



BUILDING A PERSUASIVE BUSINESS CASE FOR ENERGY EFFICIENCY

A Functional Guide for Energy Efficiency Champions

Daniel Bresette
Maryland Energy Administration
daniel.bresette@maryland.gov

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.”

“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>

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