



Strategies

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Newsletter Sponsored By:

SPRING CONFERENCE & EXPO
What's New in Program Marketing & Implementation!
Westin Buckhead, Atlanta, GA • May 16-19, 2011

April 2011

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Letter from the Chair



Atlanta Beckons You...

By: Carol White, AESP Chair

Opportunities abound for you to explore the latest trends and strategies at AESP's Spring Conference – What's New in Marketing & Implementation! If you are looking for inspiring speakers, program innovation, and powerful networking events, this is the conference for you. With Atlanta as a picturesque backdrop, this conference delivers practical information, a solutions-filled Expo Hall, and fresh new approaches to learning.

What's New and Exciting? THREE Plenary Sessions and Interactive Roundtables!

Carol White, AESP Chair

Keynote Speaker

Bill Hamilton, Vice President of Electric Merchandising from The Home Depot, kicks off our event. Bill will share his unique perspective on The Business of Energy Efficiency: The Retailer's Perspective. His experience offers insights into developing trade allies and how their joint efforts can help motivate consumers to embrace energy efficiency.

The Business Case for DSM

Listen to how three utilities discuss and debate what drives their companies' investments in Energy Efficiency and DSM. Hear how energy-related and non-energy benefits play a role in how utilities invest in efficiency programs. Audience participation is encouraged and will add to what will undoubtedly be a lively discussion!

Closing Plenary

Suzanne Shelton, President/CEO, Shelton Group, will talk about the key tenets of behavioral psychology. She'll discuss the power of customer segmentation and how understanding what actually motivates people to change will help with your utility marketing programs. In her words, "We all know fat doctors and crazy shrinks ... so information alone doesn't cut it." Learn how her secrets can help you meet your program goals!

Back by Popular Demand - Roundtable Discussions

We launched several Interactive Roundtable sessions at our National Conference in Orlando. The response was overwhelmingly positive, so get ready for more! Facilitated by industry experts, these sessions break into smaller groups and bring learning and sharing to a new level. You leave armed with new ideas and practical solutions to your marketing and implementation challenges.

Upcoming Events

Brown Bags

April 14, 2011

Award-winning Energy Efficiency Programs: What Does it Take?

April 21, 2011

And the winner is... What Does it Take to Develop an Award-winning Energy Efficiency Program?

If you would like to organize a Brown Bag, please contact Kisha Gresham at kisha@aesp.org.

AESP Training Courses

May 16, 2011

A Taste of Marketing (1/2 Day)

May 18-19, 2011

P2 - Level II DSM (1.5 Day)

If you would like to schedule an onsite training please contact Suzanne Jones at (480) 704-5900 or suzanne@aesp.org. For more information about the AESP Institute, click [here](#).

Evening Festivities

After an energizing day of learning, exchanging knowledge, and exploring the Expo Hall, come to the Evening Reception to relax and rejuvenate! Delicious hors d'oeuvres, refreshments, and special entertainment will be waiting for you!

Don't Forget about the Pre- and Post-Conference Training Courses

While you are in Atlanta, take advantage of extra learning opportunities! This year we are offering a pre-conference course (Marketing) and a post-conference course (Level II – Program Design, Planning & Implementation).

This is just the tip of the iceberg! This conference offers so much more. Go to www.aesp.org for more information and register for the conference and/or training courses. Group discounts are also available.

AESP looks forward to seeing you in Atlanta!

Headlines

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Stimulus News

The following executive summaries of current news items were written for Strategies after being compiled from various news sources.

