

Integrated solutions in action: A case study

Presented by Scott Motherhead | RE+ 2023

By adopting an integrated energy strategy, Ecobat has boosted savings, resilience, and sustainability. Learn how finding synergies enabled them to maximize value.



INDUSTRY
Battery recycling and lead production

GOAL
Work with one energy partner to implement multiple technologies

STRATEGY

- Demand response
- Utility bill management
- Solar & battery storage
- Energy procurement

Ecobat, a world leader in battery recycling and lead production, is guided by a commitment to the well-being of their team members, partners, communities, and the planet. Ecobat leverages cutting-edge technologies and their network of facilities and service providers to develop innovative products that meet the ever-growing demand for more efficient and reliable energy storage solutions.



“We are focused on delivering our customers the best solutions and services in lead battery recycling. To do that with the highest level of efficiency, sustainability, and expediency, we knew it would be important to operate within a larger energy strategy.”

— Carter Johnson, Purchasing Manager at Ecobat

Challenges

- Operating in a complex, volatile global environment as a large energy user
- Generating consistent energy needed for the recycling process
- Managing major weather events to prevent interruptions at facilities around the globe

The need for alignment

From energy procurement to usage to spending, developing a strategy to improve in all areas of Ecobat's energy footprint would have a significant impact on their bottom line and sustainability.

However...

- Ecobat is a multi-faceted business operating across different geographies
- A strategy was needed to align every part of the business
- Employees were focused on their day-to-day tasks

A partner was needed to help Ecobat develop and implement an energy strategy.

Advancing Ecobat's energy strategy: Integrating multiple solutions to maximize value

Ecobat has transformed their energy strategy by partnering with Enel North America, leveraging Enel's expertise to develop an integrated approach to managing Ecobat's energy. Working with one energy partner to implement multiple technologies simplified Ecobat's experience and synergized products to maximize value.

- ✓ **Procurement and advisory: Lowers pricing and risk**
 - Navigating the complexities of the energy market secures better energy prices
 - A broad advisory relationship enables mitigation of price risk in energy markets
 - Utility bill management centralizes bill data, automates payments, and provides insight from aggregated data
- ✓ **Demand response (DR): Generates new revenue**
 - By addressing energy infrastructure holistically, Ecobat could take advantage of an opportunity to upgrade generators to participate in DR
 - Financing enabled generator upgrades to avoid capital outlay
- ✓ **Solar and battery storage: Reduces energy costs and improves sustainability**
 - Generating and storing solar energy enables Ecobat to draw less energy from the grid when prices are high
 - Cognizant of their environmental impact, Ecobat was attracted to the sustainability benefits of solar and battery storage

Why an integrated approach?

Complexity is growing

With many strong currents and moving parts, the clean energy landscape and available technologies are getting more complex to comprehensively address the unique challenges organizations face today.

Available technologies		Market factors to consider	
On-site and off-site energy solutions	Solutions that reduce energy costs	Available incentives	Procurement
Solutions that reduce carbon emissions	Solutions that unlock revenue opportunities	Supply chain issues	Regulatory changes

A holistic approach enables you to:

- ✓ **Accelerate your energy goals**
Addressing energy infrastructure needs comprehensively with an integrated approach makes carbon and energy cost reduction more impactful, so you can reach your energy and net zero emissions goals faster.
- ✓ **Maximize energy infrastructure**
Taking a comprehensive view of your energy footprint enables you to maximize all available opportunities, appropriately identify and fill gaps where needed, and drive the most value from your infrastructure.
- ✓ **Optimize energy solutions**
Integrating solutions together maximizes the benefits of the technologies, enabling them to work together to comprehensively address energy conservation, energy generation, energy monetization, and energy resilience.
- ✓ **Create an orchestrated, cohesive roadmap**
A cohesive, holistic roadmap considers all appropriate energy solutions, how they interact with each other, and proper deployment order to maximize energy cost savings and carbon reduction.



KEY TAKEAWAY

Before holistically addressing their energy strategy, Ecobat approached energy procurement site-by-site. Taking an integrated approach has enabled Ecobat to centralize energy procurement, reduce energy costs, maintain stable operations, effectively navigate volatile energy markets, and build out a solar and battery storage implementation strategy.