

# LEADING THE WAY

A Profile in Successful Energy Management



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## How EPA's ENERGY STAR® Program Helped CalPortland Introduce Accountability for Energy Management



### The Challenge

CalPortland is a major building materials and construction solutions provider to the western United States and Canada. In 2003, CalPortland's management team was focused on performing plant expansions and developing its business. In the process, CalPortland discovered that further monitoring of energy performance and utility costs was needed along with increased accountability for energy use. CalPortland's management team sought to improve energy efficiency and incorporate accountability into its energy management approach.

### Building an Energy Program

To begin managing its energy performance, CalPortland enlisted the expertise of a senior engineer to create an effective corporate-wide energy management program that would reduce the company's energy waste and maximize its financial performance. The company also turned to EPA's ENERGY STAR program, which leads the way in superior energy performance and offers a wide range of proven and practical tools to help execute state-of-the-art energy management practices.

First, CalPortland utilized the ENERGY STAR Energy Program and Facility Assessment Matrices, which are designed to help managers evaluate energy management practices across the company and at their facilities. Next, following the ENERGY STAR Guidelines for Energy Management's accessible and practical solutions, CalPortland built a holistic energy program. The program included appointing site energy managers and establishing a process to transfer best practices. The program gained momentum and grew as the Chief Process Engineer was engaged, building a key link to manufacturing operations.

As CalPortland realized the value and benefits of energy management, the engineer responsible for launching the energy program advanced to a new position—Corporate Director of Energy—and raised the profile for energy management in the company. CalPortland's CEO also got involved, recognizing that energy efficiency is more than a good environmental decision—it's a smart business and socially responsible corporate decision.

## Overview

### CalPortland



ENERGY STAR PARTNER SINCE  
**1996**



ENERGY INTENSITY REDUCTION<sup>1</sup>  
**12%**



GHG EMISSIONS PREVENTED (MTCO<sub>2</sub>e)<sup>1,2</sup>  
**222,000**



DOLLARS SAVED<sup>1</sup>  
**5 million/year**



NUMBER OF FACILITIES  
**147**



ENERGY STAR CERTIFIED FACILITIES  
**3**



ENERGY STAR CHALLENGE FOR INDUSTRY



FACILITIES TAKING CHALLENGE  
**13**

FACILITIES ACHIEVING 10% REDUCTION  
**4**

<sup>1</sup>Cumulative

<sup>2</sup>Metric tons of CO<sub>2</sub>e

Based on 2003 baseline

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Through the ENERGY STAR Focus on Energy Efficiency in Cement Manufacturing, where energy managers from the industry meet regularly to network, CalPortland was able to collaborate with and lead energy managers from other companies on best practices. The group allowed energy managers to discuss challenges confronting their practices and identify solutions. The company also reviewed EPA's ENERGY STAR Energy Strategy for the Road Ahead, a set of strategies that help businesses prepare for a successful future in energy management. By successfully utilizing ENERGY STAR's game-changing tools and resources, CalPortland assessed its company-wide Energy Value Chain and expanded its program to improve energy management in all aspects of the company's operations and in those of its suppliers and customers.

To encourage others to learn the benefits of energy efficiency, CalPortland launched a number of communications-related initiatives, including holding energy- and environment-focused luncheons; organizing annual energy management summits; promoting energy efficiency and ENERGY STAR at community events; conducting plant tours and open houses; and highlighting the superior energy performance of its cement plants by earning ENERGY STAR certification of these facilities.

### Results

Since 2003, CalPortland has improved the energy performance of its operations by 12 percent, saving more than \$5 million annually on utility bills. As a testament to its success, CalPortland has been recognized with EPA's prestigious ENERGY STAR Partner of the Year and Sustained Excellence awards every year since 2005. With ENERGY STAR tools and resources, CalPortland has drastically improved the energy performance of its facilities, shown corporate social responsibility in its commitment to the environment, and ensured future success by including accountability in its energy management.

To learn more about EPA's ENERGY STAR resources for industry, visit:

[www.energystar.gov/industry](http://www.energystar.gov/industry).

### Tools and Resources Used by CalPortland

ENERGY STAR Energy Program and Facility Assessment Matrices and ENERGY STAR Guidelines for Energy Management:  
[www.energystar.gov/guidelines](http://www.energystar.gov/guidelines)

ENERGY STAR Focus on Energy Efficiency in Cement Manufacturing:  
[www.energystar.gov/cementmanufacturingfocus](http://www.energystar.gov/cementmanufacturingfocus)

ENERGY STAR plant certification:  
[www.energystar.gov/plants](http://www.energystar.gov/plants)

Energy Strategy for the Road Ahead:  
[www.energystar.gov/energystrategy](http://www.energystar.gov/energystrategy)

ENERGY STAR Challenge for Industry:  
[www.energystar.gov/industrychallenge](http://www.energystar.gov/industrychallenge)