



focus on energysm
The power is within you.

INDUSTRIAL PROGRAM SUMMARY

MISSION	Focus on Energy works with eligible Wisconsin businesses to install cost effective energy efficiency and renewable energy projects. Focus information, resources and financial incentives help implement projects that otherwise would not be completed, or to complete projects sooner than scheduled. Its efforts help Wisconsin residents and businesses manage rising energy costs, promote in-state economic development, protect our environment and control the state's growing demand for electricity and natural gas.
TECHNICAL SERVICES	Focus on Energy Advisors provide the following services to industrial customers: <ul style="list-style-type: none">■ Identify and evaluate opportunities to reduce overall energy use, or reduce energy use per unit of production■ Support the development of an energy management plan■ Locate vendors and evaluate their proposals for energy efficiency improvements■ Arrange technical training opportunities on energy efficient processes and procedures
CLUSTER INDUSTRY SERVICES	Focus on Energy provides specialized best-practice support for the pulp and paper, metal casting, plastics, food/dairy and water/wastewater industries to improve the energy efficiency of manufacturing processes. Services include measure identification, technical review and financial support.
BEST-PRACTICE INFORMATION & TRAINING	<p>Focus on Energy provides best-practice information for lighting, compressed air systems, steam systems and motors/drives. Focus on Energy also provides specialized process best-practice information for the water/wastewater, pulp and paper, metal casting, plastics and food/dairy industries. See our Info Library focusonenergy.com/industrial.</p> <p>Focus on Energy sponsors industrial training for plant managers, engineers and facility operators in lighting, steam systems, compressed air systems and leak detection and refrigeration. See our training opportunities at focusonenergy.com/training.</p>
PRACTICAL ENERGY MANAGEMENT[®]	Practical Energy Management (PEM[®]) is a customizable template for an energy management program that includes all of the elements you need in one easy-to-use binder. The PEM Overview training provides an introduction and PEM Implementation walks you through the implementation stages of an energy management plan in multiple sessions over several weeks. On-site PEM facilitation is available for larger industrial facilities.
ENERGY MANAGEMENT BENCHMARKING	Working with utilities, Focus on Energy provides funding and technical support for customers who participate in the One-2-Five [®] energy management benchmarking initiative.

For more information, call **800.762.7077** and ask for the Industrial Team

www.focusonenergy.com/industrial



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INDUSTRIAL PROGRAM INCENTIVES

FEASIBILITY STUDY INCENTIVES

Focus on Energy will co-fund assessments of energy efficiency project feasibility. The incentive will be up to 10 percent of the estimated energy savings and up to 50 percent of the cost of a study performed by an independent third party, not to exceed \$7,500.

CUSTOM IMPLEMENTATION INCENTIVES

Focus on Energy will provide **up to 30 percent** of the cost for energy efficiency projects, based on first year energy savings, as follows:

Tier 1 Technologies

For lighting, premium efficiency motors, compressed air measures, air turnover systems, insulation, steam traps and linkage-less boiler controls:

- **Electric efficiency: 4¢/kWh** (annual) saved; **\$125/kW** reduced (peak summer hours)
- **Natural gas savings: 40¢/therm** (annual) saved

Tier 2 Technologies

For refrigeration, heat recovery, VFDs on pumps and fans, air filtration, HVAC controls, energy efficient processes, emerging technologies and all other energy efficiency measures not included above:

- **Electric efficiency: 6¢/kWh** (annual) saved; **\$200/kW** reduced (peak summer hours)
- **Natural gas savings: 60¢/therm** (annual) saved

Requirements

- You must work with a Focus Energy Advisor and/or Business Ally to receive a custom incentive for a project
- You must submit your application **prior to a project decision**
- Projects with less than a 1.5 year payback or over a 4 year payback are ineligible
- Incentive limits
 - Per project - \$250,000
 - Per company - \$500,000/year

PRESCRIPTIVE INCENTIVES

Focus on Energy provides prescriptive incentives for standard energy efficiency measures such as lighting, compressed air and HVAC. See www.focusonenergy.com/financialincentives for applications.

SERVICE BUY- DOWN INCENTIVES

Focus on Energy buys down the cost of certain standard maintenance activities. A customer submits an application and provides documentation of service from a Program Ally.

- **Chillers** - See Service Buy-Down Application
- **Compressed Air** - See Compressed Air System Audit and Leak Survey Application
- **Steam Traps** - See Service Buy-Down Application
- **Burners/Boilers** - Service Buy-Down Application

You can find descriptions and applications by visiting www.focusonenergy.com/financialincentives.

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