

Alliance to Save Energy
Nomination Statement

Submission Date: February 13, 2009

Nominee: Sergio Dias, Senior Manager of the Industrial Sector, Northwest Energy Efficiency Alliance
Category: "Innovative" Star of Energy Efficiency Award

Dear Selection Committee:

I am privileged to nominate an outstanding leader for the 2009 "Innovative" Star of Energy Efficiency Award category: Sergio Dias, senior manager of the Industrial Sector of the Northwest Energy Efficiency Alliance (NEEA). Dias' approach to energy efficiency strategy is driving market transformation in the critical industrial category. His work has yielded innovation success stories that offer case studies to support and inspire national and global energy movement leaders. Thank you for your consideration of his candidacy.

Sergio Dias is a unique kind of leader who brings industry, utilities and government together to work collaboratively toward energy efficiency-based business models. Dias spearheaded the development of the Industrial Energy Roadmap strategy, which is being implemented by the Northwest Food Processors Association (NWFPA) with support from the US Department of Energy, the Northwest Energy Efficiency Alliance, other efficiency organizations, and serving utilities. The Roadmap answers Oregon Governor Ted Kulongoski's call to action for industrial leaders to capitalize on the business benefits of efficient energy practices to maintain global competitive advantage. Through NWFPA, the food processing industry set the goal to reduce energy intensity by 25% in ten years, and 50% in 20 years, demonstrating ambitious national leadership and the possibilities that exist throughout the country to reduce carbon emissions, improve competitiveness, sustain jobs and fortify key industry sectors.

Founded on goal-setting and working partnerships, the Roadmap applies a collaborative model strategy toward realizing carbon reduction and market transformation goals. The significance of the Roadmap - and Dias' role as creator and conductor - has manifested in noteworthy ways:

- In January 2009, Dias was honored for his role as the Industrial Energy Roadmap strategist and facilitator at the annual Northwest Food Processors Association Expo. He was presented with the prestigious Eagle Award for his contributions to the health of industry.
- In February, the U.S. Department of Energy (DOE) hosted its Industrial Energy Summit in Oregon. In addition to addressing energy challenges, the summit highlighted an early success story: the Industrial Roadmap. Dias presided over the landmark signing of the *Save Energy Now* Compact Agreement between NWFPA and US DOE, which announced the industry-wide target to reduce energy intensity by 25% in ten years.

The Industrial Energy Roadmap plan is in implementation stages, but already success can be measured in the caliber and strength of unique partnerships made possible by Dias. Outcome phases are expected to yield similar success. The Roadmap is projected to significantly reduce industrial carbon emissions, bolster market competitiveness and sustain vital regional jobs.

As the U.S. and world community combat the dual challenge of recession and energy reform, industrial energy efficiency offers immediate opportunities. Sergio Dias is a standout change agent on a pioneering front, and his strategy offers a working model to be studied and celebrated. Thank you for your consideration of Mr. Dias' candidacy. Please don't hesitate to contact me if you would like more information about his work, accomplishments and impact.

Best regards,

Erin Greeson
MarketShift Strategies