



Energy Productivity Success Stories

Legrand Employees achieve 15.4% Reduction over 26.2-Day “Energy Marathon”

SUMMARY

From October 1 – 27th 2014, Legrand, North America’s workforce engaged in a facility-based competition to save energy called the “Energy Marathon.” As a result of persistent communication and entertaining internal marketing incentivizing behavior change, Legrand saved 588,540 kWh of electricity (worth \$46,732) in just 26.2 –Days (the mileage of your traditional running marathon).

COMPANY/ORGANIZATION BACKGROUND

Legrand is the global specialist in electrical and digital building infrastructures. Its comprehensive offering of solutions for use in commercial, industrial and residential markets makes it a benchmark for customers worldwide. Innovation for a steady flow of new products with high added value and acquisitions are prime vectors for growth. Legrand reported sales of close to \$6 billion in 2013. Legrand has a strong presence in the North American market, with a portfolio of well-known product lines that include Cablofil, Electrorack, Middle Atlantic, NuVo, On-Q, Ortronics, Pass & Seymour, Vantage, WattStopper, Wiremold, and the recently acquired C2G and Quiktron product lines. The company is listed on NYSE Euronext and is a component stock of indexes including the CAC40, FTSE4Good, MSCI World, Corporate Oekom Rating and DJSI (ISIN code FR0010307819). www.legrand.com www.legrand.us www.legrand.ca

CHALLENGES

Legrand is a challenge partner in the U.S Dept. of Energy’s Better Buildings, Better Plants program and approaches energy efficiency by focusing on three key areas: engaging its people, evolving its processes, and deploying the right technologies. Through this partnership, the company committed to reduce energy intensity by 20% from 2012-2022, on top of the 27% reduction the company achieved from 2009-2012. In order to comprehensively tackle this new goal, Legrand completed numerous technology upgrades and process changes across its facilities, and brainstormed new, innovative ways to engage its people. The company believes it is vital to build associate awareness and encourage improved energy behaviors to impact the company’s overall energy footprint.

Legrand’s complete approach to energy efficiency can be found at:

<https://www4.eere.energy.gov/challenge/partners/better-buildings-better-plants/legrand>.

SOLUTION

The idea for a 26.2-Day Energy Marathon built on “Power Down Day,” a successful one day energy efficiency event conducted in 2012. The Energy Marathon targeted long-term energy behavior change, because, as the old saying goes, ‘it takes 20 days to build a habit.’ Since natural gas usage is minimal and typically not influenced by average employees, Legrand chose electricity as the sole competition metric. Individual sites established a baseline electricity usage one month prior for comparison during the energy marathon. The site with the greatest percentage energy consumption reduction, compared to its baseline reading, would be crowned the winner.



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The company organized a small steering committee comprised of individuals with backgrounds in marketing communications, facility operations, and sustainability to lead and communicate the event from a corporate level. Site leaders at each of the 18 participating locations drove energy savings at the facility level. For 26.2 days, site leaders read the facility's utility electric meter and reported the readings to a central event coordinator. Employees received daily tips for saving energy and event "standings" via emails, posters, and TV monitor displays – effectively driving competition through awareness and engagement.

RESULTS & BENEFITS

As a result of employees' deliberate efforts to reduce energy consumption and some ready-to-implement technology changes at the facility level, the Energy Marathon reduced Legrand's electricity usage by 15.4% across the 18 participating sites compared to the baseline. In total, the company saved 588,540 kWh of electricity, preventing approximately 406 metric tons of CO₂ from entering the atmosphere. This amounted to a cost savings of \$46,732 over the course of the 26.2-days.

The winning facility achieved a 63.1% reduction vs. the baseline, while half of the participating sites exceeded a 20% reduction. Since the majority of energy savings could be attributed to behavioral change and education, savings are expected to continue into the future. As of March 2015, five facilities continue to see double digit reductions in electricity usage.

Looking beyond the event's tangible energy and cost savings, Legrand was able to bolster the visibility of its overall sustainability initiatives and highlight the importance of energy efficiency – both in terms of competitiveness as a company and to the environment. The competition made saving energy fun and engaging for employees – something that will leave a lasting imprint on future sustainability events and campaigns.

Legrand shares its experience in tools available for free download on its sustainability webpage. A step-by-step guide to conducting your own Energy Marathon as well as other tools to help others save energy can be found at: <http://www.legrand.us/aboutus/sustainability/high-performance-buildings/tools-and-downloads>