



How Going Green Can Save You Green and Make an Impression on your Donors

Presenters:

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The Benefits of Greening Your Operations

Philanthropy Day Cape Cod
November 4, 2009

What Does “Going Green” Mean?

- Looking at natural resource use and trying to find ways to conserve them.
- Reducing your carbon footprint.
- Using various everyday methods to help save and protect the environment.

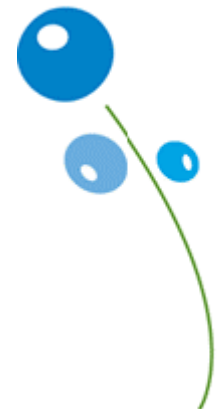




why go green?

Why Go Green

- Reduce environmental impact
- Protect human health
- Protect the places we love
- Economic Benefits
 - Increase efficiency
 - Increase productivity
 - Marketing opportunities



“Going Green” at Work

- Energy Use
- Computers
- Waste Reduction
- Cleaning
- Recycling
- Implementing a “Green Purchasing Policy”



energy use

Energy Use

- Unplug electronics when they are not in use
- Plug into a Smart Strip
- Buy Energy Star or energy saving technology, and make sure it is well maintained
- Get an energy audit, turn off lights, and change your light bulbs

computers



Computers

- Shut computers down at night
- Use sleep mode instead of screen savers
- Change power savings settings
 - Co2saver.snap.com
- Look for the greenest option when purchasing a new computer
 - www.greenerchoices.org

Waste reduction



Waste Reduction

- Paper
 - Use both sides of the paper
 - Think before printing
 - Do as much business as possible electronically
- Reuse
 - Mugs/Dishes
 - Bottles
 - Bags
- Buy used if possible & sell what you no longer need

Transportation



Transportation

- Offer preferred parking to those driving fuel efficient cars
- Analyze your fleet
- If possible, offer telecommuting options for employees
- Consider video-conferencing for meetings
- For travel consider carbon offsets and staying at green hotels –Voluntary Carbon Standard www.v-c-s.org



recycling

Recycling

- Divert waste from landfills
- Save energy on extraction, transportation, manufacturing and processing
- What can be recycled?
 - Earth 911 www.earth911.org
 - Check with waste hauler and local transfer stations



cleaning

Cleaning

- Use natural cleaning products
- Read labels—not all products are “green”
- Use old cloths or t-shirts as rags
- Open windows and doors to air out your space



purchasing

Implement a “Green Purchasing Policy”

- Greener Office Supplies
- Create a centralized area for office supplies
- Look for products made from:
 - Recycled Materials
 - Post Consumer Content

Economic Benefits of Going Green: Increase Productivity

- Increasingly, employees want to be part of companies that are environmentally responsible.
- Offices with cleaner interior air and have a direct positive impact on employee physical well-being.

Economic Benefits of Going Green: Marketing Opportunities

- Marketing Trends for 2009: Simplicity, Responsibility
- If your company is viewed more positively by donors, partners, and volunteers, you can command greater market share for the same output
- Become a Registered “Green” Nonprofit at GreenNonprofits.org
- Local marketing opportunities



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iMedia Technology

IT Services · IT Consulting · Document Management

Green Technology Is there really such a thing?



The Service Behind Your Technology

iMedia Technology

IT Services • IT Consulting • Document Management

What are you using today to run
your business?

Paper

Files

Banker Boxes?



The Service Behind Your Technology

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IT Services • IT Consulting • Document Management

You may already have the
“green alternative”

Computer

Email

Fax



The Service Behind Your Technology

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IT Services · IT Consulting · Document Management

Myths
Costly
Difficult to use
Need Special Equipment
Eliminate Paper all together



