Eco-Treasure Hunts for employee engagement
Commitment in 2005

1. Double R&D in clean energy
2. Grow ecomagination revenue: from $10B in ’05 $18B in ’09
3. Lower GE emissions of GHG
4. Communicate and engage

Results in 2011

- $85B
- 22%
- $130M
- $5B
- 30%

Goals achieved

Early success lead GE to develop more aggressive goals.
### Tool in Employee Engagement: GE’s ecoTreasure Hunt

#### ecoTreasure Hunt Value Proposition

**Definition:** “A discovery process where cross-functional teams will investigate a facility’s energy & natural resource consumption to ID, quantify & recommend projects to minimize waste.”

- Annualized savings >10% in energy costs
- Operational solutions, simple to complex
- Best practice share of internal GE process
- Prioritized list of behavioral changes & investments & payback

#### Applications

- Food and Beverage Manufacturing
- Retail and Distribution Centers
- Manufacturing
- Consumer Packaging
- Waste Water Treatment Plants
- Stadiums and Universities
- Hospitals and clinics
- Utilities and power plants
- Pharmaceutical Developers

#### Treasure Hunt Process

1. **ID energy streams, assemble team, & plan event**
2. **Find waste saving opptys with employees & experts**
3. **Employees prioritize & report findings to leadership**
4. **Implement findings to achieve savings**
Case Study: Union Treasure Hunts
At the Cobasys plant in Springboro, OH, union workers identified savings totaling:

* 20% of current energy costs
* 20% of current CO2 emissions
"The Treasure Hunt showed us that we can leverage the knowledge and skills of our IUE-CWA workers to uncover additional cost-cutting opportunities . . . “

-Matt Jonas, Vice President, Cobasys

“Energy-efficiency Treasure Hunts will give IUE-CWA workers new skills to make their companies more productive and competitive.”

-Jim Clark, President, IUE-CWA
Lessons Learned

Don’t treat it like “just an energy audit.”

Cultivate employee pride.

Make sure senior management cares.

Don’t forget that details matter (e.g. t-shirts, snacks).

Build a culture of energy efficiency.