



7-Eleven & IQ Energy Nordic



The Problem

Best.Energy’s flagship partner in Denmark – IQ Energy Nordic – have forged a remarkable relationship with a huge player in the global convenience store market. Working closely with 7-Eleven and their Denmark license holder Reitan Group, they have orchestrated a 120-store rollout of Eniscope – the world’s most complete energy monitoring system.

Who are the main parties?

7-Eleven is an American-Japanese convenience store specialist, with over 56,600 stores worldwide, 45,000 employees and a total revenue exceeding \$5.6bn. Their license holder for Scandinavia is Reitan Group. Based in Norway, they employ more than 38,000 people across 7 countries and boasted a gross revenue of 89bn Norwegian Krone in 2016.

The Partnership

7-Eleven and Reitan have been working with Best.Energy partner IQ Energy Nordic. One of Best.Energy’s longest established and most trusted partners, IQ Energy is led by Jesper Kjærulff and Frank Schyberg; supported ably by a professional team of energy managers.

With Best.Energy providing additional product, monitoring and technical support wherever required, IQ Energy forged the relationship and took it through Proof of Concept (PoC – See right) to a full multi-site rollout.

“A huge saving of 2,700,000 kWh and over 864 tonnes of carbon dioxide.”

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Why did 7-Eleven seek an energy management solution?

In operating their 7-Eleven portfolio, Reitan were experiencing three key drivers that pushed them to seek a solution:

1

Denmark brought in a legal requirement to differentiate between energy types for tax purposes. To fulfil their **statutory requirements**, they needed an accurate energy monitoring system that could isolate certain energy types considered to be for 'comfort'.

2

The Reitan Group are a responsible organisation, with increasing requirements for **CSR (Corporate Social Responsibility)** reporting and reductions in CO2 emissions. They needed an effective way to bring their energy usage and the associated environmental cost down, across the whole network of stores.

3

They needed to **save money**. They were looking for a project that could combine significant savings with a short ROI period. As you can see from the PoC results above; that's exactly what they got with IQ Energy Nordic and Eniscope.

Results From The Proof of Concept

26,500 kWh
Saved

8480 kg / CO2
Saved

12.9%
Energy & Cost Savings

63%
Return On Investment

Payback period of just 19 months

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Proof of Concept

Like most Best.Energy Global Partners, IQ Energy Nordic operate on a policy of clearly demonstrating their worth with a proof of concept.

Jesper and the team installed Eniscope at four locations considered ‘typical’ of the full portfolio. Here’s the results:

- **26,500 kWh saved**
- **8480 kg / CO2 saved**
- **12.9% energy and cost savings**
- **63% ROI**
- **Payback period of just 19 months**

All achieved with what we call ‘low cost or no cost’ solutions – ie. by identifying wastage using the Eniscope’s comprehensive data and acting to address these problems with behaviour modification or technical fixes.

So impressed were the 7-Eleven facilities team with the initial project, IQ Energy have now successfully rolled the same solution out to a total of 120 stores across the country.

The Rollout

With Eniscope now operating in 120 stores, IQ Energy receive and report on a huge amount of data. In essence, Reitan have outsourced their energy management functions for this portfolio – allowing IQ Energy to identify new opportunities for energy savings and deliver them on an ongoing basis.

The IQ Energy team report for benchmarking purposes on a quarterly basis, allowing Reitan to compare the performance of each store against each other. In this way, they learn from the best practice demonstrated by one store and can apply it to the others.

“In 2013 we met IQ Energy and were introduced to the Eniscope system. It gave us the opportunity to monitor our energy consumption in a whole different way. I’ve never seen a system like that, even though I’ve had a lot of meetings with a lot of providers. It’s been very easy, the platform is very intuitive.”

“I would recommend the Eniscope system to other companies. I have already recommended it internally in our group to our seven countries.”

**HEAD OF ESTATE MANAGEMENT
AT REITAN CONVENIENCE**



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The same Eniscope system also enables Reitan to fulfil their yearly CSR reporting obligations and has allowed them to meet their tax requirements consistently and accurately.

And in Denmark, the new project is even more advanced; covering 34 shops now installed and online. With the potential for 150 shops in Sweden and another 190 in Denmark, the possibilities are substantial. We look forward to a near future when every 7-Eleven in Scandinavia benefits from Eniscope technology.

The Future

Following such a considerable success, IQ Energy and Reitan are now looking at similar projects for 7-Eleven stores in Sweden and Norway, where Reitan also hold the license. In Sweden, a Proof of Concept is already underway with 4 shops currently feeding in trial data.



In terms of raw figures, the full rollout equates (so far) to savings of:

kWh Saved
2,700,000

CO2 Saved
864 Tons

Cost Savings
11.5%

To put that in perspective, that's...

Houses Turned Off
650

Air Miles Saved
35,000

Cars Off The Road
200+

