



## Continuous Energy Improvement

### Developing a Strategic Energy Management Plan

#### Qualifying Criteria

To qualify for the CEI program, your organization must have:

- Past experience with at least one certified process improvement initiative such as Lean Six Sigma, Total Quality Management, Preventative (or Predictive) Maintenance Program or Capital Asset Management.
- Willingness to assign a CEI Program Manager/Energy Champion from within the organization.
- Demonstrated support from executive leadership to pursue energy management as a strategic initiative and to involve the organization in a change management process.

Manage energy the way you manage safety, supply chain management and financial controls—strategically.

#### Next Steps

To get more information about CEI or learn whether the program might be right for your organization, contact your PG&E account representative or email us at [CEI@pge.com](mailto:CEI@pge.com).



### The Challenge:

#### Typical Energy Management Plans Are Tactical and Fragmented

Managing energy poses complex strategic challenges for business. The energy management plan must balance critical and sometimes competing demands related to operational effectiveness, cost control and your company's commitment to environmental responsibility. Most organizations respond tactically to these challenges with audits and technical projects that address narrow energy efficiency or cost-savings goals.

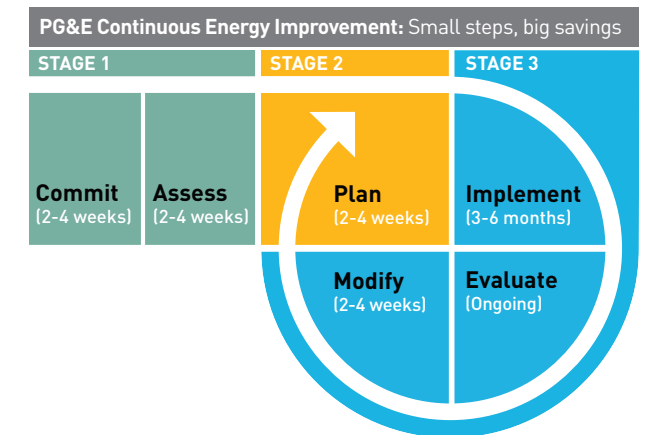
Those important and useful tactics will not allow your organization to reach its most ambitious goals for effectively and efficiently managing your organization's energy use. To achieve significant, long-term results from an energy management plan, you must approach it the way you handle safety, quality, supply chain management and financial controls—as an integrated part of the company's operating culture.



**Continuous Energy Improvement (CEI) helps you manage energy the way you manage safety, supply chain management and financial controls—strategically.**

### How the Program Works

- **Commit:** Appoint an executive sponsor and enroll in the CEI program.
- **Assess:** Audit current energy use and identify opportunities to improve equipment, systems and processes.
- **Plan:** Incorporate the energy management plan into the strategic plan.
- **Implement:** Act on specific energy-saving strategies that fit your company's culture and operational plan.
- **Evaluate:** Review your progress.
- **Modify:** Refine your plan with guidance for ongoing change management.



### The Solution:

#### Continuous Energy Improvement Offers an Integrated, Strategic Approach

Pacific Gas and Electric Company's (PG&E) Continuous Energy Improvement (CEI) program builds on the structure of the proven ENERGY STAR® energy management model. CEI incorporates company-wide assessment, maps energy goals to business objectives, ensures continual evaluation and iteration and activates employee participation.

### Benefits

In contrast to the typical, project-based approach to energy management, CEI can:

- Increase return on energy-related investments.
- Assist you in your pursuit of ambitious goals to get results that stick.
- Help boost productivity and overall business performance.
- Map the energy management plan directly to government requirements and mandates.
- Support response to shareholder inquiries.
- Generate accurate savings metrics to support communications and public relations campaigns.
- Add value to other quality and certification programs such as ISO 50001 Management System Standard, the Department of Energy's Superior Energy Performance program, and ENERGY STAR.®

