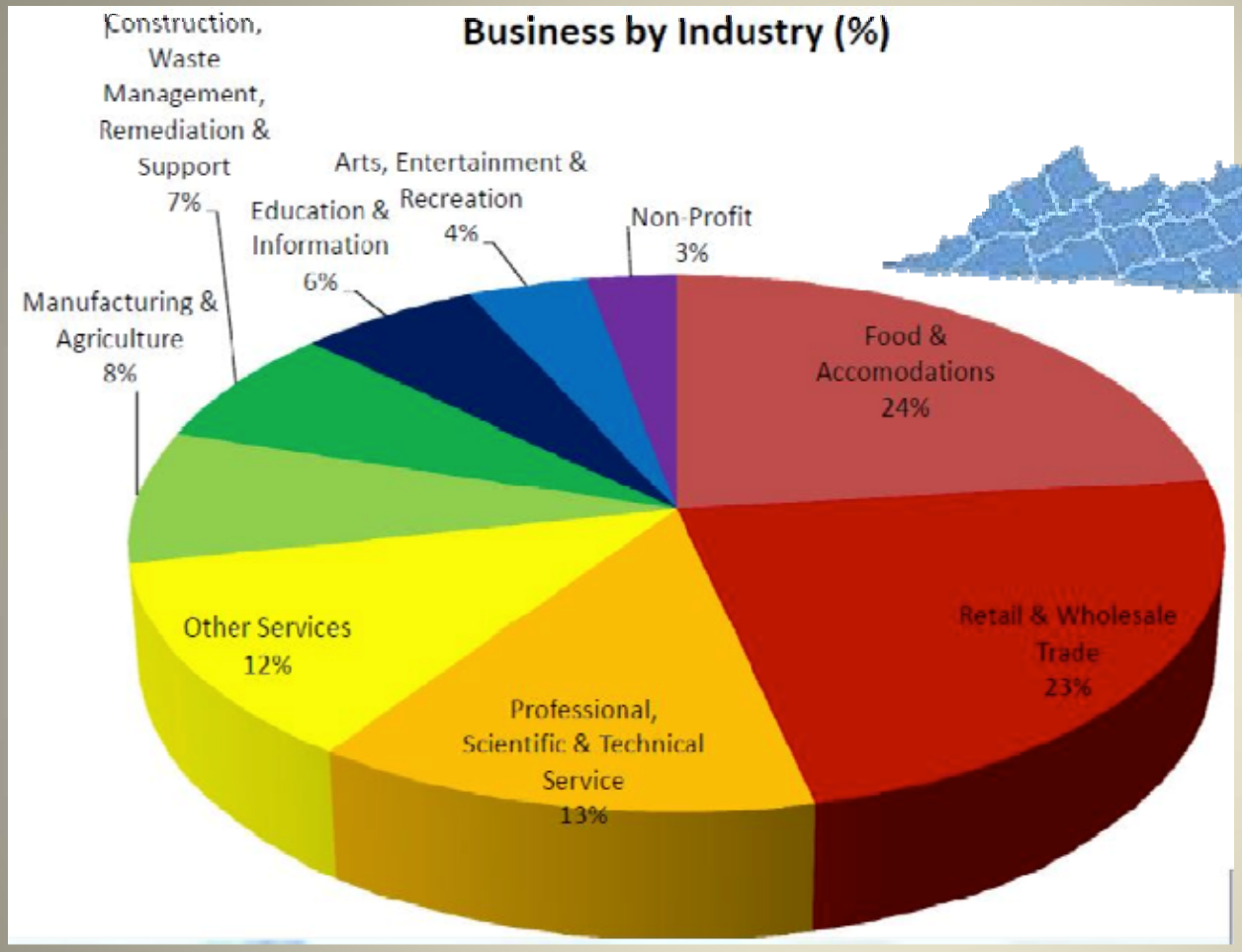
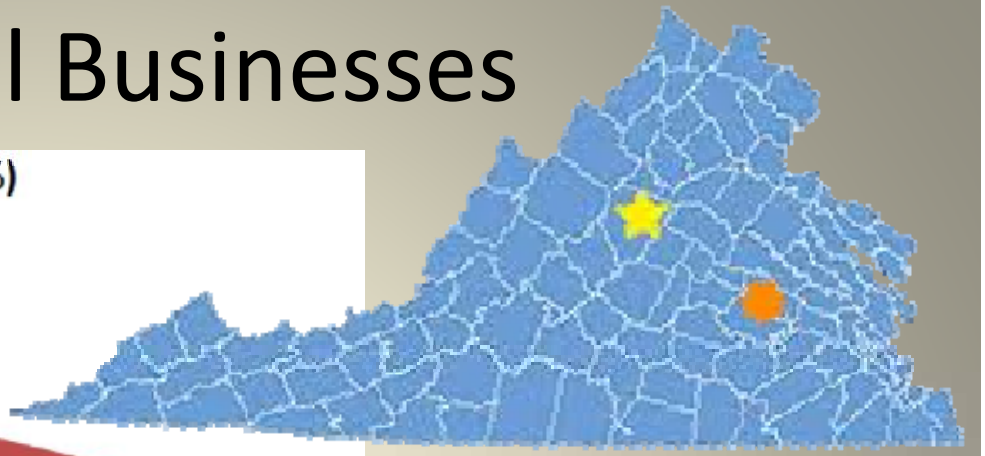
Sustainability in the Marketplace

