

According to Marathon Petroleum President Gary Heminger, the United States should be focusing on energy efficiency, as that is the fastest and cheapest way to reduce greenhouse gases. Points he recently made to the public:

- Oil and coal will not be replaced by alternative sources anytime soon, as too much time and investment are needed “at significant scale to make a difference”
- Legislative proposals to reduce emissions of greenhouse gases (17% reduction by 2020 and 83% by 2050) are unrealistic
  - Replace the world’s transportation sector with Zero Emission technology reduces GHG by 15%
  - Replace the world’s power generating sector with Zero Emission technology reduces GHG by 25%
  - Total costs for this 40% reduction in GHG is in the hundreds of trillions of dollars
- Suggested are further fuel economy standards (beyond 36 mpg) and the use of Natural Gas for trucking (for regional trips less than 200 miles)

Marathon just made a great case for the consulting services of Olympic Energy Systems, whose energy efficiency workshop in 2002 served as a premonition to the importance of reducing demand before investing in new supply. We call it Personalized Energy Management. Remember [Jevons Paradox](#).

[Source: “The Courier” October 5, 2010 – Findlay, Ohio]