Digging Up Energy Savings Right in Your Backyard

Ground-source heat-pump geothermal systems take advantage of the Earth's constant temperature below the frost line to heat and cool buildings. The technology is best known in the Midwest and the South, where the Department of Energy reports two-thirds of the nation's geothermal systems are located. The trend is steadily upward, according to Steven Chalk, chief operating officer of the Department of Energy's Office of Energy Efficiency and Renewable Energy. The 115,442 heat pumps that shipped from manufacturers in 2009, the latest year for which statistics are available, was "triple the number from a decade earlier," according to Clark, who adds that 3.5 percent of homes built that year installed geothermal heat pumps. "Cost savings are specific to the area of the country, and depend on whether you are competing with natural gas or propane or electric resistance," says Gordon Bloomquist, a retired senior scientist at Washington State University. "If electricity costs 10 cents a kilowatt, a heat pump will cost you 2.5 cents for the same amount of electric heat," he says. Bloomquist says the growth of the geothermal market has been hampered by the lack of proficient engineers and installers, which in turn contributed to the high cost of the systems. The Energy Department dedicated \$1,077,500 of Recovery Act funds to create national certification standards for architects, engineers, HVAC specialists, drillers, and

Conferences

May 16-19, 2011

AESP's Spring Conference: What's New in Program Marketing & Implementation - (AGENDA) Atlanta, GA

October 3-6, 2011

AESP's Fall Conference: Customer Behavior and The Smart Grid - (View Prospectus) Dallas, TX

February 6-10, 2012

AESP's 22nd National Conference & Expo San Diego, CA

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AESP is a member-based association dedicated to improving the delivery and implementation of energy efficiency, energy management and distributed renewable resources. AESP provides professional development programs, a network of energy practitioners, and promotes the transfer of knowledge and experience.

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other trades involved in geothermal installation. Also, \$61.9 million of Recovery Act money has been directed to cost-sharing geothermal projects in schools, hospitals, government and commercial buildings in an effort "to show the economic feasibility of ground-source heat pumps," notes Chalk. The federal government has begun to address the other major hurdle faced by consumers who want a geothermal system: the upfront cost. Legislation passed by Congress in 2009 offers homeowners a tax credit of 30 percent of the cost of any geothermal system that is installed by Dec. 31, 2016. Commercial projects may deduct 10 percent.

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From "Digging Up Energy Savings Right in Your Backyard"
New York Times (03/08/11) Krehling, Lorraine

Industry News

The following executive summaries of current news items were written for Strategies after being compiled from various news sources.

Buy Now, Pay Later

Energy efficiency advocates have long noted that upgrading homes and businesses saves billions in the long run, but the upfront cost has often been a stumbling block to more efficient lighting, insulation, air conditioning, and other equipment. Utilities, entrepreneurs, and governments are experimenting with financing arrangements that attempt to show property owners that some energy upgrades are not only feasible but economically smart. To help businesses concerned with whether energy efficiency upgrades will pay for themselves, some utilities try to sell customers on the benefits of borrowing. The companies include the monthly loan payment on the utility bill and structure the loan so that the energy savings are often more than enough to cover the payments. United Illuminating Co. of New Haven and Bridgeport, Conn., makes hundreds of loans a year, and it has deals with close to 10,000 customers so far—about one-third of its commercial base. United focuses on commercial customers in part because it is relatively simple to save significant energy and money with lighting, which businesses tend to have lots of, says Michael West, a spokesman for UIL Holdings Corp., the parent of United Illuminating. San Diego Gas & Electric and Southern California Gas Co. have made \$13 million in loans to fund efficiency upgrades for close to 600 commercial and government customers since late 2006. The utilities structure their loans to make the payments equal to or below what customers save in energy use. Loan payments are included on regular monthly bills. The utilities charge no interest on the loans, which can range as high as \$100,000 for commercial buildings and \$1 million for state facilities, says Mark Gaines, director of customer programs for the utilities, both of which are owned by Sempra Energy. The program helps the utilities meet California's energy efficiency targets, and moreover, Gaines says, the utilities can charge more to customers who do not make the upgrades.