Charlottesville Area Better Business Challenge

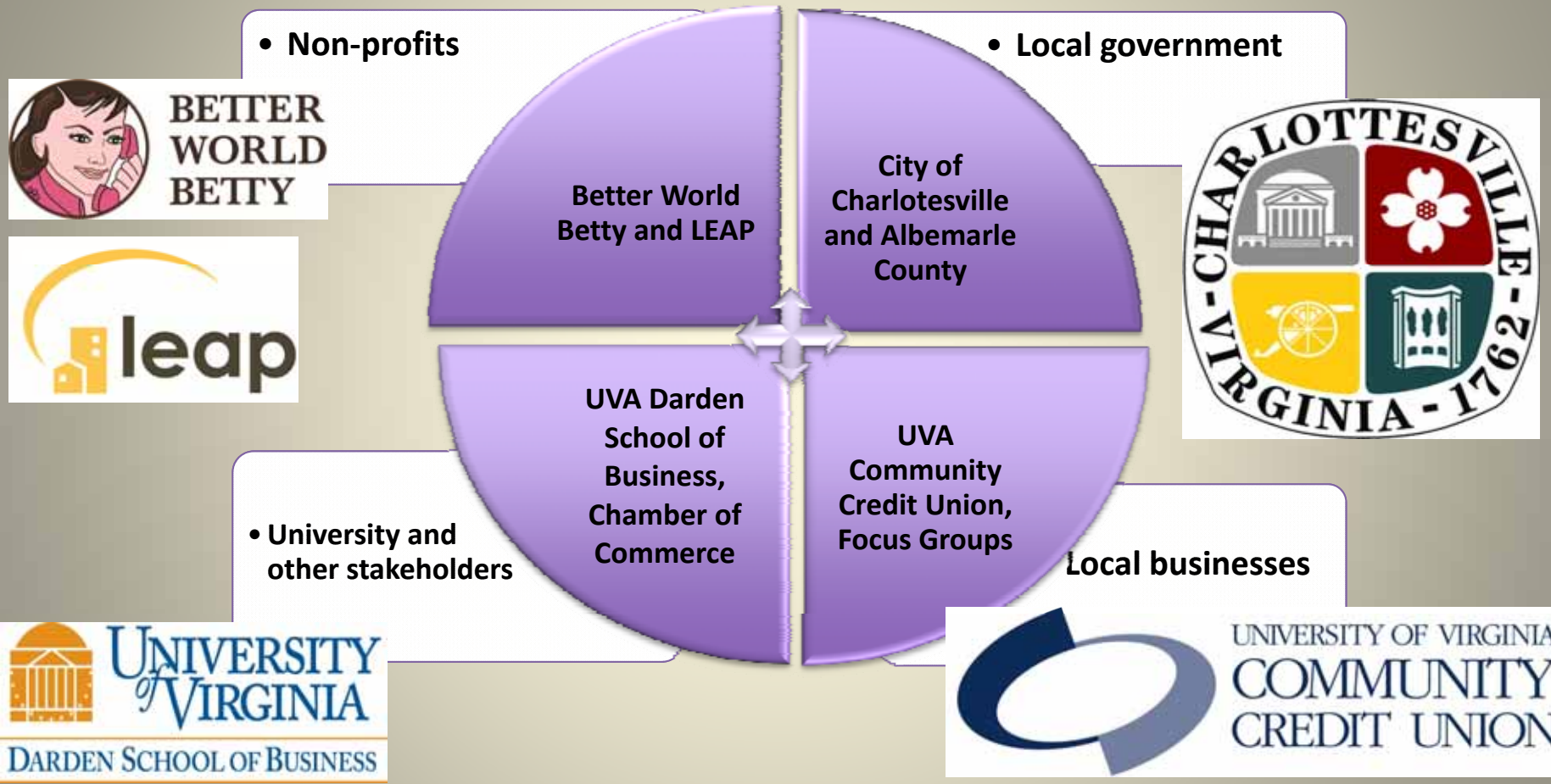
Small, Local Businesses





Year	Small (1-10)	Medium (11-50)	Large (50+)
2011-2012	42	40	8
2013-2014	41	21	12

