

Achieving GHG Reductions >>> 1

# Green Business Challenges

8/22/2013

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» A marketing and technical assistance campaign engaging businesses to benchmark and improve some environmental metric.

## What

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» Urbana Climate Action Plan

- > Goal 1: Reduce Emissions From Building Energy Consumption
  - + Action 1 Reduce emissions from commercial sector building electricity consumption
    - Create programs to encourage businesses to retrofit existing buildings and purchase energy star appliances

## Why

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» ICLEI Green Business Challenge

» EPA Energy Star Challenge

» DOE Better Buildings Challenge

» EPA WasteWise

## Types

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» Building certification

» Business certification

» Product certification

» Rebate program

» Membership organization

## Not

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» Improve measurable environmental performance

» Save businesses money

» Promote environmentally responsible businesses

## Purpose

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## ICLEI Green Business Challenge

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- » Web App - \$10,000/year
- » App allows customized metrics to be scored automatically by the app
  - > Points based
- » Guidebook
- » Resource kit
- » Does not communicate with EPA Energy Star

## ICLEI Green Business Challenge

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## DOE Better Buildings Challenge

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- » 20% energy reduction goal across portfolio
- » Benchmark and set goal, showcase project, report results
- » Technical assistance and energy efficiency implementation model assistance.
- » Connecting Partners with a network of Allies (including financial organizations and utilities)
- » Uses Energy Star Portfolio Manager App
- » Recognition

## DOE Better Buildings Challenge

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## EPA WasteWise

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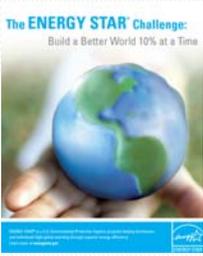
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- » Benchmark and track waste, recycling, recycled content purchasing
- » Web app, ReTrac -free
- » Minimal tool kit
- » Awards

## EPA WasteWise

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**EPA Energy Star Challenge**

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- » Web app, Portfolio Manager –free
  - > Benchmark, track, and score energy performance
  - > Benchmark and track potable water use
- » 10% energy reduction goal
- » Could get building Energy Star Certified
- » Certified buildings shown with online map
- » Resource kit
- » Print publications
- » Trade show booth checkout
- » Corresponding pledge for individuals

**EPA Energy Star Challenge**

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- » Urbana, Champaign, Savoy, Champaign County
  - > Engage businesses
- » IGBA, RPC, SEDAC, ISTD, Ameren
  - > Technical Assistance
  - > Engage businesses
- » CC Chamber, Downtown Partnership, UBA
  - > Engage members

**Local Partners**

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- » Staff time
  - > Engaging businesses
  - > Training and technical assistance for businesses
  - > Managing web app account
- » Funds for marketing
- » Funds for printing

**Inputs**

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- » Handbills, advertisements, awards
- » 25 commercial buildings benchmarked
- » 15 commercial buildings reduce energy consumption
- » UPTV video, Smile Politely ad, News-Gazette ad, Facebook promotion
- » Promotional speaking opportunities with Chamber, UBA, Developer's Luncheon, CCNet, Green Drinks
- » 5 earned media in print, web, radio, tv
- » Increase in IGBA assessments
- » Increase in SEDAC assessments
- » Increase in Ameren assessments
- » Increase in web app accounts
- » Reporting and awards
- » Awards

**Outputs**

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- » # Kwh reduced (can translate to GHG)
- » # Cf natural gas reduced (can translate to GHG)

**Outcomes**

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- » Simple, straightforward appeal to benchmark and track one metric –energy
- » Potentially additional metrics could be added in the future to renew interest
- » Title
  - > Kilowatt Crackdown Challenge
  - > Green Business Challenge
  - > Others...

## Best Course of Action?



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