The Service Behind Your Technology

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Realities

Cut Costs

Increase Efficiency

Reduce Storage

Protect Valuable Information



The Service Behind Your Technology

iMedia Technology

IT Services • IT Consulting • Document Management

Savings to your
organization can be
realized quickly



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Trends in Technology

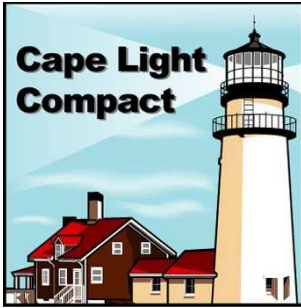
Email

Network Faxing

Document Management



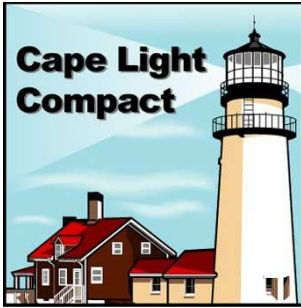
The Service Behind Your Technology



Cape Light Compact

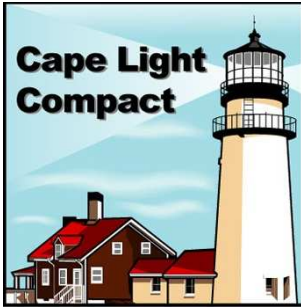
2010-2012

**Energy Efficiency Plan
Overview**



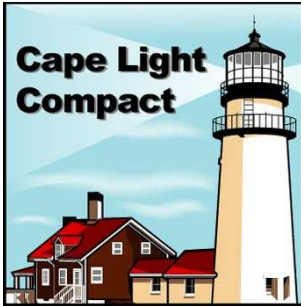
About Cape Light Compact

- Public entity formed in 1997 to advance the interests of consumers in the newly restructured electric industry
- Comprehensive approach to energy services: Competitive electricity rates with a green energy option, consumer advocacy, energy efficiency programs and education
- Serves 200,000 consumers from all 21 towns on Cape Cod and Martha's Vineyard
- Cape Light Compact Governing Board represents each member town's interests



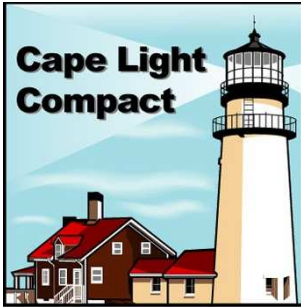
Why Cape Light Compact was Established

- Since the 1980s, electric utilities in MA have implemented energy efficiency programs in their service territories
- MA Electricity Restructuring Act established a fixed charge on all ratepayers to collect funds for energy efficiency
- The Restructuring Act also enabled towns and cities to establish municipal aggregators like Cape Light Compact, who could:
 1. Purchase power on behalf of all customers in the municipality
 2. Implement the energy efficiency programs instead of the local electric utility
 3. Administer rate-payer funded energy conservation surcharge



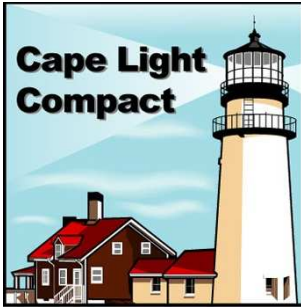
Energy Efficiency: Program Goals

- Achieve more energy efficient buildings that are less costly to operate
- Enhance the comfort and productivity of a building's occupants
- Create facilities that are friendlier to the environment
- Keep energy efficiency funds local to better serve our community



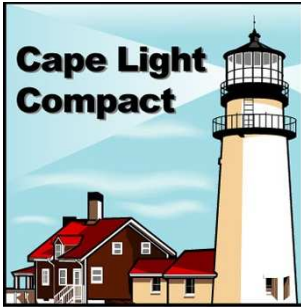
Three-Year Plan: Core Benefits

- Energy and demand savings
- Greenhouse gas reductions
- Economic benefits
- Meet Green Communities Act requirements and goals



Energy Efficiency: Program Results

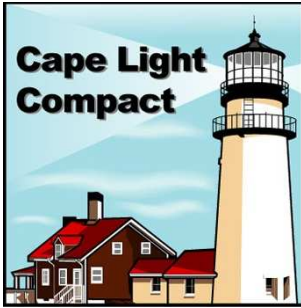
- From July 2001 through December 2008, Cape Light Compact contributed over \$35.5 million in energy efficiency services to the residents and business of Cape Cod & Martha's Vineyard and will invest \$10 million more in 2009.
- Our programs installed \$5.5 million in highly cost-effective energy saving measures in homes and businesses across the Cape & Vineyard in 2008.
- For every ratepayer dollar invested in energy efficient programs in 2008, Cape Light Compact reduced our customers' net cost of electricity by \$3.36.
- In 2008, Cape Light Compact's Energy Efficiency Programs saved enough electricity to power 1,600 homes and eliminate greenhouse gas emissions from the equivalent of about 1,000 cars.



Cape Light Compact Commercial & Industrial Programs

Commercial and Industrial Retrofit

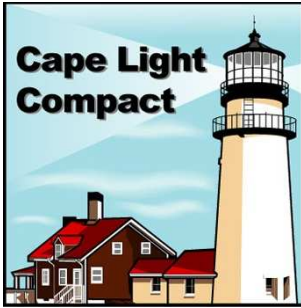
- Designed to make existing facilities more energy efficient
- Offers financial assistance, education, technical assistance and commissioning services
- Covers a wide range of efficiency measures, including (but not limited to) lighting, variable speed drives, building envelope measures, controls, energy management systems, HVAC and process improvements
- Financial incentives are based on the equipment and labor costs of installing efficient equipment



Cape Light Compact Commercial & Industrial Programs

Commercial and Industrial New Construction

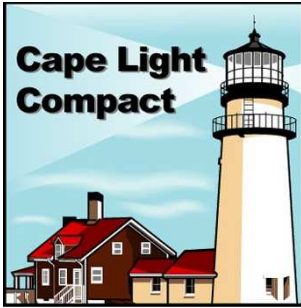
- New or substantial reconstruction, renovation, remodeling of existing buildings
- Equipment replacement at the end of its useful life with energy efficient model
- Technical support, financial assistance, education, project design and commissioning services
- Customers overcome first-cost and other barriers to investing in energy efficiency
- Benefit from lower operating costs



