

# Six Simple Steps to Improve the Energy Efficiency of Your Business

For more information, call **800.762.7077** or visit **focusonenergy.com**.



**Any business—large or small—can reduce its operational costs by increasing its energy efficiency.**

You're considering ways to improve your business's energy efficiency, but where should you start? Partner with Focus on Energy, Wisconsin's statewide program for energy efficiency and renewable energy. We're experienced energy professionals, helping companies manage rising energy costs while protecting the environment, controlling energy demand, and promoting in-state economic development. Thousands of businesses across Wisconsin are working with Focus to improve their bottom line.

No matter how big or small your company, you can turn energy efficiency into a strategic advantage. Just follow these six steps and you'll be on your way to saving energy and money—and playing an active role in protecting Wisconsin's environment and economy, now and for years to come.

## **STEP ONE: MAKE A COMMITMENT!**

Business owners and leaders are recognizing that managing energy is not merely a technical issue; it's a sound financial strategy and an essential element of a strong business plan. From large corporations to small business operations, everyone can benefit from an organized approach to energy management—but it's essential to have key decision makers involved and on board. Take action:

- Put it in writing: Formalizing your commitment to energy efficiency will help guarantee its success.

- Allocate appropriate resources: Whether you identify resources to participate on an energy team, hire an energy manager, or dedicate a portion of your time to energy efficiency, appropriate resources should be allocated.

## **STEP TWO: GET INFORMED!**

Before you can take action, you need to understand how your company uses energy, how it impacts your business, and where savings opportunities exist. You don't have to reinvent the wheel; a wealth of knowledge and experience is available if you know where to look.

- Do your homework: Focus on Energy's Web site offers a variety of useful tools including Ask the Expert, case studies, fact sheets, and energy-savings tips. Our materials are practical and easy to use.
- Attend training: Focus on Energy offers a wide range of training opportunities from basic building operation and energy management to advanced technical topics. Visit [focusonenergy.com/training](http://focusonenergy.com/training) to learn more.
- Additional resources: In addition to Focus on Energy, you can tap several additional resources to get informed. The national ENERGY STAR® program, your utility representatives, and market providers can be valuable sources of information and tools.



**Focus on Energy can help any business reduce its energy use and operating costs.**

### **STEP THREE: CREATE AN ACTION PLAN!**

An energy management plan provides a road map to support your organization's commitment to efficiency. A good energy management plan communicates prioritized, short-term and long-term activities and goals to your organization. Get started:

- **Quantify savings:** Focus on Energy offers calculation tools to help you or your market provider quantify savings associated with energy-efficiency measures. It may be more cost effective to try and capture results after the fact for low-cost and/or behavior-related measures.
- **Identify costs:** Determining budgetary and labor requirements for measures will allow a proper benefit-cost analysis and prioritization.
- **Identify external resources:** Focus on Energy offers a host of financial incentives to help move projects from concept to reality. Additional resources may include assistance from local, state, or federal governments as well as assistance from your utility. Many Focus on Energy and other external resources require preapproval, so be sure to inquire about availability before making equipment decisions.
- **Prioritize items and set timelines for implementation.**

### **STEP FOUR: TAKE ACTION!**

No action is the most costly route to take. Like any project within your organization, energy-efficiency projects require good project management to achieve results. By setting timelines, assigning responsible individuals, and securing resources and needed approvals, your organization will be on its way to realizing the benefits of energy efficiency.

### **STEP FIVE: CELEBRATE!**

Once you've implemented a project, work to track the impact of the project with benchmarking and occupant surveys. Share your successes not only within your organization, but also with the community and businesses in your industry. Share your success:

- **Market internally:** Include energy-efficiency achievements in newsletters and on Web sites, or create a showpiece in a common area that highlights current projects and a running total of the dollar savings your organization is accumulating. The more visual the effort, the more involved your staff will be.
- **Market externally:** Share your success stories with your clients, community, and industry to promote your commitment to energy efficiency, smart business practices, and the environment. Focus may be able to assist you in promoting large projects; contact your energy advisor for details.

### **STEP SIX: KEEP GOING!**

Hooray! You've started saving energy. Now that you've incorporated energy management into your business plan, it's important to continue making progress by periodically reviewing the steps above. Over time, your business can change. Be sure to update your energy management plan to accommodate these changes. Also be on the lookout for new technologies and opportunities to continuously evolve your plan.

### **NEED HELP? CONTACT FOCUS ON ENERGY!**

With support like this, your organization will be saving energy and money in no time. Want to learn more? Call **800.762.7077** or visit **focusonenergy.com** today.