



Ministerio de Energía  
Presidencia de la Nación

# Behaviour Change for Energy Efficiency in the Industry in Mexico, PRONASGEN

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*Behaviour Change for Energy Efficiency: Opportunities for International Cooperation in the G20 and beyond*, Paris, 12 September 2018

# PRONASGE<sup>n</sup>

## and the Learning Networks



# PRONASGEN: National Program for Energy Management Systems (EnMS) in Mexico.

The program aims to help energy users increase their competitiveness by implementing an EnMS:



- Providing technical assistance and training of the human resource
- Documenting and integrating the information that supports the promotion of EnMS' business cases
- Supporting the development of Learning Networks that allow the implementation of EnMS within large energy users in the industry



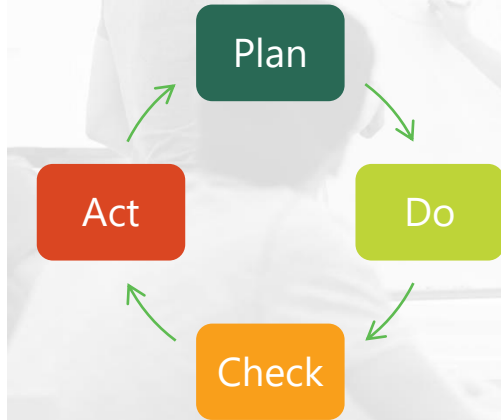
# Why Energy Management Systems?

EnMS are related to technical assistance and the promotion of best practices. They provide steps and elements to avoid energy waste and maintain optimum levels of energy intensity.

We identify EnMS as a social movement because they:

- allow the empowerment of those who are responsible of operating the facilities
- involve the whole organization in the promotion of policies and seeking energy saving opportunities, including top management

Like most management systems, continuous improvement is a **must** when implementing EnMS. This helps to break the organization's culture barrier and develop a growth and accomplishment mindset in terms of energy efficiency and best practices.



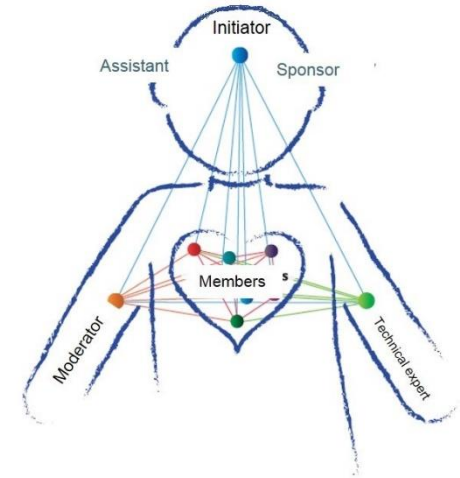
When implementing EnMS thru a Learning Network, the barrier breaks easier because each participant starts as an individual, but in the end is part of the community workign as a unit, rather tan just sitting and learning by itself and only involving in traditional activities. This change is pretty smililar to the EnMS' Deming's Cycle.

# Learning Networks

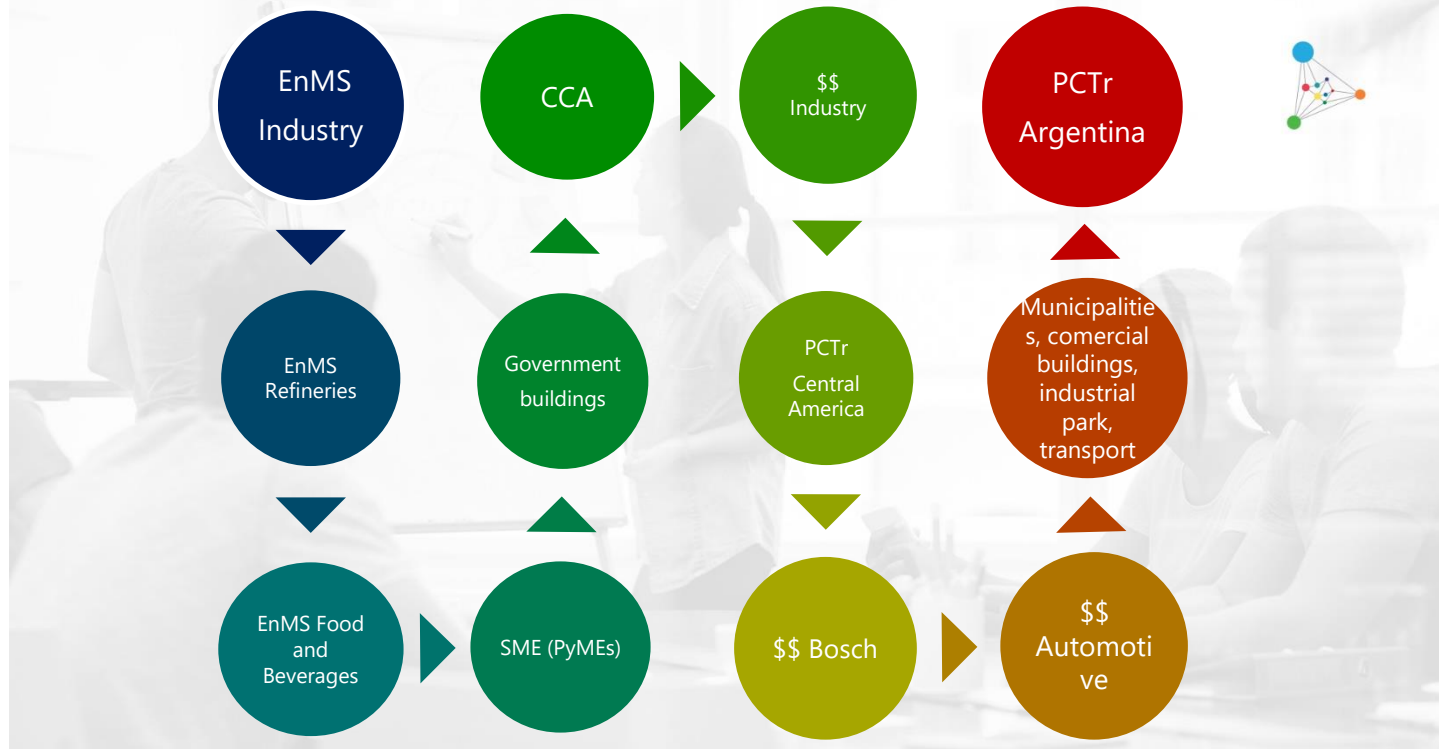
These are working groups integrated with participants from 10 to 15 different organizations, with a common objective: improve energy efficiency or implementing an EnMS.

