



# **2008 Summit on Sustainability and the Environment**

## **The Triple Bottom Line: Implement and Leverage Sustainable Energy Approaches**

**Presented By**

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**WORLD'S 100 MOST POWERFUL WOMEN** **CHARITY DEDUCTIONS**  
HOW BIG CHANGES CAN HURT YOU

**Forbes**

THE NEXT BIG BUSINESS: CLEANING UP THE WORLD

**GE Goes Green**

ALSO ► INNOVATION: TRACKING ELUSIVE CANCER CELLS  
OUTSEARCHING GOOGLE

**BusinessWeek**

**Imagine a world**  
in which socially responsible and eco-friendly practices actually boost a company's bottom line. It's closer than you think. BY PETE ENGLAND (P. 50)

**PLUS**  
Chrysler: Dr. Z gets a checkup

START YOUR OWN HEDGE FUND • THE FUTURE OF COMPUTING

**FORTUNE**

**WAL-MART SAVES THE PLANET**

Well, not quite. But CEO LEE SCOTT's green campaign, which started as PR, is becoming a force of nature.

PLUS  
The Best of 2007



*“The world will not evolve past its current state of crisis by using the same thinking that created the situation.”*

Albert Einstein

Buildings account for 2/3 of all electricity and 1/3 of all the total energy used in the United States

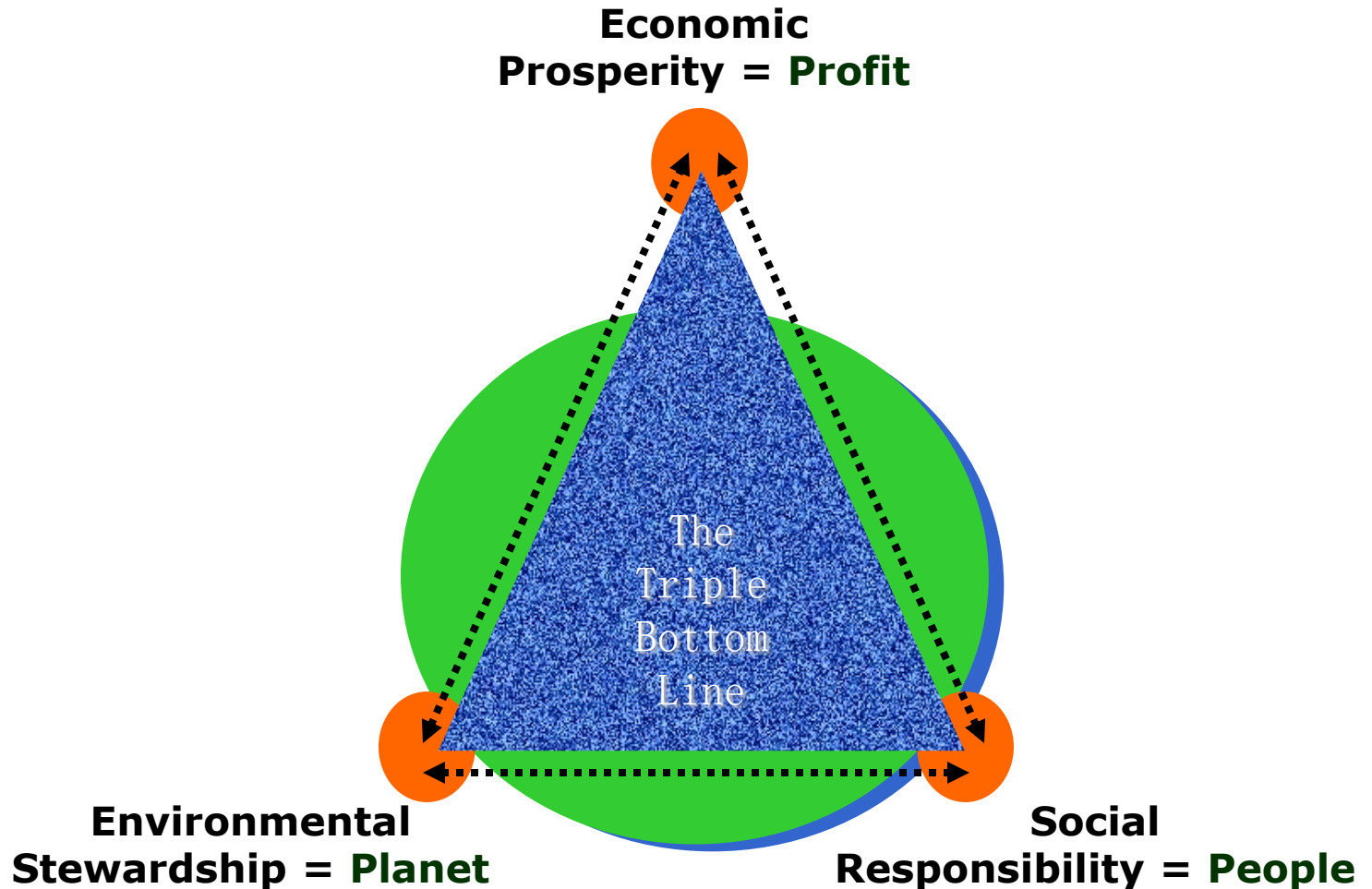
Reducing total commercial building water consumption by just 10% would save well over 2 trillion gallons of water each year

