savings opportunities
- Measurement and verification

SEM transforms the way facilities integrate energy efficiency into their organization by identifying areas of energy waste and reducing that waste through behavioral, operations and maintenance, and/or process changes. According to the US DOE, ""Strategic energy management allows for continuous energy performance improvement by providing the processes and systems needed to incorporate energy considerations and energy management into daily operations.""

As industrial SEM programs flourished, utilities began implementing commercial SEM programs and, as of 2018, 27 utilities now offer SEM programs across North America . Through SEM, utilities capture no-cost/low-cost savings and increase customer participation in other utility programs. SEM encourages peer-to-peer interaction, where participants learn from each other in a cohort setting, sharing real-world experiences. SEM programs both transform the way organizations think about energy and deliver cost-effective savings for the utility. This success has resulted in rapid growth across North America and necessitates implementers and utilities to develop strategies to manage this growth and scale with the demand. SEM can serve customers at all levels, and CLEAResult has developed approaches for scaling up within all sectors, thereby supporting market transformation for utilities adding SEM to their portfolios. CLEAResult's proposed presentation will explore ways SEM can scale to produce greater impact and reach more customers.

1. **Regional Scaling:** CLEAResult delivers SEM to diverse sectors and markets rather than targeting specific sectors or markets. This approach increases cost effectiveness, provides broader peer learning among participants, and increases the reach of program benefits across utility territories.
2. **Utility Scaling:** To increase cost-effectiveness in offering SEM to smaller customers, CLEAResult has customized program design, M&V strategies, and recruiting tactics to benefit customers of all sizes. This allows utilities to provide SEM programs that develop long-lasting relationships and increase energy savings with more customers.
3. **Customer Scaling:** For multi-site customers learning how to manage energy should start with a small number of facilities. CLEAResult then helps them scale SEM by expanding to additional buildings as energy management succeeds. Over time, these participants achieve savings on par with larger single-site customers. "