

STRATEGIES FOR INCREASING ENERGY SMART ACTION IN COMMERCIAL ORGANIZATIONS

Hannah Arnold

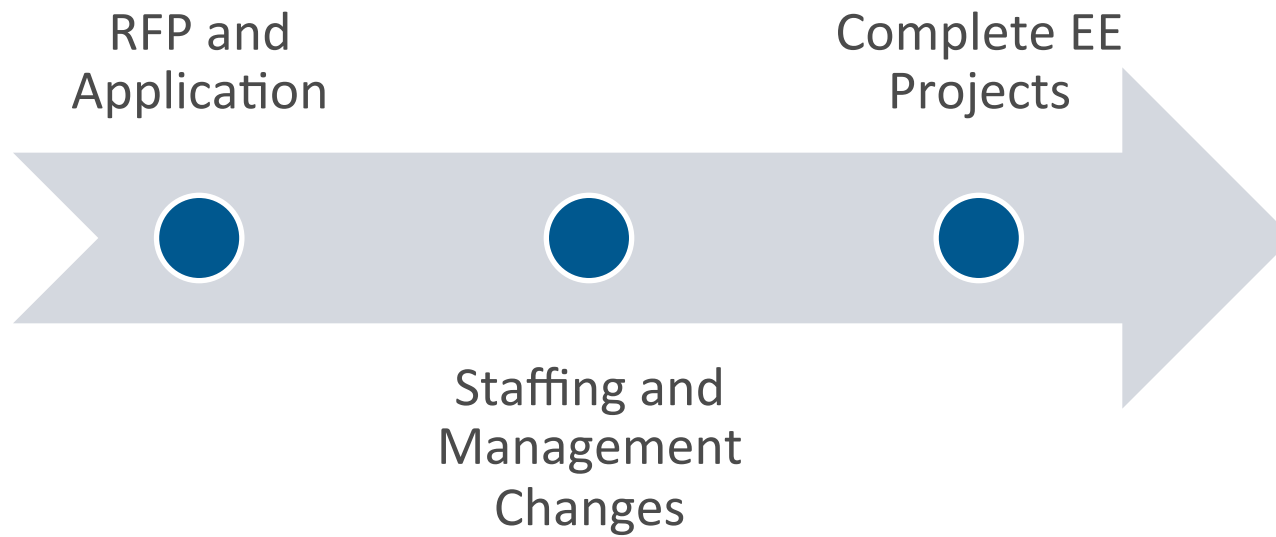


Opinion **Dynamics**

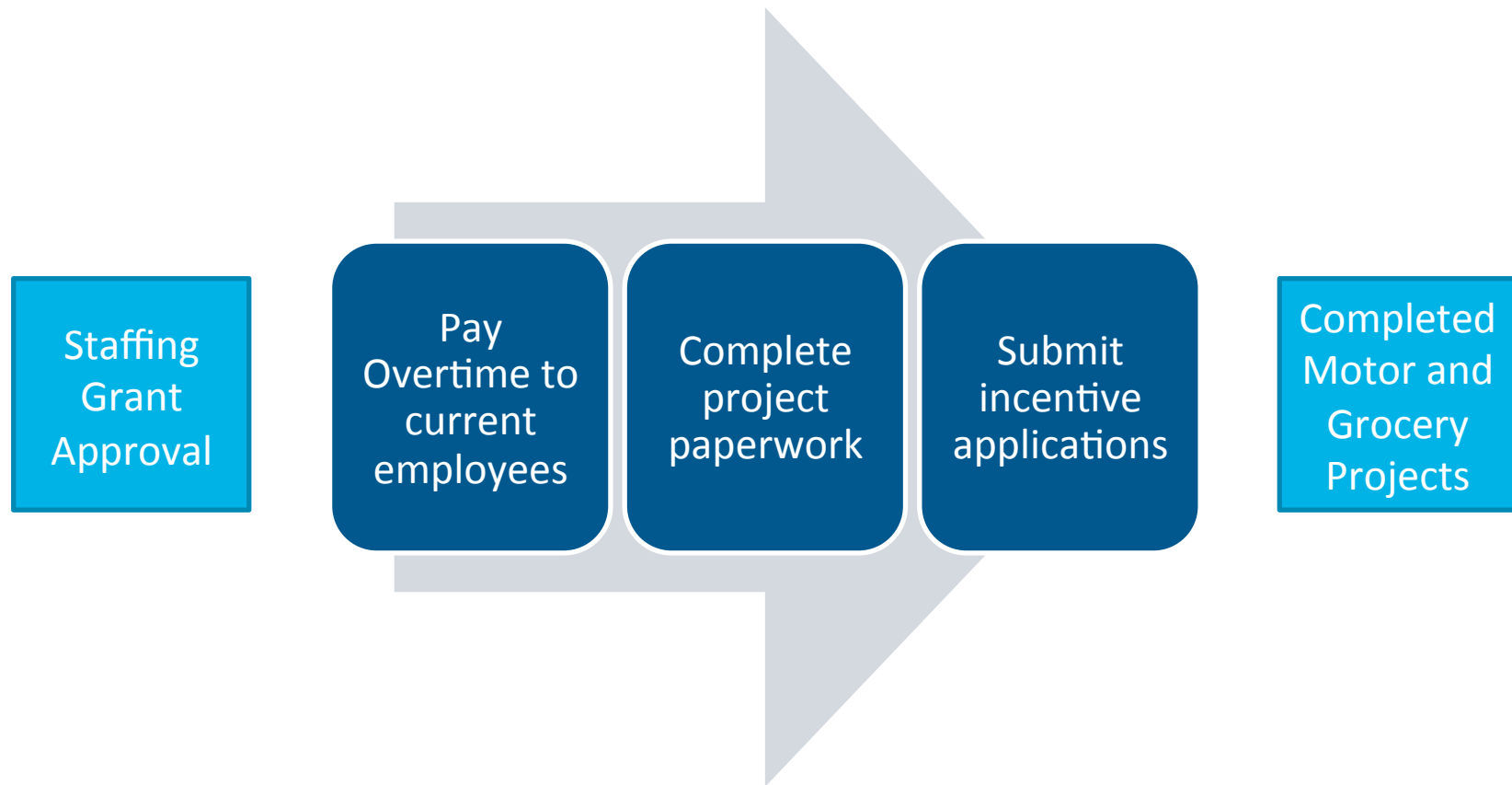
Barriers to Energy Savings Actions

- Equipment costs
- Availability of capital
- Budget constraints
- Lengthy internal decision-making processes
- The corporate approval process
- Lack of internal support for projects
- Inability to gain consensus among decision-makers
- Program awareness
- **STAFFING**

