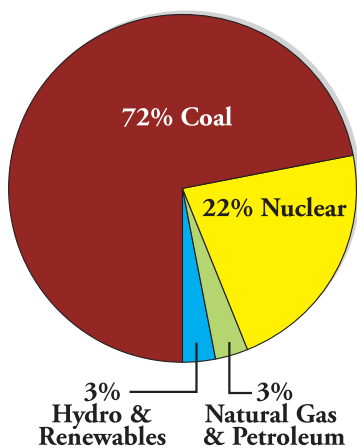




## HOMEGROWN INNOVATIONS: WISCONSIN'S CLEAN AND BALANCED ENERGY FUTURE

Being in business, you know the inherent risks of putting all your efforts into one customer, one product or one vendor. It can be dangerous. Therefore, it is important to create new and innovative products and find new sources and markets in order to remain competitive, efficient and profitable. It's part of healthy survival in the business world.

**Wisconsin Electric Generation  
by Fuel Source – 2004**



Source: Wisconsin Department of Administration – 2004 Wisconsin Energy Statistics

We can do better. Our elected leaders need to support clean, reliable, efficient and innovative sources for Wisconsin's energy future. And Wisconsin businesses should be provided tax incentives and grant support to be able to benefit from using energy efficient and renewable products and sources that lessen bottom line energy costs and subsequently increase profits.

## OPPORTUNITIES AND PROVEN SAVINGS

One such opportunity exists as part of the Public Benefits Fund of Wisconsin. Called Focus on Energy, it's a public-private partnership offering energy information

The same theory applies to energy sources in Wisconsin. It's unwise for Wisconsin to be overly dependent on one, outdated, source of energy: dirty coal-fired power plants.

- All of Wisconsin coal plants are using technology more than thirty years old. How efficient would your business be if it used thirty year old technology?
- One hundred percent of the coal used in Wisconsin is imported from other states.
- Dirty coal threatens the health of Wisconsinites, resulting in 79,300 lost work days per year.

and services to energy utility customers throughout Wisconsin. Focus on Energy offers financial incentives for installing energy efficient measures such as lighting, HVAC equipment, custom projects such as motor and compressed air system upgrades, and making process improvements. Incentives are also available for maintaining equipment and studying the feasibility of a proposed energy efficiency project. Since July 2001, Focus on Energy has helped Wisconsin's businesses and residents cut their utility bills by more than \$74 million.

## WISCONSIN'S OPPORTUNITY FOR A CLEAN ENERGY FUTURE

In September 2003, Governor Doyle created the Task Force on Energy Efficiency and Renewables, which included members from the utilities, customer groups, environmental groups, labor, industry, agriculture, and legislators from both major parties. The Task Force was asked to reach a consensus on ways to use efficiency and renewable energy to help economic growth, decrease our dependence on out-of-state energy, and reduce the environmental harm from fossil fuel power plants. The ultimate goal is to restore Wisconsin as a leader in efficiency and renewable energy solutions.

The Task Force worked together for more than a year and in October 2004 released recommendations on how to move forward, beginning with state buildings and agencies leading by example. There are numerous benefits in embracing energy efficiency and using renewables:

- **Energy efficiency programs return direct energy-savings benefits well in excess of their program costs** (e.g. one dollar spent on conservation pays back three in energy costs saved.)

(over)

## HEALTH AND WORKER PRODUCTIVITY IMPACTS FROM POWER PLANTS

Soot (fine particle pollution) from power plants is responsible for the following health impacts:

Health Effect	Incidence (cases/year)	
	Wisconsin	Nation-Wide
Minor restricted activity days	409,000	26,300,000
Lost work days	79,300	5,130,000
Asthma attacks	9,340	603,000
Chronic bronchitis	288	18,600
Asthma-related emergency room visits	109	7,160
Respiratory & cardiovascular hospitalizations	317	20,100
Death	448	30,100

Source: Clear the Air

- **Saving energy keeps money in Wisconsin** – reducing energy bills means keeping dollars from leaving the state to buy imported fossil fuels like coal and natural gas.
- Renewable efforts, like an investment in geothermal or wind turbine energy, provide an **excellent hedge against the rising and volatile price of natural gas and coal.**

(For more details on the specifics of the Task Force recommendations and legislation, see the supporting information in this kit or go to [www.cleanwisconsin.org](http://www.cleanwisconsin.org).)

## TRUE STORY

### **Stora Enso, a paper company in Wisconsin, reduced annual energy costs by \$3.5 million.**

The papermaking industry is Wisconsin's largest manufacturing sector as well as one of the state's oldest. In recent decades this important industry faced its share of threats as stiff international competition and rising energy prices have caused mill owners to reconsider how their operations run. Stora Enso is a great example of a paper company successfully combating those challenges to remain a global market leader in the papermaking industry. The company has improved its efficiency, productivity and its bottom line by partnering with Focus on Energy.

Since 2001, Focus on Energy has worked with Stora Enso to lower its annual energy consumption by 22 million kilowatt-hours (kWh) and 3.6 million therms of natural gas, in turn **lowering its annual energy costs by \$3.5 million.** Stora Enso achieved these significant savings by completing several energy efficiency projects at its six Wisconsin mills. The company employs energy engineers at each of its facilities to oversee implementation of the projects and to identify additional projects that could positively affect the bottom line.

"With the continued rise in energy costs, the payback period for energy efficiency projects is going down," said Dave Leeder, energy engineer at Stora Enso's Kimberly, Wisconsin mill. "It makes sense for us to continue to reduce our energy consumption, because it keeps us competitive and keeps jobs in Wisconsin. However, without funding from Focus on Energy many of these projects wouldn't have happened."

To find out if your company qualifies for a grant call 1-800-762-7077 or visit [focusenergy.com](http://focusenergy.com).

## WHAT CAN YOU DO?

**Now is the time for Wisconsin to become a leader in efficiency and renewable energy solutions. To assist in this, here are some things you can do:**

1. Join other Wisconsin businesses and residents and sign Clean Wisconsin's resolution asking for a more balanced energy policy, increased energy independence, energy efficiency, and renewable options to help reduce bottom line costs. For more details, call Keith Reopelle at 1-608-251-7020, ext. 11 or email [kreopelle@cleanwisconsin.org](mailto:kreopelle@cleanwisconsin.org).
2. Contact Focus on Energy to find out more about the program that can help reduce your energy costs. Call 1-800-762-7077 or visit [www.focusonenergy.com](http://www.focusonenergy.com).
3. Contact your legislator and ask for a more balanced energy policy, making clean energy and efficiency a priority in our state. You can find your legislators contact information by calling 1-800-362-9472 or visiting <http://www.legis.state.wi.us/waml>
4. Purchase Energy Star® appliances and use compact fluorescent light bulbs.



Clean Wisconsin  
122 State Street, Suite 200  
Madison, WI 53703  
Phone: 608-251-7020  
Fax: 608-251-1655  
Email: [info@cleanwisconsin.org](mailto:info@cleanwisconsin.org)  
Website: [www.CleanWisconsin.org](http://www.CleanWisconsin.org)