



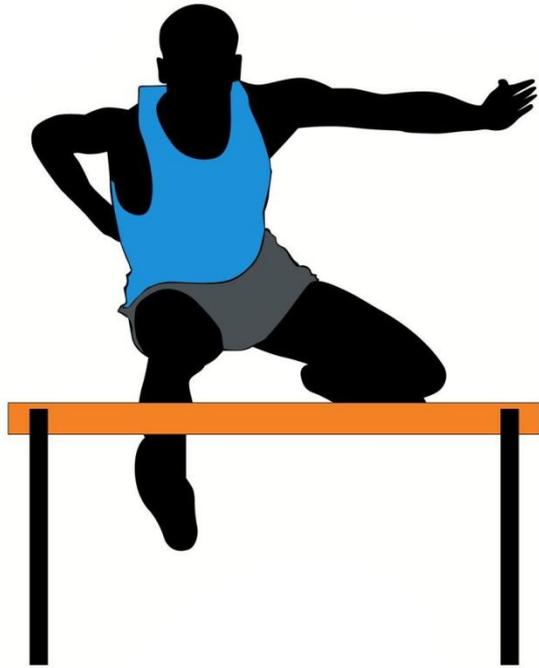
BUILDING A PERSUASIVE BUSINESS CASE FOR ENERGY EFFICIENCY

A Functional Guide for Energy Efficiency Champions

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Successful energy efficiency projects need a champion to develop a persuasive business case that aligns energy efficiency with an organization's business model, mission, and goals



1. Build a team that supports the project

Find team members who will gain from the implementation of the energy efficiency project

Appeal to those who can advocate effectively and also involve decision-makers



2. Prepare the right arguments that resonate with different audiences

Use language that decision-makers understand

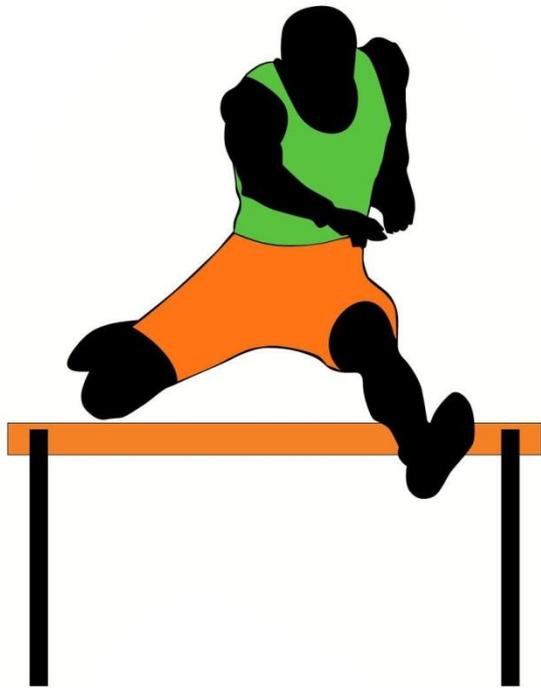
Know the numbers: convert “therms” and “kilowatt-hours” to “dollars” and “cents”



3. Convince management that the cost of delay is wasting money

Be assertive: delaying or declining an energy efficiency project is a decision to waste money

Factor savings from reducing operational inefficiency and ending deferred maintenance



4. Understand the decision-making process in your organization

Research the project and plot each step along a realistic timeline: conduct audit, apply for incentives, arrange financing, etc.

Ensure that decision-makers have the right information they need to make the right decisions at the right times

We recognize that **champions** will encounter **hurdles** along the way



“Where do we start?”

“We don’t have the technical expertise.”

“We can’t afford it.”

“Other projects offer better returns.”

Contact your state
energy office

Hire an energy auditor

Research state and
utility incentive
programs



Conduct a life-cycle
cost analysis

Our guide provides specific
strategies to help **champions**
understand and overcome the
hurdles they encounter

Case Study:

Westminster Riding Club

Preparing for Success

- Build a Team
- Language of Audience
- Cost of Delay
- Project Process Alignment

Clearing the Hurdles

- Where to Start? HVAC problems to a system wide approach
- Lack of technical expertise
 - MEA, BGE
- We can't afford it



Success: HVAC replacement and upgrade, programmable thermostats, LED lighting upgrade



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Maryland Energy
ADMINISTRATION
Powering Maryland's Future

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Download the complete guide

And read case studies at:

<http://energy.maryland.gov/business/businesscaseguide/index.html>