Innovative Energy Project of the Year 2020

Aware that investing in actions energy savings is more feasible than investing in the expansion of the electric power system, Celesc has developed the “Bônus Motor” Program. The program promoted energy efficiency by replacing old or reconditioned motors for new motors, more modern and more efficient, using a variable financial bonus system depending on the old motor power and the new motor performance. It’s a very simple way to drastically reduce the investment needed to purchase a high efficiency motor that will provide substantial energy savings, enabling its participants to consume less electricity and increasing their competitiveness.

The “Bonus Motor” Program promoted the replacement of more than 1.7 thousand motors, representing a total savings of 18.64 GWh a year and a reduction in peak time demand of 2.4 MW. This economy corresponds to the consumption of approximately 7.5 thousand houses during the same period. A total of US$ 3.8 million dollars were sold in motors, of which US$ 1.3 million dollars were paid by Celesc. Participating customers had an average bonus of 33.78 % on switching their motors.

About AEE Awards Program
The International Awards are typically presented in conjunction with the AEE World Energy Conference & Expo: world.aeecenter.org, however this year will be presented virtually on Wednesday, October 14th.

The AEE Awards Programs shines the light on the important work that is being done in energy by individuals, organizations, agencies, and corporations. For more information, visit www.aeecenter.org/awards.