

Motivators for Energy Efficiency

Energy conservation can be done in a variety of ways and a combination of actions can lead to Energy Efficiency. Here are few points to motivate the readers for conservation of Energy when the country is facing peak power and Energy shortage

- **CFL- the wonder gift:** Compact fluorescent lamps of different capacities and designs can serve as elegant gifts suited to any occasion. Onetime gift of CFL is lifetime saving of Energy and tantamounts to recurring gift of handsome amount (in the form of reduction in monthly Energy bill)
- **Places of worship:** In all sacred place of worship, replace bulbs with CFLs. Donation for replacements of the bulbs with CFLs, by a devotee in a sacred place is equivalent to a recurring offering (in the form of reduction in monthly Energy bill). Since these are places visited regularly by many, especially during religious festivals, Energy Efficient lights in these places are bound to inspire the visitors for adoption at home.
- **Energy Savers' Club:** Clubs are popular places for social purposes as well as for sports and entertainment. Industrial areas, clusters of industry, schools and colleges can operate Energy Savers Clubs and practice Energy conservation without the usual strain and drudgery.
- **Energy Circles:** The idea of Quality Circles has been imported from Japan and has been successfully adopted to suit the Indian conditions and quality consciousness has consequently dawned on some Indian industry. Creation of Energy Circles is bound to cultivate Energy consciousness leading to benefits of energy conservation in the industrial sector.
- **Energy conservation fund:** Energy conservation is best done through in-house participation and requires much effort. Despite this, management of the industries tends to ignore the merit of this effort though payment is necessary when hiring an external Energy Auditor for preparation of a report, there is no reward or recognition for the in-house audit and for those who practice energy conservation techniques. Earmarking a portion of the savings for providing incentive to the in-house personnel/industry will go a long way to sustain motivation for Energy conservation in the industry.
- **Negawatt power house model:** Industry and utilities have the requisite expertise to build and run a conventional power house. Energy saved is Energy generated (Multi folds). Savers of Energy in any industry may therefore, be considered as power engineers generating Negawatts (and not Megawatt) of power. Structuring Energy conservation effort as a generating effort of Negawatts provides a practical model for motivating in-house personnel.
- **Energy smart certification standard:** Recognition of Energy conservation effort in large and medium scale industry in the country at present is by identifying the top two or three Energy conservation units for awards. Energy conservation at lower level is not recognized nor rewarded. This scheme of recognition is not a motivation to the industry in general.

ECM formulated a model standard for certification after an All-India Seminar and a Round Table Discussion. It will be put to practical test in about five industries before being released for certification by reputed certifying agencies.

Certification for Energy smart performance with graded levels of star marking (one to five stars) by any certifying agency operating ISO-9000/14000 can lead to large scale motivation for industries to practice Energy Efficiency. While such a certification is self-motivating, incentives if any, given by government to Energy-Smart Certified Organizations would add further fillip to the industry to adopt Energy conservation.

Energy smartness is much more than Energy Efficiency. It combines Efficiency with innovation and creativity. Certain minimum criteria including Energy Policy, use of green power and optimum Energy, greening the supply chain, energy audit implementation, etc. would entitle an industry/organization to ESS-2006 (single star) and the level raises up to five stars with compliance to higher criteria, akin to LEEDS Green Building concept.



Leeds green building

The industry is under pressure to compete in the international market both on quality and cost, therefore, ESS Certification ensures smart products and reduction in cost (Due to Energy saving).

Reference book:

The Bulletin on Energy Efficiency
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