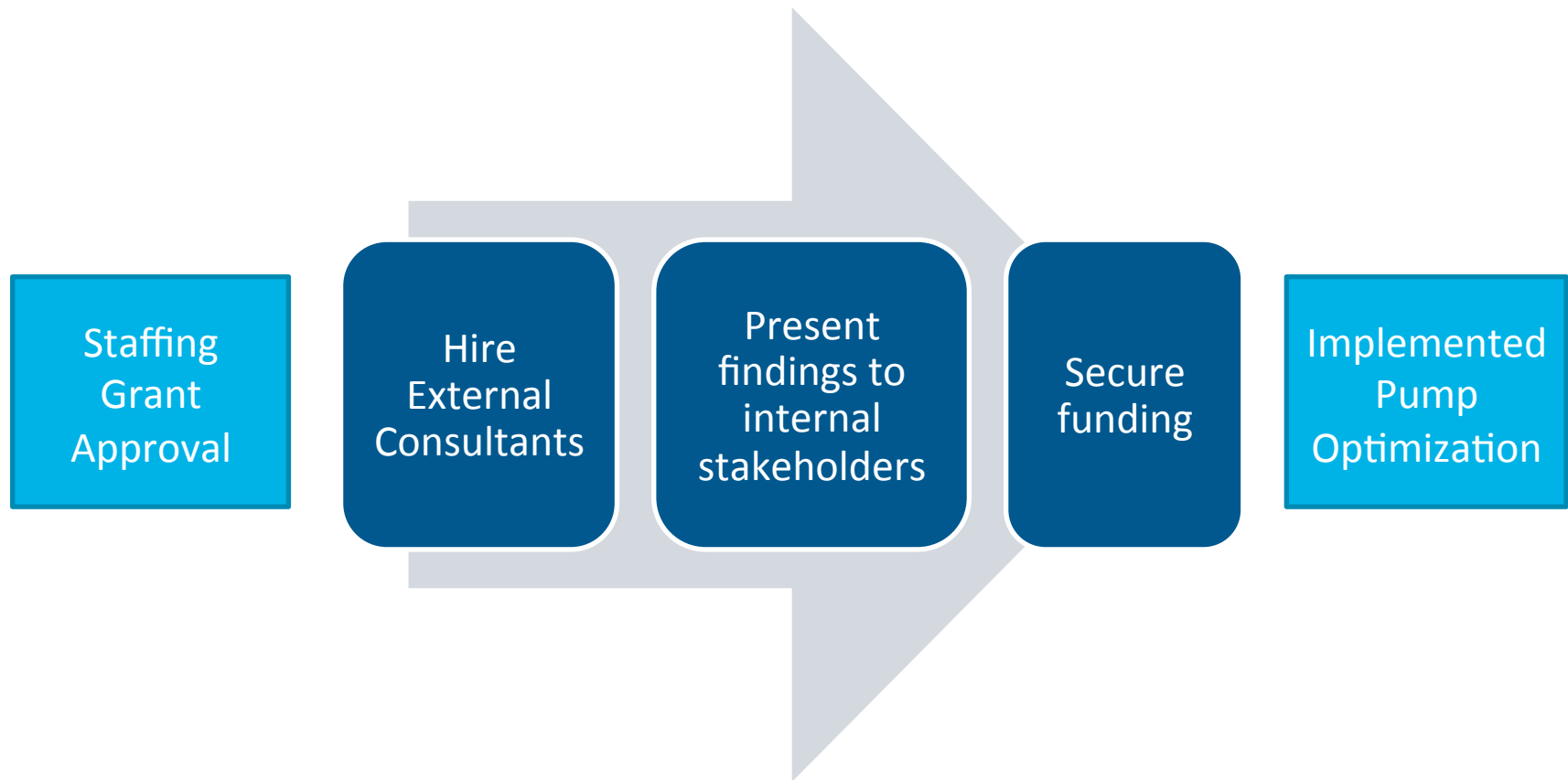
Staffing Grant Approach



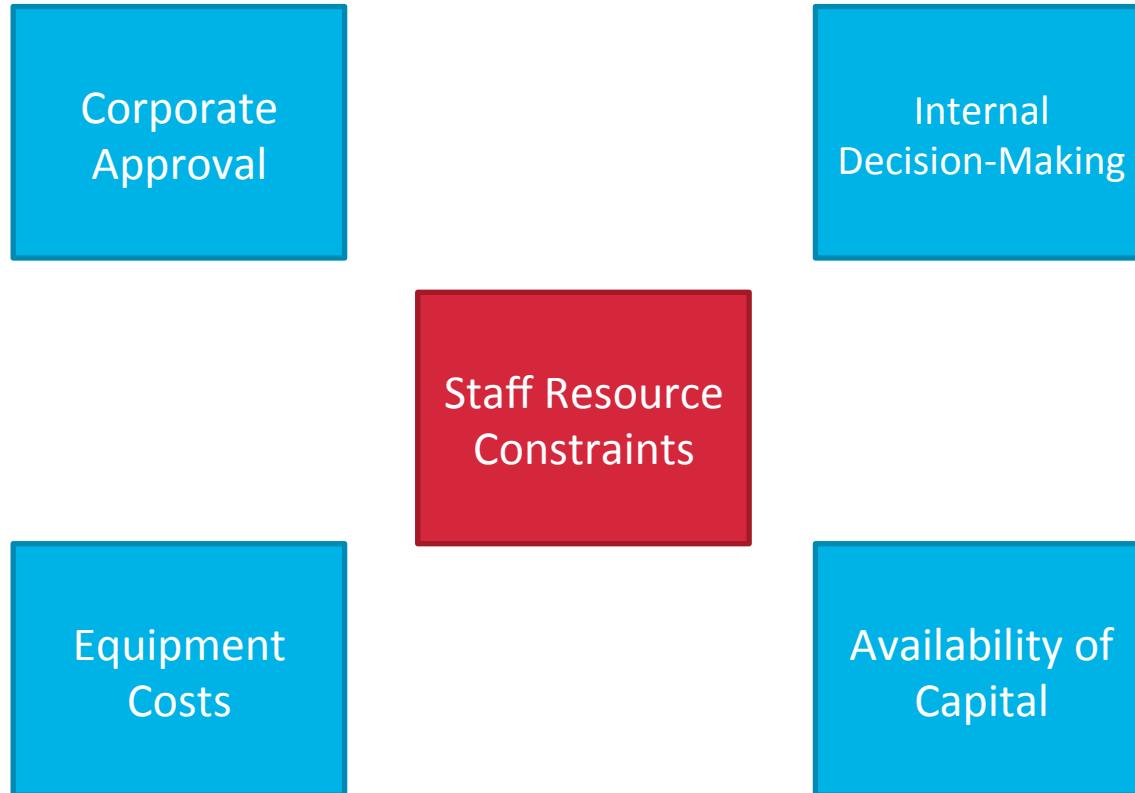
Incentivizing Internal Resources



Funding External Resources



Overcoming Participation Barriers



Thank you!

Hannah Arnold, Project Manager

harnold@opiniondynamics.com

510-444-5050 Ext. 118