

Why Energy Efficiency is Good for Business and Good for Michigan

Energy policy that promotes energy efficiency drives commerce in Michigan by putting to work energy experts, engineers, architects, suppliers and contractors that employ skilled labor. It reduces the operating costs of businesses and manufacturers making Michigan based companies more competitive.

The Energy Optimization Program has been successful since its inception. The American Council for an Energy Efficient Economy ranked Michigan 12th in the nation in 2012 for its energy efficiency initiatives. The EO program is more important than providing low interest financing programs alone. It buys down the capital investment and reduces payback making projects economically viable that would otherwise not be possible without incentives. Although providing funding alternatives for energy efficiency projects can be part of the solution, it is not the whole solution.

In addition to the Energy Optimization Program and low cost financing it is also important to consider education, adoption of up to date building codes, and provisions for sustainable continuous improvement programs such as ISO 50001. Finally, the installation of energy efficient equipment alone does not guarantee sustainable energy reduction. Operational strategy is a key factor to long term sustainable results.

What is in it for Michigan? More jobs, a more competitive manufacturing state, economic growth, and a better environment.