

Marginal Abatement Cost Curve (MACC) Framework for Strategic Energy Reduction



Weatherford US, LP developed a framework to guide short- and long-term energy strategy, prioritizing cost-effective projects that improve operational efficiency and accelerate energy savings. This data-driven model enabled quick wins in energy reduction by enabling leadership approval through clear cost-benefit analyses.

- ▶ Delivered approximately 15 GWh of global energy abatement (including 6 GWh in the U.S.) through implemented projects
- ▶ Incorporated energy metrics into core business processes, centralizing and standardizing improvement projects
- ▶ Prioritized multi-category energy projects using a MACC-based cost-per-reduction ranking framework with embedded payback periods

