

A National Education Campaign to Drive Industrial-Scale Energy Efficiency and Carbon Savings

Energy efficiency has risen to a place of prominence following record fuel prices. Congress and the new Administration are looking to continue to incentivize energy savings for security and environmental benefits. Recent laws have put a priority on reducing the energy consumed by cars and homes, but they have not tapped a huge area of potential energy and greenhouse gas savings: the commercial and industrial sectors. With the use of a simple, proven technology — insulation — massive energy savings can be had in manufacturing facilities, power plants, refineries, hospitals, universities and government buildings.

At the residential level, insulation is well understood for its efficiency benefits and widely used. However, the same cannot be said in the commercial and industrial sectors, which together consume 2½ times more energy than homes, according to the Energy Information Administration¹. Commercial and industrial insulation—collectively known as **mechanical insulation**—can deliver large scale and long-term energy efficiency, emissions reductions, cost savings and safety benefits.

At relatively little cost, Congress and the Administration can help launch a national education campaign aimed at large energy consumers that can cut demand, help the U.S. combat global warming, generate cost savings for and reduce the need for power plants and other infrastructure.

Energy Savings Yield Jobs and Improved Environment

Using government data, the National Insulation Association (NIA) conservatively estimates that maintenance of insulation at industrial facilities alone can generate more than \$3.6 billion in energy savings per year (as much as President Obama intends to achieve at government buildings using all technologies), reduce 83 billion pounds of carbon dioxide and other greenhouse gas emissions, and create more than 27,000 jobs annually².

The Benefits of Mechanical Insulation

The mechanical insulation industry has a long track record of providing large scale and long-term energy efficiency, emissions reductions, cost savings and safety benefits at manufacturing facilities, power plants, refineries, hospitals, universities and government buildings. For facility owners and operators, the savings are swift and last for many years. The return on investment from mechanical insulation is typically less than 18 months.

Mechanical Insulation as the Energy Efficiency Solution

Given these facts, it makes sense for the NIA and the International Association of Heat and Frost Insulators and Allied Workers to launch a national awareness campaign on the benefits of utilizing mechanical insulation in making buildings more energy efficient.

¹ Cf. *Annual Energy Outlook 2009*, U.S. Energy Information Administration, December 2008. Estimates do not reflect the entire industrial market. (www.eia.doe.gov/oiaf/aeo/excel/aeotab_2.xls)

² NIA is working with the Department of Energy and Oak Ridge National Laboratory to calculate a portion of these statistics. A final report should be available by April 1, 2009.

The campaign aims to:

- Build awareness about the benefits of mechanical insulation
- Educate and motivate decision makers to utilize mechanical insulation in new and existing facilities
- Preserve and create jobs while reducing energy and greenhouse gas emissions
- Motivate and empower the industry to make better use of mechanical insulation through training

Target audiences for the campaign include owners and managers of manufacturing facilities, power plants, refineries, hospitals, universities, as well as federal, state and municipal government.

Campaign Tactics

A comprehensive, persuasive awareness campaign will engage and motivate industrial and commercial decision makers to action. Effective tactics must be implemented through various channels:

- Develop Curriculum and Conduct NIA-led Training Sessions
- Utilize Web-based Information and Training
- Exhibit at Industry and Government Conferences and Workshops
- Implement Marketing and Advertising
- Seek Media Coverage of Success Stories and the Facts
- Engage NIA and International members and Allies to Actively Support the Campaign

Timeframe and Funding Requested

The awareness campaign is ready to launch and can begin as soon as funds are available and secured from the industry, government and NIA and International allies. The target date to kick-off the campaign is July 2009, with federal resources allowing the initiative to be expanded accordingly.

Targeted funding resources include:

- \$789 billion in the federal economic stimulus package
- \$410 billion in FY 2009 appropriations across agencies
- \$3.5 million in FY 2010 Energy and Appropriations Bill
- Secretary of Energy's discretionary funds

Why We Must Act Now:

The time to act is now. The current landscape offers an unprecedented opportunity for a public-private partnership to promote the benefits of mechanical insulation and encourage building managers and their bosses to act on the significant energy efficiency opportunities. The Energy Department's "Save Energy Now" program has audited 770 industrial facilities in the past three years and offered a ready-made game plan for each plant.

By utilizing mechanical insulation:

- No R&D has to be done
- Solutions are turn key and available
- Industry is trained and ready to go

Request for Added Appropriations

The NIA and the International and their members nationwide respectfully request \$3.5 million in the FY 2010 Energy and Water Development Appropriations Bill under the Energy Department, Energy Efficiency and Renewable Energy (EERE) account, to carry out a comprehensive awareness campaign and training program on how mechanical insulation can make a substantial difference.

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