

### Strategic Reasons for Acting

1. Mindset—Energy is treated as a strategic asset which not only saves costs, but creates ongoing value.
2. Risk Management—protecting your organization from price volatility.
3. Usage—how much energy you use and how you are using it.
4. Demand—how efficiently that use is managed.
5. Stakeholders—how your entire organization thinks about energy use and how engaged they are in managing energy more efficiently.
6. Incentives—Maximize income opportunities like demand response, tax credits, and rebates.
7. Sourcing—where you get your energy and how much you pay for it – both today and in the future. This may include looking at new supply options such as geothermal, solar or wind to generate your own energy.
8. Investment Quality—are investments in energy efficiency projects being pursued in a logical manner and in a way that provides a reasonable return on investment (ROI)?

### 5-step decision process

1. Assess energy consumption across the facilities/ organization
2. Find the hot spots to target improvements
3. Map to existing solutions
4. Leverage projects to achieve goals
5. Execute and measure results

### Life stages of a building

1. Design
2. Installation
3. Commissioning
4. Operation (as designed)
5. Retrofit
6. Operation (as improved)
7. Decommissioning

### Driver of the need

1. Cost reduction
2. GHG Emission reduction
3. Public Relations
4. Code Compliance
5. Disclosure Compliance
6. Internal Mandate
7. Incentive Program
8. Operational Improvement

### People Involved

1. Owner
2. Financier
3. Architect
4. Engineer
5. Builder
6. Equipment Manufacture
7. Distributor
8. General Contractor
9. Installer
10. Commissioning Agent
11. Portfolio Manager
12. Facility Manger
13. Facility Engineer
14. Maintenance Staff
15. Consulting Engineer
16. Retrofit Manufacture
17. Retrofit Installer

