ALLY Case Study Guidelines and Template

Resources Supporting Industrial Energy Efficiency

ALLY Case Study

An ALLY case study is a technical summary highlighting the significant contributions of an ALLY Organization to expand and promote continuous energy improvement in implementing industrial energy efficiency and energy management solutions to an industrial company. Efforts of the ALLY Organization that lead to verified energy savings for an industrial company through implementation of a new approach or technology application implemented are discussed. In order to qualify as a case study, implementation of an energy savings measure must have occurred in conjunction with ALLY Organization resources, and the company should be receiving value from the implementation, such as energy or cost savings. In addition, ample technical information must be made available so that the reader can get enough insight as to how the measure was implemented. As a case study that is branded with the ALLY logo, it should be unbiased in its delivery of the success story without specific promotion of a process, technology, or business.

Who Develops ALLY Case Studies?

ALLY case studies are developed by the ALLY Organization as a resource for LEADER Companies, industry, ITP, and stakeholders. New ALLY case studies must be written using this template, or recently developed case studies must be reformatted to accommodate the ALLY Case Study Template and Guidelines. ITP reserves the right to conduct a technical edit of any ALLY Case Study prior to its publication on ITP's web site and Energy Management Portal.

What Is the Goal of These Case Studies?

The goal of these case studies is to present the details of the technology, implementation process, and stakeholders involved in an energy efficiency project to expand technical assistance delivery to all industrial firms and promote private sector entrepreneurship in energy services and technology delivery.

ALLY Case Study Templates

ALLY case studies must be formatted within one of the Outreach Templates located on the EERE Communication Standards and Guidelines Web page prior to submission:

http://www1.eere.energy.gov/communicationstandards/print/templates_print.html

Case Study Outline

Introduction

To provide context for the case study, and to highlight the efforts and involvement of the ALLY Organization, it is helpful to include an overview of the success and achievement that is the subject of the case study.

Problem Identification, Decision-Making Process, and Rationale: Case studies are highly technical in nature. Therefore, the study should state the identified problem and then address the company's decision-making process and the steps taken by the team to find a solution.

- **Pre-Implementation Plant Profile:** It is helpful to provide baseline information on the plant before it incorporated a new technology. This should include overall energy consumption and other pertinent background information.
- **Description of the Energy Technology / Process Improvement:** A case study should describe the technology in detail by explaining its energy, environmental, and financial impacts. This information should include installer and third-party assistance information where relevant, and the role of the ALLY Organization to support the technology implementation.
- **ALLY Teaming Profile / Contact Information:** A case study should provide the name of the ALLY Organization, the Industrial End-User and if any, third party assistance relevant to implementation. This should include a column for each party involved with the following information: company name, street address, city, state, zip code, type of business, web site, contact name, contact title, contact phone, and contact email.
- **Benefits:** Finally, each case study should call out the benefits realized as a result of the technology. This should include information like initial costs, annual energy savings, cost savings, and payback periods.

Conclusion

Underscore value of the ALLY Organization involvement, the resulting energy savings and other benefits, and highlight how the company will be moving forward with energy efficiency implementation in the future.