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 are effective advocates
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 inefficiencies and ending cycles of 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.”

“Oh 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.

Contact your state energy office

Hire an energy auditor

Research state and utility incentive programs

Conduct a life-cycle cost analysis
BUILDING A PERSUASIVE BUSINESS CASE FOR ENERGY EFFICIENCY

Download the complete guide and read case studies at:
http://energy.maryland.gov/business/businesscaseguide/index.html

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