

Table 2**Motivations for Initiating In-house Industrial Energy Management Programs***(Based on a sample of seven case studies)*

	<i>C&A Floorcoverings</i>	<i>DuPont</i>	<i>Frito-Lay</i>	<i>Kimberly Clark</i>	<i>Merck</i>	<i>3M</i>	<i>Unilever</i>
Culture of resource stewardship	✓			✓		✓	
Replication and expansion of isolated improvements	✓			✓		✓	
Reaction to turbulent energy markets		✓	✓				✓
Better organization of stand-alone energy mgmt. efforts	✓	✓					
Control of potential environmental liabilities		✓					
Disenchantment with contract energy service providers			✓				
Minimize capital expenditures					✓		
Understand and control energy consumption							✓

Source: Alliance to Save Energy