BUILDING A PERSUASIVE BUSINESS CASE FOR ENERGY EFFICIENCY

A Functional Guide for Energy Efficiency Champions

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Successful energy efficiency projects need a 
**champion** to develop a persuasive 
**business case** that aligns energy 
efficiency with an organization's 
**business model, mission, and goals**
1. Build a team that supports the project

Find team members who will gain from the implementation of the energy efficiency project

Involve decision-makers and appeal to those who can advocate effectively
2. Prepare the right arguments that resonate with different audiences

Use language that decision-makers understand

Know the numbers: convert “therms” and “kilowatt-hours” to “dollars” and “cents”
3. Convince management that the cost of delay is wasting money

Be assertive: delaying an energy efficiency project is a decision to waste money.

Factor savings from reducing operational inefficiency and ending deferred maintenance.
4. Understand the decision-making process in your organization

Research the project and plot each step along a realistic timeline: audit, incentives, financing, etc.

Ensure that decision-makers have the right information they need to make the right decisions at the right times
We recognize that champions will encounter hurdles along the way.

“Where do we start?”

“We don’t have the technical expertise.”

“We can’t afford it.”

“Other projects offer better returns.”
Conduct a life-cycle cost analysis. Our guide provides specific strategies to help champions understand and overcome the hurdles they encounter.
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Download the complete guide and read case studies at:
http://energy.maryland.gov/business/businesscaseguide/index.html

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