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From "Buy Now, Pay Later"
Wall Street Journal (02/28/11) Plevin, Liam

Breakthrough Institute: Efficiency Can Boost Energy Use Through 'Rebound' Effect

A new report from the Breakthrough Institute describes the "rebound" effect, which occurs when electricity customers increase their energy use in response to energy efficiency measures, thus reducing the effectiveness of the measures as tools to reduce electricity demand. The report found that among consumers of electricity in developed economies, "the direct rebound effect alone can erode 10-30 percent of projected technical energy savings before any other indirect and macroeconomic rebound mechanisms are accounted for." The report's conclusions apply only to below-cost efficiency improvements, or those measures that lower the cost of energy services. In contrast, efficiency improvements that do not pay for themselves would not produce a rebound effect. Breakthrough Institute Director of Energy and Climate Policy Jesse Jenkins, the report's lead author, emphasizes that in most cases, demand reduction programs will not backfire and lead to overall energy consumption increases. However, he says the rebound effect still can decrease the effectiveness of those programs. "It's more of a two-step forward, one-step back. It's not as simple as saying that if we improve energy efficiency by 20 percent, we cut energy consumption by 20 percent," he says. Energy efficiency for industrial users of electricity can create high rebound effects, according to Jenkins. He cites the example of a steel plant

the 12th of each month to Kisha Gresham at kisha@aes.org (770) 413-3934

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implementing a more energy efficient steel-burning process that could cause the plant to produce more steel that was not profitable to be produced previously, thus raising the plant's energy output. Natural Resources Defense Council Energy Program co-directors Ralph Cavanagh and David Goldstein call concerns about the rebound effect "implausible," noting that, contrary to claims from advocates of the rebound effect, energy efficiency improvements since the 1970s have led to "hundreds of un-mourned power plants that never had to be built and mines that never had to be dug."

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From "Breakthrough Institute: Efficiency Can Boost Energy Use Through 'Rebound' Effect"
SNL Power Week (03/02/11) Bandyk, Matthew

New Metric Can Help Gauge Benefits of Data Center Consolidation

Government agencies in the United States, Europe, and Japan are advocating a metric developed by the Green Grid for determining data centers' energy efficiency. The Green Grid's power usage effectiveness (PUE) metric can be used by data center operators to measure and enhance the energy efficiency of their infrastructure in a standardized fashion. The efficiency of data centers is becoming a pressing issue as data center managers face limitations on power, cooling, and space. "We saw there was a lot of confusion in the marketplace as to how to measure energy performance in data centers," says the Department of Energy's (DOE) Paul Scheihing. The Green Grid's PUE metric measures the total energy of a data center divided by IT energy consumption, and additional complementary metrics have been unveiled, such as carbon usage effectiveness and water usage effectiveness.

The adoption of these metrics is expected to help agencies meet the Obama administration's goal of reducing the number of federal data centers by 2015, Scheihing says. The DOE intends to add PUE rules to the Data Center Profiler Software Tool Suite, an online software tool provided by DOE to help organizations track how their data centers purchase and consume energy. The Green Grid also is proposing such alternative metrics as Gartner's Power to Performance Effectiveness rating, which lets managers compare their IT equipment's average performance against optimal maximum targets they set.

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From "New Metric Can Help Gauge Benefits of Data Center Consolidation"
Government Computer News (03/04/11) Yasin, Rutrell

Northeast, Midatlantic States Join to Accelerate Energy Efficiency

Northeast and Mid-Atlantic energy utility commissioners and efficiency leaders have agreed to implement common statewide guidelines for reporting energy efficiency savings, costs, emissions, and job impacts. This agreement should create a foundation for greater transparency and credibility of energy efficiency. At this time, states are making unprecedented investments in energy efficiency, seeking to meet various policy objectives. Currently, energy efficiency impacts are reported differently from state to state, making it difficult to track and compare regional impacts of efficiency programs and policies. "The intent of the reporting guidelines is to provide consistency and transparency in the reporting of electric and natural gas energy efficiency program and emission savings, associated costs, and job impacts across the region," says Rich Sedano, forum steering committee co-chair and a director at Regulatory Assistance Project. "The EM&V Forum has paved a new path for states to optimize policies that recognize energy efficiency as a reliable, cost-effective energy commodity." This year, the EM&V forum will develop an online reporting tool based on the Reporting Guidelines and will provide technical support to forum-participating states for reporting their respective statewide efficiency impacts starting in 2012.

