

CUTBACK IN ELECTRICAL ENERGY CONSUMPTION THROUGH RAISING EMPLOYEES' AWARENESS

**Company: Panificadora Santiago II
Campina Grande- Paraíba - Brazil**

ABSTRACT

The bakery, Panificadora Santiago, was founded in 1992, in Campina Grande, State of Paraíba, Brazil. Nowadays, it employs 16 people. It is placed in the Presidente Médici district and most of its clients are local residents. Its main products are: bread, biscuits, pastries, and cakes. The company has recently faced problems related to its electrical energy bills due to random consumption by employees. This problem was identified after the manager started monitoring electrical energy consumption as suggested by the Good House Keeping Guide.

THE CHALLENGE

To reduce the electrical energy consumption through actions to raise employees' awareness and track electrical power consumption in the sector of customer service, once its power meter is separated from the production meter. The proposed tracking involves monthly exposure of the power bill on the news board.

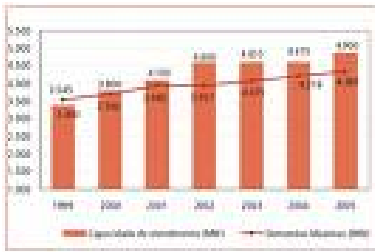
APPLYING THE GOOD HOUSE KEEPING GUIDE

The entrepreneur found out about the Good House Keeping Guide and PREMA Methodology participating in a series of workshops ran by CEPIS (Centro de Produção Industrial Sustentável). A special attention was paid to the Power Checklist, and the need for tracking the electrical energy consumption came up. In the meantime, a high electrical energy consumption was identified through the tracking of the electrical energy bills. Good house keeping principles were used to identify simple and quickly implementable non-cost measures, which could be easily carried out by the company.

TAKEN ACTIONS

- * Raising employees' awareness of high electrical energy consumption and its possible causes.
- * Socialization of monthly power bill.
- * Display monthly power bill on employees' news board.

BEFORE



High electrical energy consumption



AFTER



10% cutback in the consumption of electrical energy



ENVIRONMENTAL BENEFITS

With the application of this GHK practice, a saving of 344kWh/month was estimated, what represents a reduction in the need for energy production in the hydroelectric plant, therefore, contributing to the cutback in possible impacts as the deforestation and maintenance of river water levels which supply the hydroelectric plant.

ECONOMICAL BENEFITS

Previous average consumption of electrical energy per month	The average electrical energy consumption is around R\$1.200.00
Annual cost avoidance	The reduction in the power bill was in average R\$ 100.00/month Savings: R\$100,00* 12 months = R\$ 1.200.00

ORGANAZATIONAL IMPROVEMENTS

With the implementation of this option the power bills are currently exposed in the news board of staff members who tenders customers, which contributes to a better interaction between management and employees.

FURTHER INFORMATION:

PREMANet

Profitable Environmental Management
(ex-GTZ: Programa Piloto para a Promoção da Gestão Ambiental no Setor Privado dos Países em Vias de Desenvolvimento - P3U, da GTZ).

PREMANet e. V.

Nordstr. 65 a

53111 Bonn, Alemanha

Tel.: +49 (228) 604710

Fax: +49 (228) 604710

Email: office@premanet.net

CEPIS

Centro de Produção Industrial Sustentável

Rua Emiliano Rosendo da Silva, s/n – Bodocongó.

Campina Grande – PB - Brasil

58109-772

Tel.: (83) 2101-9043

Fax: (83) 2101-9023

Site: www.cepis.org.br