



JUNE 8-11

2020 SUMMIT

A Virtual Leadership Symposium

Learn more: betterbuildingsolutioncenter.energy.gov/summit

U.S. DEPARTMENT OF
ENERGY



Best of the Betters: 2020 Better Project and Better Practice Presentations

Wednesday, June 10
11:00 am-12:30 pm ET



Mike Brown and Daniel Lefebvre

Electrolux

Submit Questions
www.slido.com event code **#bbsummit**
then go to room **“Best of the Betters”**



Electrolux Green Spirit Program

Electrolux 2030 Sustainability Strategy



For the Better 2030

- towards carbon neutrality & circularity



**Better
Solutions**

Lead in energy- and resource-efficient solutions

Offer circular solutions and business models

Eliminate harmful materials



**Better
Company**

Be climate neutral and drive clean, resource-efficient operations

Act ethically, lead in diversity and respect human rights

Drive supply chain sustainability



**Better
Living**

Make sustainable eating the preferred choice

Make clothes last twice as long with half of the environmental impact

Make homes healthier and more sustainable through smart solutions for air, water and floors

Supporting the UN Sustainable Development Goals and Climate targets



- Each of the Strategy Focus Area includes three Electrolux Promises.
- The Green Spirit program leads: **“Be climate neutral and drive clean, resource efficient operations”** for water, energy and CO₂ emissions.
- The Green Spirit program supports: **“Eliminate harmful materials”** in our production and building systems.



Sphagnum Moss Treatment Solution

Electrolux Kinston Plant Case Study



Kinston Team

Mike Brown, Jason Chavous,
Earl Hill, Alex Rouse, Selby
Harrell

Sphagnum Moss solution replaces hazardous phosphorous-based chemicals in cooling towers.

- ✓ **Water Savings:** 3,881 M³ per yr. (measured).
- ✓ **Energy Savings:** 2.5-3.0% savings from better heat exchanger performance (estimation).

Other Benefits

- ✓ Improved water quality realized in cooling towers, chiller loops, and quench tanks.
- ✓ Lower odor and skin irritation risk to personnel.
- ✓ Less maintenance needs and waste products.
- ✓ Moss can be reused as mulch or as oil absorbent.





Sphagnum Moss Treatment Solution

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Before Moss Implementation



Inside Plastics Tower

After Moss Implementation



Inside Plastics Tower

Present



Inside Plastics Tower

Analytical Results: Nov. 2016

Plastics Molding Loop

Molybdenum ppm	81
Iron, ppm	1974
Conductivity	661
Microbio, ATP tot.	998

Analytical Results: Apr 2017

Plastics Molding Loop

Molybdenum ppm	41
Iron, ppm	0.224
Conductivity	336
Microbio, ATP tot.	41

Analytical Results: May 2020

Plastics Molding Loop

Molybdenum ppm	NA
Iron, ppm	0.120
Conductivity	191
Microbio, ATP tot.	6

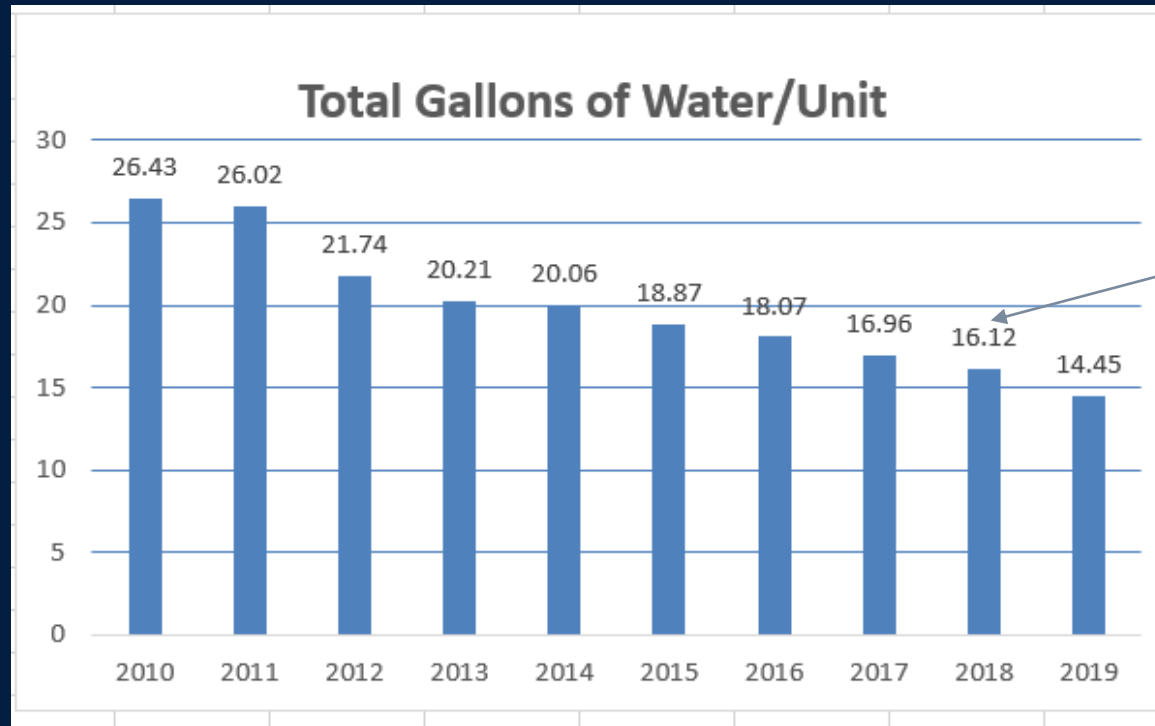


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Exceeded Green Spirit
Water Reduction Targets
due to Moss Implementation



5.6% YOY Reduction!