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From "Northeast, Midatlantic States Join to Accelerate Energy Efficiency"
Electric Light & Power (03/11)

Chick-fil-A's Newest Restaurant Is Environmental Test Kitchen

Chick-fil-A's newest restaurant in Texas is actually a laboratory for environmental innovations that could pop up in its other eateries. The 4,617-square-foot restaurant, which is located in Fort Worth, would be the first Chick-fil-A location designed to meet the standards of the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) program. Chick-fil-A executives are positioning the unit to be a testing ground to evaluate a variety of sustainability efforts, with the company planning to open more than 75 restaurants this year. The restaurant has low-flow fixtures in its restrooms and kitchen, while a cistern the size of a swimming pool will collect rainwater to irrigate plants and landscaping. Skylights and energy efficient appliances, meanwhile, are expected to reduce energy usage by 14 percent. Roughly 20 percent of the eatery's building material budget was spent on products with recycled content. Meanwhile, over 50 percent of construction waste was diverted from the landfill. According to David Farmer, vice president of innovation and service, building a restaurant with the extra environmental touches is about 15 percent more expensive than a standard project. However, the added expense should pay off in the long term in terms of higher efficiency. The chain next plans to dispatch crews to hundreds of its stand-alone restaurants to replace water and lighting fixtures with higher-efficiency models.

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From "Chick-fil-A's Newest Restaurant Is Environmental Test Kitchen"
Atlanta Journal-Constitution (03/14/11) McWilliams, Jeremiah

Law Shedding Light on Bulbs

A federal law passed in 2007 requires manufacturers to make light bulbs that emit the same brightness using less energy. The new regulations actually don't ban or promote any particular lighting technology. They require bulbs to be about 25 percent more efficient, and traditional incandescent bulbs can't meet the new standard, so they will effectively be dropped from production over the next few years. Consumers can continue using incandescents, but eventually will not be able to buy any more unless it is a specialty bulb. A phase-in of the new rules starts next January with 100-watt bulbs. Experts say consumers have a better alternative to hoarding inefficient 100-watters, and that is switching to new energy-efficient bulbs, probably CFLs and perhaps halogen incandescents or light emitting diodes (LEDs). "CFLs are a pretty good technology, and they're getting better," says Maria Vargas, spokeswoman with the federal ENERGY STAR program. "But it's not an exact replacement for incandescents, because it is a different technology." Current versions are far superior and come in sizes that fit most standard light fixtures. "CFL manufacturers have responded favorably to all the historical consumer complaints," says Terry Drew, director of energy efficiency and sustainability for CSA International, which tests and certifies light bulbs. More than 85 percent of consumers report they are satisfied with the performance of CFLs, according to the report by the Energy Department. The initial-cost advantage might not be obvious because a CFL bulb will cost more than an incandescent, maybe \$1.50 per bulb compared with 50 cents. But the CFL will last up to 10 times longer, making it far cheaper over the long run on initial price alone. "In the time you would replace one CFL, you'd have 10 spent incandescents sitting in your trash can," says Chad Bulman, program manager for the Midwest Energy Efficiency Alliance. A CFL uses 75 percent less energy than an incandescent bulb. Each CFL can save you about \$40 over its lifetime, according to ENERGY STAR.

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From "Law Shedding Light on Bulbs"
Chicago Tribune (03/04/11) Karp, Gregory

Selling Smart Meters to Consumers

There are four things that electric power companies can do to increase consumer acceptance of smart meter technology. For starters, utilities should expect some hostility from customers about the use of smart meters, which may be rooted in concerns that the utility is forcing the technology on them in order to raise rates or carry out some other plan that will have a negative impact on them. Some customers may even believe that smart meters are being used to conduct spying, or that they give off electromagnetic radiation. In addition to anticipating a possible backlash against the use of smart meters, utilities should also try to explain how the technology will benefit customers. For example, the data gleaned from smart meters will allow utilities to improve service, said John Galloway, the executive vice president of sales and marketing at Ecologic Analysis. Utilities should also

ask customers what kind of features they would like to see included in smart meters. Finally, utilities should try to focus on the capabilities that smart meters may have in the future, such as the ability to allow customers to remotely turn heating and air conditioning up or down, as well as the ability to remotely turn lights on or off.

