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STRATEGIC Energy management – NEWSLETTER OR EMAIL TEMPLATE

(Header/Subject)

**Strategic Energy Management for Higher Education Facilities and Industrial Customers**

(Article)

**Enhance Energy Efficiency with FOCUS ON ENERGY**® **Strategic Energy Management**

Focus on Energy offers Strategic Energy Management (SEM), a proven, continuous-improvement approach to managing energy use, at no-cost to higher education facilities and industrial customers. Similar to practices used in safety or quality management, SEM helps organizations systematically monitor, evaluate, and improve their energy performance.

SEM is ideal for organizations seeking to move beyond one-off energy projects and establish a consistent, measurable approach to energy management. It's especially beneficial for those that regularly report on energy usage and need a repeatable process to do so effectively.

Participants receive expert technical assistance towards creating an action plan, leading energy team meetings, and implementing tools to track performance over time.

In addition, SEM participants are eligible for incentives for operational improvements such as adjusting equipment schedules, reprogramming controls, or updating standard procedures that lead to measurable energy savings.

**Ready to get started?**

* **Higher Education Facilities**: Find the enrollment form at <https://focusonenergy.com/business/education> and submit it to [business@focusonenergy.com](mailto:business@focusonenergy.com) or your Energy Advisor.
* **Industrial Customers**: Contact your [Focus on Energy Advisor](https://focusonenergy.com/energy-advisor-map) for enrollment details.