Main characteristics:

1. Inicial diagnostic → to define an energy baseline
2. Voluntary compromise to achieve goals
3. Technical assistance
4. Professional moderation
5. Final evaluation



# Development of Learning Networks in Mexico

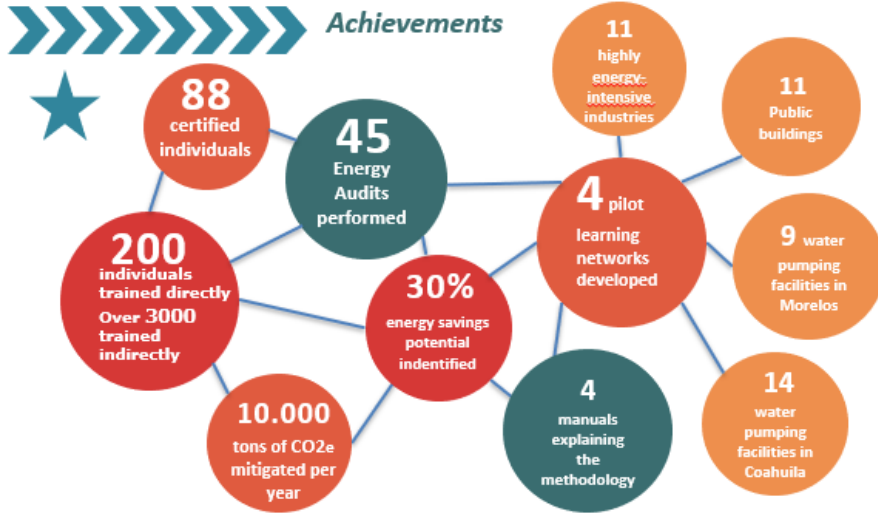


# Learning Networks

Since the first pilot projects were launched, the word about this working scheme has been spread not only nationally but globally.

We've been able to break communication barriers between organizations, set a new way of collaborative work, train professionals and now we're aiming for new social barriers to overcome, such as gender topics.

Learning Networks has been the best tool to disseminate information and best practices about energy efficiency in a big scale.



**Impacts:** based on the results from the 4 pilots, new learning networks are being developed by different mechanisms. Professionals in the energy sector are interested in the methodology as an innovative business model

- 2** triangular cooperations to transfer the Learning Networks methodology
- 150** people in the train of trainers workshops: Initiators, moderators, and technical assistants
- 2** New self-financed Learning Networks: with support from CAMEXA and ProCobre
- 2** Learning Networks (Industry and Water pumping facilities of Coahuila) continue with a self-financed second stage





# International Collaboration

Since its beginning PRONASGEEn has been supported by international agencies that are also looking to promote better practices for energy efficiency and ISO 50001.

Together we coordinate activities in order to help organizations achieve their energy goals and objectives.

The knowledge transfer between agencies has been really successful because of the good communication, compromise and willingness to work together and meet our goals.

We believe it's important to keep collaborating, because we are sure we still have a lot to learn from one another for the development of our countries.



# Challenges

- Keep the momentum going after the end of the international cooperation projects
- Generate the environment for growth in the number of companies involved
  - Through alliances with universities and private sector chambers
  - For learning networks and management for individual companies
  - New international cooperation
- Maintain and/or improve the quality of the interactions and processes
- Keep track of the initiatives and results
- Develop new initiatives
  - Voluntary programs



# Related links

- PRONASGEEn site

<https://www.gob.mx/conuee/acciones-y-programas/sistemas-de-gestion-de-la-energia>

- PRONASGEEn documents:

<https://www.gob.mx/conuee/documentos/guias-y-manuales?idiom=es>

- Sign up to our newsletters:

<https://www.conuee.gob.mx/fenix/programas/listas/ListaIntcomb.jsp>

- About Learning Networks:

<https://youtu.be/1ZowVkuXu-0>



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