

5 Leadership and Awareness

The success of an energy management programme within an organisation depends upon an union between technology and management. Technology alone cannot achieve optimal savings, but coupled with operational and management practices can lead to significant savings. The key attributes to a successful energy management programme include:

- Commitment from top-level management
- Development of management strategies
- Clearly stated goals on energy efficiency
- Communication of goals, tactics and achievements throughout all levels of the organisation
- Delegation of responsibility and accountability to the appropriate personnel
- Sustained tracking and assessment of energy use and technology application
- Continuous investigation of potential energy reduction projects
- Application of business investment models to energy projects
- Establishment of an internal recognition and reward programme for achieving energy goals

Energy management is highly cost-effective but it is important to remember that it is not a one-off exercise, to be effective it must be an ongoing process.

This section will help you to assess the current state of energy management in your organisation and give you advice about how to review your own effectiveness, define where you are at the moment and where you want to get to.

5.1 The Advantages of Energy Efficiency

There are many reasons why an organisation should take energy efficiency seriously, from improving the economic health to helping to reducing damage to the environment. Many measures can also bring substantial benefits in terms of employee comfort through improved heating, insulation and the avoidance of cold spots. This can reduce staff turnover and improve productivity. Attention to energy efficiency can often highlight deficiencies in other areas such as maintenance, process yield and quality, therefore giving significant additional productivity benefits.

Additionally, an increasing amount of regulations and directives at both a national and European level is being applied to drive improvements in energy efficiency. It is not just a matter of operating efficiently; it can also be a factor in operating legally.

5.2 Energy Awareness Survey

Before embarking on an energy management programme, an awareness survey should be conducted within the company and repeated at regular intervals to measure change.

By allocating scores to the responses for the questions given in **Figure 3.7** one will obtain an 'energy awareness score'. This provides a measure of how you are performing in managing energy usage. The maximum score available is 16.

The energy awareness survey will help you learn about your organisation's knowledge and commitment to reducing energy consumption.

5.3 Effective Implementation

Fundamental to the effective implementation of an energy efficiency programme is good management. Like any resource that an organisation employs, energy will only be used efficiently if it is managed properly. Good energy management saves energy in itself, but is also necessary for getting the most out of technical energy saving measures. A report published by the 'UK Energy Efficiency Best Practice Programme' entitled 'Maintaining the momentum – Sustaining energy management' found that there are six critical factors for successful energy management:

- Top-level commitment
- Leadership
- Company awareness