Community Collaboration



PRIMARY GOAL: Equip businesses with the tools and information they need to make "Better" choices in the operation of their business

What is the Challenge?

ENERGY | 65 POINTS

There are many reasons why understanding and taking action on your building's energy use makes sense – not the least of which is the potential to save money. Knowing what you use, what you need, and what can be made more efficient can lower overhead and contribute to your competitiveness. Consider contacting community experts such as LEAP (Local Energy Alliance Program) for advice on what to do, cash rebates for energy improvements, and financing. Actions that can lead to energy use reduction and reduced energy bills may include improvements to the building itself (eliminate energy leaks and improve insulation), upgrades to more efficient lighting, and modifications to the use and operation of equipment. Please visit www.cvillebetterbiz.org for more information.

READY

Assess current energy use…

Have you collected one year's worth of utility bills and used LEAP's free software to benchmark energy use? **2 Points**

Have you had LEAP give a free presentation about energy use to your company? **2 Points**

SET

Set a company energy reduction goal…

Have you established a company energy reduction goal (5%, 10%, 15%, and so on)? **2 Points**

GO! *Choose actions to reduce energy use…*

Have you conducted an indoor comfort survey with staff and discussed results? **1 Point**

Have you listed company equipment like heating, cooling and ventilation mechanicals, computer equipment, appliances (including age and relative condition)? **1 Point**

Have you listed energy conservation or energy efficiency action items? **1 Point**

Have you conducted a lighting assessment? **1 Point**

Do you use natural lighting whenever possible? **1 Point**

Do you make use of task lighting to minimize overhead room lighting? **1 Point**

Have you installed motion sensors for your lighting? **1 Point**

Have you replaced 50% of incandescent bulbs with CFLs or LEDs? **1 Point**

Have you put exterior lighting on timers or photosensors? **1 Point**

Have you set thermostats to recommended Energy Star settings? **1 Point**

Have you set water heaters at 120 degrees and added an insulation blanket? **1 Point**

Have you replaced EXIT signs that use incandescent or CFL technology with ulltra-low energy LED EXIT signs? **1 Point**

Do you use window blinds, curtains, solar shades or solar window screens to decrease heat in the summer and increase heat in the winter? **1 Point**

Have you trained staff to reduce baseload energy from lighting, appliances, computers, and so on? **1 Point**

Tell us what else you've done. **1 Point**

Tell us what else you've done. **1 Point**

GO THE DISTANCE!

Commit to energy improvements and savings…

Have you purchased renewable energy credits for some portion of your business' electricity usage? **3 Points**

Have you obtained a third party professional energy audit? **5 Points**

Have you had a professional review your building systems to ensure they are operating as designed and programmed? (i.e. conducted retrocommissioning?) **5 Points**

Have you installed a renewable energy technology such as solar, geothermal, wind? **10 Points**

Have you achieved 15% reduction in energy use through improvements? **10 Points**

BONUS!

Measure and Report…

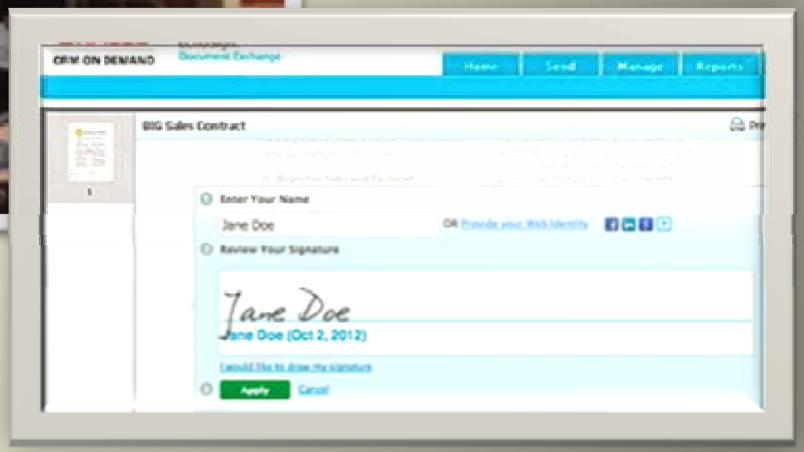
Have you achieved Energy Star Certification for your building? **10 Points**

