

# Strategic Energy Management



**ACCESS**  
individualized  
support

**LOWER**  
operating costs

**IMPROVE**  
energy performance



## A unique opportunity for companies in New York

Strategic energy management (SEM) is a comprehensive approach to aligning energy efficiency with business practices and goals to achieve long-term benefits. Instead of managing energy saving projects one by one, SEM gives you the tools to manage energy in a coordinated and strategic way across your organization—helping your business increase profitability, create a competitive advantage, and achieve greater resiliency.

### Benefits to Your Business

**Profitability.** Reduce overhead costs and production downtime.

**Competitive Advantage.** Differentiate yourself in the market as a sustainability leader.

**Employee Satisfaction.** Improve workforce retention and talent acquisition.

**Reduce Environmental Impact.** Move closer to achieving your climate and environmental goals.

NYSERDA is offering two fully funded program options for businesses, through which participants will be guided by a professional coach.

### Option 1: SEM On Demand

SEM On Demand is for companies interested in developing and integrating energy management practices at their sites. The program helps participants establish organization-wide energy management commitments that will help them meet their energy, environmental, resilience, and/or other company goals or local mandates.

**Ready to  
get started?**

Learn more at  
[nyscrda.ny.gov/SEM](https://nyscrda.ny.gov/SEM)



**NYSERDA**

### Participants in the SEM On Demand program can expect to:

- Attend a kick-off meeting and complete prerequisite tasks.
- Attend five virtual SEM workshops delivered by an SEM Coach over a one-year cycle.
- Work with an SEM Coach during the second year of engagement and receive support for energy management programs at participant sites—check-in calls, encouragement to complete energy projects, and tracked energy performance.
- Receive a custom energy management assessment specific to your facility.
- Participate in a treasure hunt to identify low- or no-cost projects and capital projects that will reduce site energy use and greenhouse gas (GHG) missions and receive a completed opportunity register that describes, prioritizes, and provides implementation details for identified opportunities.
- Gain access to a library of resources, tools, and webinars.
- Receive guides to help you create an Energy Policy and Energy Goals, and put a plan in place to achieve them.

## Option 2: Virtual Treasure Hunts

### Virtual treasure hunts are facilitated events focused on identifying and prioritizing:

- Low- and no-cost operational changes that result in immediate energy and GHG savings.
- Short- and long-term capital improvements that will make the site more energy efficient.
- GHG reduction measures such as electrification, renewable energy generation, and energy storage opportunities.

### Participants in Virtual Treasure Hunts can expect:

- The duration of the treasure hunt to vary based on the size of the facility and anticipated number of energy-saving opportunities.
- To have the appropriate number of staff attend the treasure hunt, as determined during the initial planning call.
- A completed opportunity register that describes, prioritizes, and provides implementation details for identified energy- and GHG-saving opportunities—be provided to each participant following the virtual treasure hunt.

## Ready to get started?

Visit [nyscrda.ny.gov/sem](https://nyscrda.ny.gov/sem) or send an email to [energymanagement@nyscrda.ny.gov](mailto:energymanagement@nyscrda.ny.gov)



**NYSERDA**