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From "Selling Smart Meters to Consumers"
Transmission & Distribution (02/11) Vol. 63, No. 2, P. 20 Hoiland, Joel

Home Performance With ENERGY STAR Program

Unitil, a Hampton, N.H.-based provider of natural gas and electricity to New England customers, in 2009 launched the New Hampshire Home Performance with ENERGY STAR program with the EPA and DOE, as part of the NH Saves program. The program quickly has gained popularity among qualified homeowners who each receive an in-depth energy audit and significant rebates for qualified energy-saving upgrades. Adoption rates for Unitil's Home Performance with ENERGY STAR program are significantly higher than the industry standard. Compared with national energy efficiency program adoption rates of 30-40 percent, roughly 95 percent of participating Unitil customers have carried out recommended energy efficiency improvements. Unitil Program Manager Keith Freischlag attributes this success to the firm's customer outreach process, educating consumers on home energy use, and its veteran contractors who inform customers of the benefits of home weatherization. The NH Home Performance with ENERGY STAR program provides a whole-house assessment carried out by a Building Performance Institute (BPI)-certified energy auditor using sophisticated modeling software and testing equipment.

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From "Home Performance With ENERGY STAR Program"
Electric Light & Power (02/11) Vol. 89, No. 1, P. 44 Carroll, Cindy

Featured Articles

Featured Articles



Dan Tarrence

Strategies for Linking Compensation with Performance in Contracts

By: Dan Tarrence, President, Franklin Energy Services and Chairperson of the AESP Implementation Topic Committee

Utilities are usually held responsible for achieving specific energy savings goals. In many cases, third-party companies are contracted to implement energy efficiency programs. The best way to align goals of the utility with the motivation of the implementation contractor is to tie a significant portion of their compensation to achieving results. The information that follows will lead a discussion of pricing, identify some of the alternatives available, and provide ideas for your next program.

The 2010 *AESP State of the Industry* report shows that more than \$6 billion was spent on electric and natural gas energy efficiency programs in the U.S. and Canada in 2009. This amount is about double what was spent in 2006. In addition, utilities are being held to specific energy efficiency resource standards as a percent savings of total usage that must be achieved through their energy efficiency programs. Carrots and sticks abound; the implementation contractor should also be held accountable for their performance.

As the industry evolves, the sophistication surrounding pricing structures is increasing. Industry contracts and pricing have transitioned toward a combination of both fixed and variable fee components. The most common fee structures for energy efficiency programs include the following:

- **Time and Materials:** Represents a standard pricing structure for specific services based on a scope of work and budget. The contractor would invoice the client based on hourly rates by position for the number of hours worked during the time period (usually monthly). It also includes passing through expenses such as mileage reimbursement, lodging/airfare, and marketing costs (printing/postage). Many times there is a "not-to-exceed" amount.

- Fixed Fee: Represents a pre-determined payment of a specified amount per month. Fixed-fee contracts typically include a detailed hourly billing rate by position, but then translate the total budget into a monthly fee.
- Performance-based: A structure whereby the contractor is compensated based on the attainment of savings goals. Generally, the compensation is based on the amount of energy saved (e.g., \$/kWh, kW, or therms).
- Holdback: Represents a portion of fees held by the client until savings can be confirmed, a time period expires, or customer service metrics are met. Usually in the amount of 5%-10%, but could be more if tied to energy savings goals.

The following chart shows the advantages and disadvantages of the various structures from the utility point of view.