2012 Challenge Recap

- 107 businesses
- 1,000+ actions
- 6 Lunch n’ Learns, Happy Hours, mid-contest BASH! and Green Oscars Awards Night
- Over 1,000 hrs of direct support of biz!
- 35 media hits in 12 months

Not Surprising…

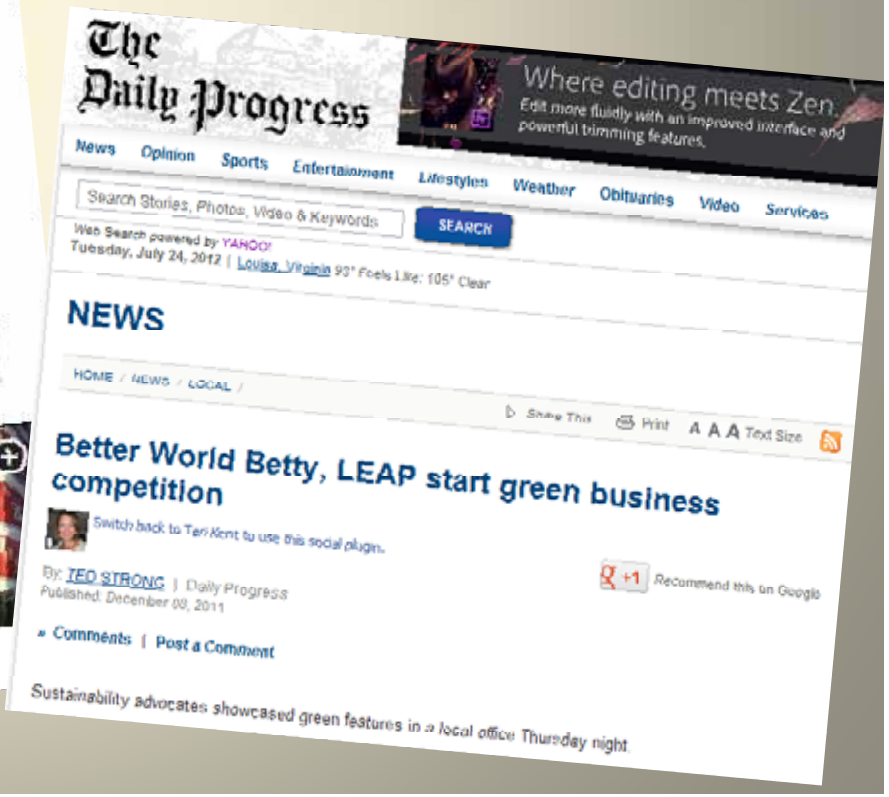
Business like to save money!



LEAP rebate recipients saving $7,523.00/yr

35 Media Hits in 12 months!

Over 200 radio, print, and social media callouts!



One person makes a difference

FUN!

Competition can be a great motivator

"A lot of this stuff we knew we should be doing anyway, but it took the Better Business Challenge to spur us on to act sooner rather than later."

