If you have a $5 million capital made available to you, how, where and why would you spend it to set up a new energy business?

**Energy Efficiency in Industry Sector: REASSESS Co.**

Energy, especially fossil fuel, import bill is one of the most important problems of Turkey. Many authors and governmental agencies have suggested that using renewable energy potential would be the most convenient solution to that problem. Yet it takes time to adjust market to the renewables. Hence during this period in order to decrease the imported amount of fossil fuels, Turkey needs to concentrate more on energy efficiency. Consequently we need to focus on the sectors that consume large amount of energy.

<table>
<thead>
<tr>
<th>Year</th>
<th>Totality</th>
<th>Residence</th>
<th>Trade</th>
<th>Offices</th>
<th>Industry</th>
<th>Lighting</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>172.051</td>
<td>24,1</td>
<td>16,1</td>
<td>4,1</td>
<td>46,1</td>
<td>2,2</td>
<td>7,4</td>
</tr>
<tr>
<td>2011</td>
<td>186.100</td>
<td>23,8</td>
<td>16,4</td>
<td>3,9</td>
<td>47,3</td>
<td>2,1</td>
<td>6,5</td>
</tr>
<tr>
<td>2012</td>
<td>194.923</td>
<td>23,3</td>
<td>16,3</td>
<td>4,5</td>
<td>47,4</td>
<td>2,0</td>
<td>6,5</td>
</tr>
<tr>
<td>2013</td>
<td>198.045</td>
<td>22,7</td>
<td>18,9</td>
<td>4,1</td>
<td>47,1</td>
<td>1,9</td>
<td>5,2</td>
</tr>
</tbody>
</table>

The most amount of energy that Turkey consuming is in industry sector. That’s why my priority is to reduce amount of energy import to increase energy efficiency in industrial sense. When it comes to energy efficiency industry level it’s important to save from the amount of energy consumed. Because energy efficiency is the most acceptable way for cutting our energy costs in a period and also it’s a way to reduce Turkey’s burden in energy import.

Turkey’s main problem in that area is inefficient usage of the energy. This problem cause a budget deficit in financial sense. To deal with this problem we need to reduce inefficient energy usage to minimum level. My company focuses to make some regulations to help industries dealing with the problem.
- The regulations like heat insulation, electric usage and lighting.

- Renewing industrial equipments, especially using suitable, new technology equipments and systems.

- Reassessing chance of efficiency in environment where factories are located and arranging their restructurings (also geographic conditions are efficient on energy efficiency)

- Providing training and raising awareness of workers about energy efficiency who work in the industry.

- Shortening production process, regulating heat and pressure levels are some regulations that will increase production efficiency are the some adjustment that can be considered to solve the problem.

One of the way is working with energy managers team for boosting energy efficiency. Beside this we need R&D engineers to manage the process successfully. We provide the services I mentioned above by collabrating with company owners and workers through all departments of the companies. REASSESS Company energy team consist of full educated 20 people that provide consulting service about energy efficiency. This Energy Team discusses energy efficiency practices and energy efficient technologies that can be implemented at the component, process, facility, and organizational levels. The team intend to help energy and plant managers in the Turkey industry to reduce energy consumption in a cost-effective manner while maintaining the quality of products manufactured. At the beginning the team will receive training about energy efficiency. During the training period, all the innovations, thesis, international publication etc. expected to be synthesized from energy team members. After education, energy team members will have experience. Now, I and my team have a large variety opportunities exist within the industries to reduce energy consumption and efficiency. Improved energy efficiency may result in co-benefits that far outweigh the energy cost savings, and may lead to an absolute reduction in carbon dioxide and other fuel-related emissions. Although technological changes in equipment conserve energy, changes in staff behavior and attitude can have a great impact; staff should be trained in both skills and the company’s general approach to energy efficiency in their day-to-day practices. Personnel at all levels should be aware of energy use and objectives for energy efficiency improvement. Though changes in staff behavior, such as switching off lights or improving operating guidelines often save only very small amounts of energy at one time, taken continuously over longer periods they can have a great effect. Investments about energy efficiency can affect companies negatively in short run, but they gain from the savings that the energy efficiency system provide. Companies will gain from this saving as Turkey’s sources are effected positively by the energy efficiency in industry. According to this, consumer accept energy efficiency services result of saving energy in a long run.

Our missions are to make efforts to improve energy efficiency throughout all square metre from office areas to working field. Minimizing the amount of energy used to produce one piece of product. By doing this, we set a goal that reduces company’s expenses as well as Turkey’s energy import. to introduce all companies practicable innovative projects. To move efficiency in companies by offering technological suggestions in a collaborative way. Our visions are to raise awareness energy efficiency in industry sector completely and then take one step further by passing renewable energy systems.
Financial Statement  (estimated prices)

Reassess Co.


Education expenditure  $30,000x20
R&D expenditure          $ 200,000
Building                  $ 200,000
Transportation costs      $ 100,000

1st,January 2017- ...

Office Supplies           $20,000
Salaries monthly          $2,000x20