Fee Structure	Advantages	Disadvantages
Time & Materials	<ul style="list-style-type: none"> • Get what you pay for in terms of hours of effort from the contractor at pre-agreed hourly rates • Can more easily turn up or down the activity levels for the level of effort needed • Can work well for projects with undetermined needs or where the results may not be directly related to specific goals or energy savings (e.g., training/education) 	<ul style="list-style-type: none"> • You are not guaranteed the results or performance required • Risk of too many hours and going over budget or too few hours dedicated to the project
Fixed Fee	<ul style="list-style-type: none"> • Billings will equal the budget • More easily administered • Contractor will need to spend as many resources as needed to achieve 100% of goals (contractor risk) 	<ul style="list-style-type: none"> • You are not guaranteed the results or performance required • Contractor may not need to spend as many hours to achieve the goals (contractor opportunity)
Performance-based	<ul style="list-style-type: none"> • Payment for performance/results only • Aligns the compensation of the contractor to the results that the utility needs to deliver • Contractor will need to spend as many resources as needed to achieve 100% of goals (contractor risk) 	<ul style="list-style-type: none"> • Contractor may only be motivated by getting a result/project, which may mean not paying attention to other success metrics such as customer satisfaction • Contractor may not need to spend as many hours to achieve the goals (contractor opportunity)
Holdback	<ul style="list-style-type: none"> • Holds the contractor accountable to metrics such as customer satisfaction, processing incentives in a timely basis, or savings goals 	<ul style="list-style-type: none"> • If combined with only T&M or Fixed Fee and is only 5%, may not be enough to really align the goals of the program with contractor • If large holdback (e.g., "20%), may need to award quarterly rather annually

[\(click here to view a larger image\)](#)

Establishing the optimal pricing structure can be complex. There can be an infinite number of pricing alternatives by using the fee structure elements above combined with varied percentages and links to multiple metrics. It takes experience with the options to see how they play out in the real world and what may work best within the individual utility procurement process.

Example: In a program that utilizes prescriptive incentives for electric energy savings to homeowners or businesses, the implementation budget may be one-third of the total budget with incentives making up the other two-thirds. In this case, a pricing hybrid could set up a pay-for-performance arrangement on a "per kWh" basis for 25% of the implementation budget (see chart below). Using this model, the utility has effectively made 75% of the total cost of the program variable based on the kWh savings toward their goal (66.7% for incentives on projects and 25% of 33.3%, or 8.3%, for a total of 75%).

Prescriptive Program	% of Budget	Split for Contr
Prescriptive Incentives	66.7%	
Implementation Costs	33.3%	
Fixed Cost		75.0%
Pay for Performance		25.0%

Introducing a holdback factor to this structure to tie customer service metrics to the contractor's compensation equation can be used effectively. The fixed cost could be lowered to 70%, keep 25% of the pay for performance, and add 5% of holdback to the model. The metrics might include several items such as incentive processing, customer or trade ally satisfaction, customer complaint resolution, and/or several others.

The benefits of aligning implementation contractor compensation to the goals and objectives of the utility can be powerful. This alignment can better create a collaborative approach to program delivery with an angle toward ongoing process improvement to drive cost effectiveness of implementing programs. The best model is the one that both parties can understand (not too complex) and that both can win by delivering together an effective and successful program result.



Paul Hepperla

How Energy Professionals Can Drive Practical Business Benefits from Carbon Reporting

By: Paul Hepperla, Vice President of Product Strategy, Verisae

More and more energy managers are finding themselves working under another source of pressure. It results from fast growth in the number of companies reporting their carbon emissions. Fortunately, there are a number of steps energy managers can take to help relieve some of that pressure.

The Carbon Disclosure Project (CDP), a leading carbon-reporting agency, says the number of companies disclosing carbon emissions grew 38 percent from 2008 to 2010. Additionally, 10 times more companies report their carbon emissions now than reported in 2003 when the CDP program began.