Cape Light Compact Commercial & Industrial Programs

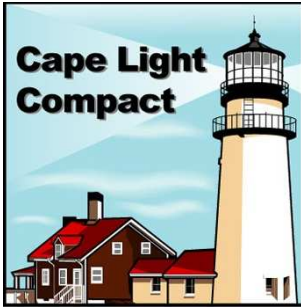
Small Business Enhanced Incentives

- Turnkey energy assessment at no additional cost
- Detailed facility evaluation report with energy savings calculations
- Expert installation guaranteed
- Incentives for small business customers whose electrical demand does not exceed 300kW
- Qualifying measures eligible for up to 80% rebate from Cape Light Compact



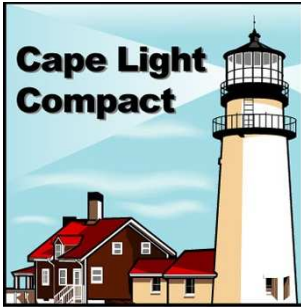
Energy Efficient Measures Available through Cape Light Compact

- High Efficiency Lighting
- Insulation, air sealing and other weatherization measures
- Heating, Ventilation and Air Conditioning (HVAC)
- Occupancy Sensors and other Control Systems
- Refrigeration
- Pump and Process Operations
- Training and Technical Assistance



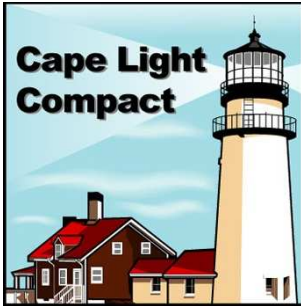
New Enhanced Incentives for Small Business 2010-2012

- Cape Light Compact now serves small businesses with electricity demand of up to 300 kW
- Cape Light Compact typically pays up to 80% of the material and labor cost to install qualified energy efficiency upgrades up to \$150,000 for small business projects (subject to limitations)
- Simple turnkey operation: Call Cape Light Compact and we oversee the project from start to finish



Additional Program Enhancements 2010-2012

- Add prescriptive and custom approaches to maximize efficiency & savings
- Sponsor and implement Advanced Buildings Program through the New Buildings Institute
- Coordinate and cost-share recommended energy efficiency equipment upgrades with National Grid
- Offer more advanced training and certification programs
- Offer custom Energy Management Planning & staff training to municipalities
- Offer education and training for Demand Response to customers willing to reduce energy consumption by at least 100kW when requested by ISO New England



Upcoming Training Programs

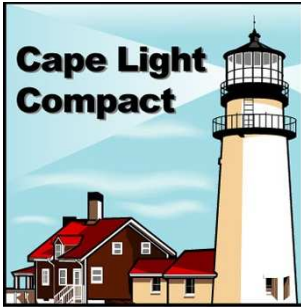
October 22, 2009

Improving the Energy and Financial Performance of Your Commercial/Municipal Building

December 8, 2009

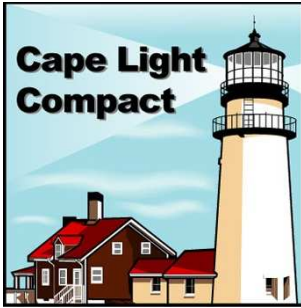
Energy Planning for Today and Tomorrow (for architects, engineers, town planners, and other building design professionals)

REGISTER FOR TRAINING AT WWW.CAPELIGHTCOMPACT.ORG



Participation Made Easy

- Call **1-800-797-6699** to schedule a free energy audit of your facility in advance of the start of your project
- Receive a thorough onsite facility audit by qualified engineers and staff
- Receive a detailed report containing recommendations for energy efficiency upgrades and savings calculations
- Implement energy saving measures and receive qualified incentives offered through Cape Light Compact
- Start to accrue savings



Contacts

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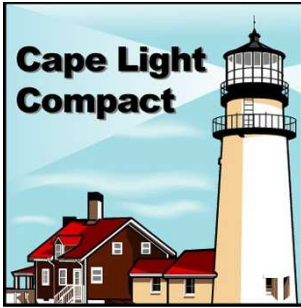
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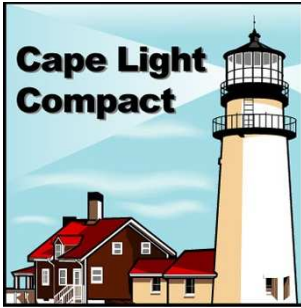
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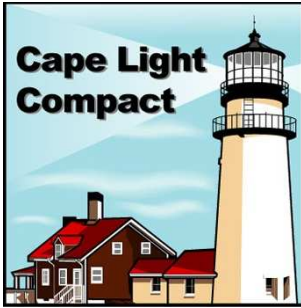
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Thank You

- **Questions?**
- **Thank you again for inviting Cape Light Compact to speak at the Philanthropy Day 2009 Green Workshop!**