

The Midwest Industrial Initiative (MI2) from MEEA is designed to be a resource for Industrial customers across the region to access information about energy efficiency opportunities and provide utility support for industrial programs. MEEA plans to be the source for industrial-utility interaction to promote good policy and program uptake across the Midwest.

MI2 Goals

Industrial energy use makes up 26% of the electric consumption and 33% of the natural gas consumption in MEEA's 13 Midwestern states. The region has enjoyed historically low priced energy, but as efficiency legislation is enacted and clean air standards and other regulations are becoming more stringent, energy prices are increasing.

In order to help assist manufacturing competitiveness, MEEA has launched the Midwest Industrial Initiative (MI2) as a resource to connect industrials with local and national energy efficiency information and contacts. MI2, acting as a gateway for Federal industrial initiatives, will be a regional network for state, local and utility efficiency programs and professionals creating a one-stop shop that links industrials with policy and program best practices to make more informed decisions about the advantages of installing energy efficient technologies and processes.

MI2 Actions

MEEA's MI2 will be the source for industrial information by providing:

1. Website with industrial information and contacts, sorted by state, regional and national.
 - Catalog of industrial case studies in the region
 - Catalog of industrial best practices
 - Catalog of regional gas and electric utilities with information on their programs, including live contact information and program overview and links
 - Catalog of industrial policies by state
 - Catalog of US DOE, state and local initiatives
2. Monthly utility industrial staff call to discuss programs, technologies and lessons learned
3. Bi-monthly technology or process webinar highlighting emerging efficiency opportunities
4. Annual Midwest Industrial Efficiency Conference, including developing a Midwest Industrial Challenge
5. Support for Midwestern Governors Association's Industrial Efficiency Working Group to define regional program goals and policy direction

6. Support utility industrial workshops or site visits to bring regional and national industrial intelligence
7. New industrial and association contact database

MI2 Needs

To accomplish these goals, MEEA will need the following:

- Utility contact information and participation in the monthly utility industrial calls.
- Data on case studies and best practices across Midwest and nationally.
- US DOE and EPA industrial area support and information, including SEEAAction

Future MI2 Goals

As the Initiative progresses, MEEA may expand to the following areas:

- 'Ask the expert' resource for industrial efficiency questions by industrial process or sector
- Support utility programs seeking claimed energy savings as part of portfolio
- Develop and support CHP and waste energy recovery and recycling policies and technologies
- Regionalize applicable training and certification for industrial personnel
- Network and connect with national and regional industrial associations
- Be a resource to commission staff, legislators, and other stakeholders on industrial issues
- Catalog financing models and programs available for industrial customers
- Track and report on pilot or demonstration emerging industrial programs

MI2 Background

MEEA has received initial seed funding from the Energy Foundation to develop and implement the MI2.

Contact:

Jay Wrobel | Executive Director
jwrobel@mwalliance.org



*MEEA - Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota and Wisconsin.