

ACCO Climate Leadership Summit

November 8-9, 2010 | Hyattsville, Maryland

Marriott Inn & Conference Center, University of Maryland University College
(The nation's first LEED certified conference center)

ROUNDTABLE NOTES

Track 3: Energy Efficiency

Session 2: Energy Efficiency Overcoming Barriers to Energy Efficiency in Academic & Government Buildings

Moderators: Rodney Sobin, Jill Logeman, Jaime Van Mourik, Andrea Putman

Takeaways:

Approaches may need to differ from one sector to the next. For example, government and academic institutions tend to occupy buildings for years/decades (more entrenched).

In looking towards the future, how we can improve the next generation of technologies? The cheaper technologies are not always going to be the most environmentally friendly ... so how do we bring long term and "alternative" perspectives into consideration? How do we shift thinking from short-term cost focus to an "investment perspective" resulting in lowering the cost of energy over time?

The idea of making something compelling to the stakeholders. A notion has to be appealing on all different levels to get true support. That includes not only monetary concerns, but also looking to present the projects as something of additional value. The issue is figuring out a way to "sell" the idea of energy efficiency in a way that draws a range of people across all sectors. Additional selling points beyond cost cutting include job creation, employee morale, health impacts, risk management, etc.

Next Steps:

Establish a working group that develops best practices and thought capital on issues including:

- **Enterprise Governance of Energy Efficiency:** How do small steps taken across the board come together and how should those steps be encouraged/managed? How can designated persons or leadership groups assigned with overseeing energy efficiency throughout the organization be strengthened?
- **Developing Avoidance Strategies:** Identifying when it is necessary to consume energy at all, and when avoidance can be achieved.
- **Establishing Bottom Line Oriented Metrics and Strategies:** How do products/projects stand on their own financially as well as environmentally?
- **Emerging Challenges and Unanswered Questions:** Addressing questions such as when design/construction is a suitable solution, identifying solution technologies, developing less invasive approaches, and establishing a system with transparent energy billing for tenants.
- **Education Programs:** Establishing clear and concise messaging related to successful approaches and victories, benchmark data, operational implications, etc. In particular, how do we make energy efficiency compelling in sectors that are limited in funding?