



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

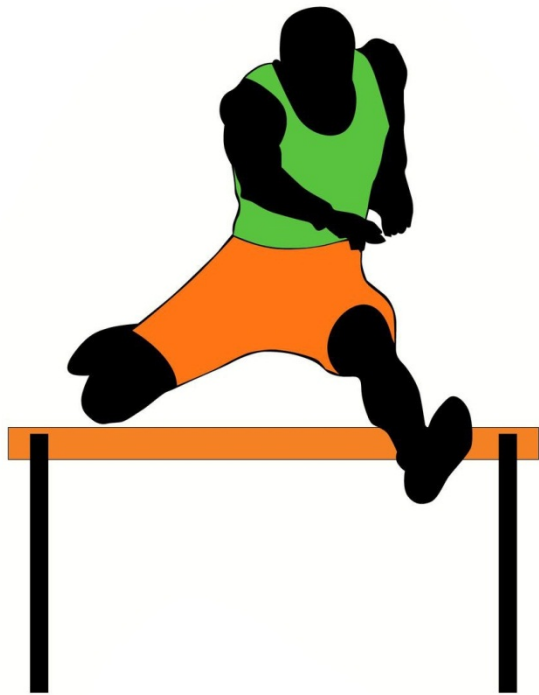
Know the numbers: convert “therms” and “kilowatt-hours” to “dollars” and “cents”



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."

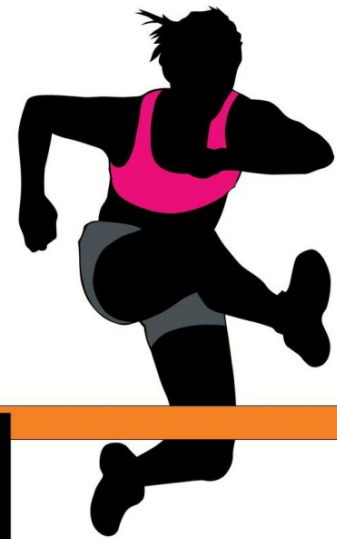
**"Other projects offer
better returns."**

Contact your state
energy office

Hire an
energy auditor

Research state and
utility incentive
programs

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](http://energy.maryland.gov/business/businesscaseguide/index.html)

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