Companies continue to join these ranks at accelerating rates despite the recession and an apparent decline in public interest and political resolve – at least in the United States. Companies find it makes economic sense to report their carbon emissions for three reasons. Carbon reporting helps companies:

1. Reduce operating costs and increase profit.
2. Promote their brand. Consumers are seeing the work Wal-Mart, PepsiCo and others are doing and are demanding reporting from the companies they support.
3. Respond to investors who are requiring carbon reporting.

Understand the Scope of the Situation

Scope 1: carbon emissions are those directly tied to the company's natural gas and fuel consumption while

Scope 2: emissions are those resulting from the purchase of electricity.

Since energy is the biggest component of your carbon footprint, energy professionals have a key role in the process. Your team provides data used for reporting and you may also be expected to lead efforts to reduce emissions.

Suppose your most recent carbon report states that last year your company generated X tons of carbon dioxide (or CO₂e). Your supply-chain partners emitted Y tons.

What now?

Around a wooden table in a well-furnished conference room, eyebrows rise expectantly. Heads turn toward you. *What do these numbers mean? And what are you going to do about them?*

At that moment you may feel that carbon reports are not useful. "So what?" you ask yourself. "What can we do with these numbers?" You can publish them in a nice report. You can post the report on your Web site for visitors to download.

Carbon-emissions reports, like annual reports, are mostly for external audiences. They are not very useful in guiding decisions about what to do next.

To gain the practical insight you need, you must relate carbon emissions back to the business metrics you are comfortable managing, such as kWh, therms, miles per gallon, and so on.

You must benchmark your company's performance against that of others like yours. You must also benchmark within your own operations. This process helps you identify the biggest opportunities for improvement.

Track Regularly

Companies must also track results more than once a year. How can you expect to hit a target if you can't see where your bullets have struck until after your ammunition is gone?

There are only two choices for reducing Scope 2 carbon emissions:

- You can buy energy from sources that generate less carbon, or
- You can consume less energy.

The second is the easier to impact. Consider two big, well-known grocery retailers, both with very green reputations. One buys energy from renewable sources at premium prices. The other works relentlessly to reduce its energy consumption.

The second is in the stronger competitive position and over time cuts its operational costs significantly. Buying renewable energy distracts the first from becoming more efficient.

In the end, the good news for energy professionals is that the best way to help your company is to focus on energy conservation. And that's something you already do well. Right?

For more information, visit www.verisae.com.

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AESP News

Updates and News from AESP

Update from Southeast Chapter

The Southeast AESP Regional Chapter (SEARCH) will be hosting a pre-conference session during AESP's Spring Conference in Atlanta (May 16-19, 2011). The session will take place on Monday, May 16 at 1:30pm. Topics of discussion include:

- Why Regional Chapters Matter
- Vision of SEARCH
- Emerging Energy Efficiency Technologies for the Southeast
- HPWH - Are they the Next Game Changing Technology?

For more information, please contact Carol Sabo at carol.sabo@tetrattech.com.

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News Releases and Announcements

[The Home Depot's Vice President of Electric Merchandising To Discuss Energy Efficiency at 2011 AESP Spring Conference & Expo](#)

[Con Edison Adds APOGEE's Tools to Its Energy Efficiency Program](#)

[Julie Deseve Promoted to Director at Conservation Services Group](#)

[Steve Cowell, of Conservation Services Group, Inducted into Building Performance Institute's "Hall of Fame"](#)

[City of Tacoma Selects Echologics, LLC for Leak Detection, Pipe Condition Assessment Project](#)

[Michaels Energy Opens Branch Office in Iowa](#)

[Utility Risk Management Corporation Introduces New Thermal Imaging Technology Capable of Enhancing Reliability and Efficiency of Nation's Electric Grid](#)

[New Web site Chronicles Growing Dangers of NYC's Decaying Natural Gas Infrastructure](#)

[EnerPath Helps to Deliver Savings to Thousands of Small Businesses across the Country through Energy Efficiency Programs](#)

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