



Strategic Energy Management (SEM)

Franklin Energy's strategic energy management (SEM) solution empowers commercial, industrial, and multifamily facility owners and managers to cut energy use, strengthen stakeholder engagement, and embed efficiency into everyday operations for persistent, portfolio-wide savings.





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Our SEM programs transform energy from a cost center into a managed resource. We combine cohort-based learning, one-on-one coaching, and normalized meter-based M&V to help organizations make smarter decisions that drive measurable savings, lowers emissions, and support long-term sustainability goals.

► Cohort & Individual Coaching

We blend the power of peer learning with tailored, facility-specific support. Participants gain access to expert energy coaches who deliver monthly check-ins, technical guidance, and collaborative training sessions—scaling SEM across diverse customer types and facility sizes.

► Action Plans with Measurable Goals

We guide participants in developing customized energy action plans that align with organizational priorities. Each plan includes short- and long-term goals tied to operations, capital improvements, and corporate sustainability targets, ensuring energy management strategies are actionable and embedded across teams.

► Performance Tracking & Verified Results

We provide tools and support for benchmarking, estimating savings, and producing regulatory-grade M&V. With data dashboards and performance insights, organizations can track results, report with confidence, and continually optimize their energy performance.



KEY BENEFITS

Persistent, Portfolio-Wide Savings

Achieve 3-7% annual savings through operational improvements, staff engagement, and low-cost measures.

Internal Capacity Building

Empower cross-functional teams to manage and sustain energy goals long after the program ends.

Data-Driven, Behavior-Enabled Optimization

Combine real-time analytics with coaching to help teams make smarter energy decisions every day.

WORKS WELL WITH

Nexus Behavioral Reports

Extend SEM engagement with resident- or staff-facing energy reports that reinforce culture-based strategies with daily behavioral prompts.

Consulting: Energy Project Roadmap

Translate operational savings into long-term capital strategies by integrating SEM findings into multi-year investment plans.

Design/Build:

Distributed Energy Resources

Advance decarbonization by aligning SEM goals with renewables, EV infrastructure, or battery storage projects.