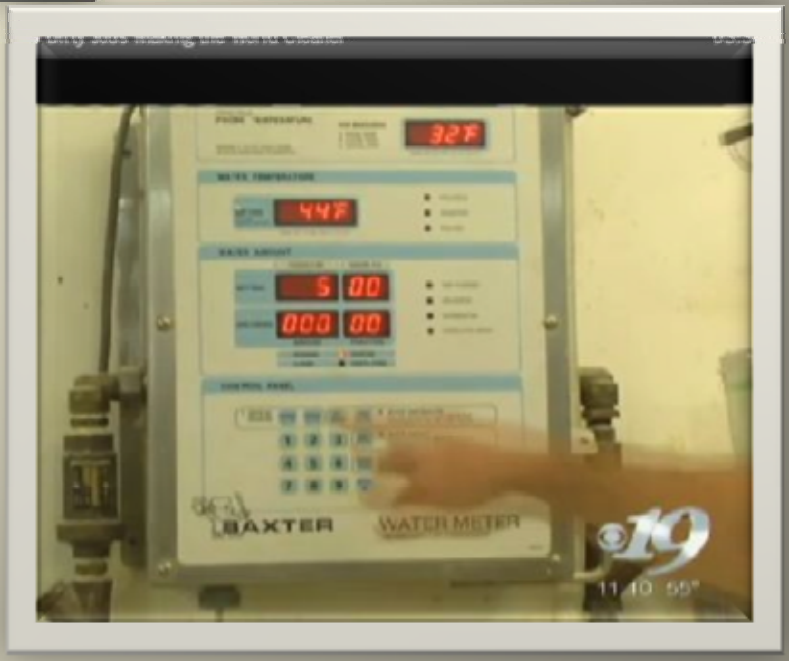
--Jason Williams, the Paramount Theater

Value of Networking, Cross-collaborating

- Recycling of plastic film
- Electronic Signature
- LED signs
- Could Batteries Plus Bulbs help Whole Foods offer battery recycling? (Happy Hour)

Surprises we found…

WILD WING Cafe



VIRGINIA EAGLE

VE

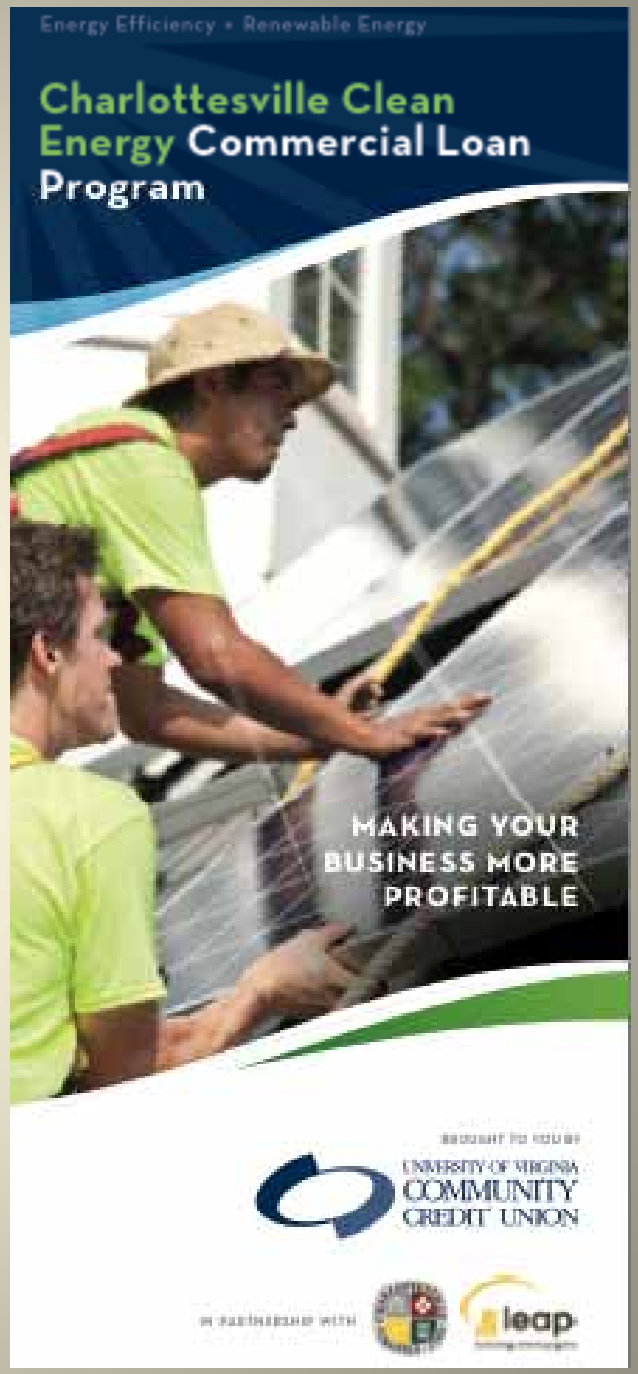
DISTRIBUTING

Local examples speak loudly

Diverse groups getting together to achieve mutual goals

Ripple Effects…

- NEW UVA Community Credit Union Clean Energy Loan fund
- Expanded Composting Program



Importance of the Marketplace

- Powerful role to play
- Efficiency is a core business value
- Bottom line savings can be achieved through both cost-neutral actions and deeper investments
- Sustainability leaders in VA will keep growing
- Cleaner, healthier, better business is really what ALL of us want and value as a people

Cleaner, healthier community

2012 CHARLOTTESVILLE AREA BETTER BUSINESS CHALLENGE