Americans comprise 5% of the world's population and produce 50% of its waste

US DOE and EPA



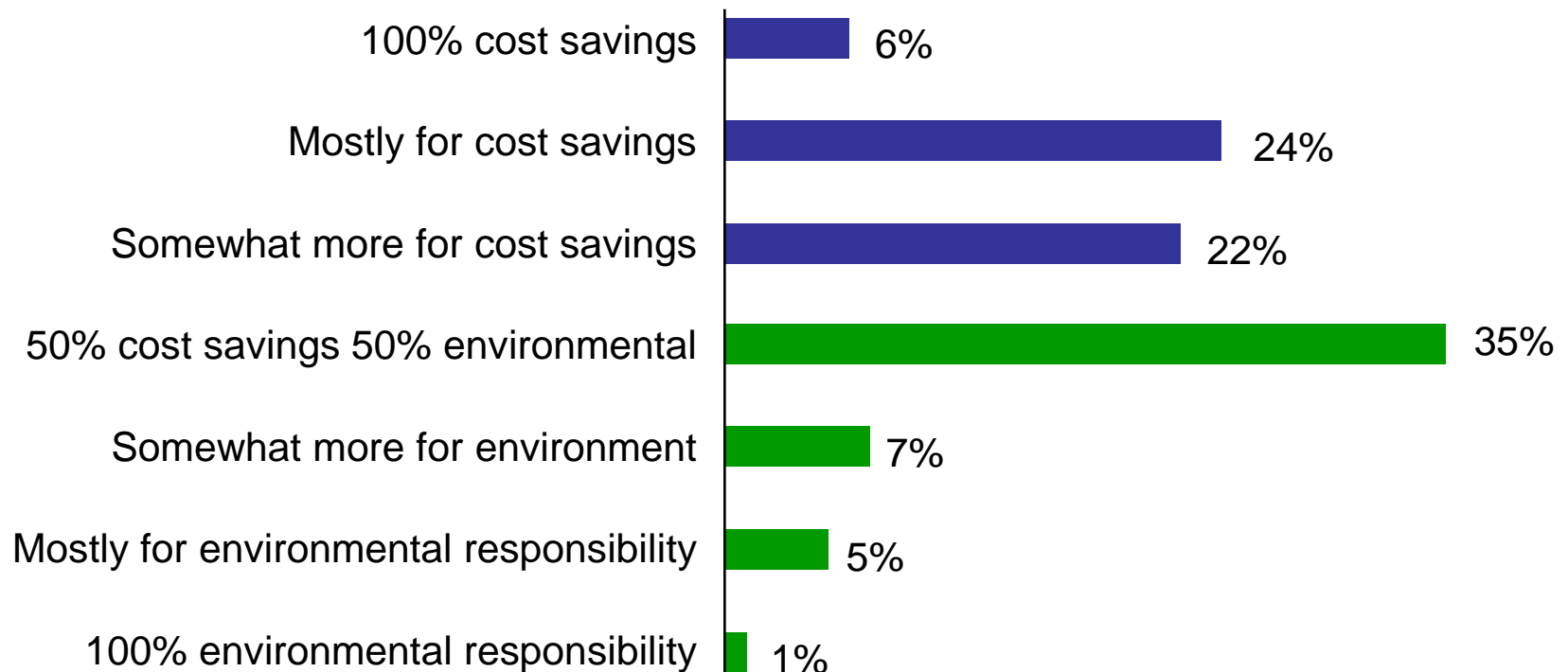
# Reasons for Change...The Triple Bottom Line



Creating wealth based on use of resources in unlimited supply versus creating wealth while destroying nature's life support systems

# Motivation for Sustainability Investments

**48% of participants feel that environmental responsibility is at least as strong a motivator as cost savings**



Source: JCI on-line survey conducted in March 2007 of 1249 North American executive/managers responsible for energy management decisions



# A Renewable and Sustainable Energy Strategy Can...

- Lower risk from volatile energy prices & potential utility “grid” instability (Profit)
- Potentially create a revenue stream from on-site generation (Profit)
- Demonstrate environmental leadership and goodwill (Planet)
- Generate positive publicity and convey corporate leadership (People)



# But Can't Environmental Stewardship and Social Responsibility Lead to Economic Prosperity?

- Is a community focused on Environmental Stewardship and Social Responsibility more marketable?
  - Attracting residents and businesses bringing tax base and economic development
  - Increasing visibility of “Sustainable Cities”....Global Reporting Initiative ([www.globalreporting.org](http://www.globalreporting.org))
  - Ohio’s manufacturing base and pool of skilled workers creates an ideal environment for “green collar jobs”



# But Can't Environmental Stewardship and Social Responsibility Lead to Economic Prosperity?

- What is the value of positive press, what is the damage from negative press?
  - National League of Cities, US Conference of Mayors, National Association of Counties Green Government Initiative, Clinton Climate Initiative, American Public Works Association, etc.... ([www.greencounties.org](http://www.greencounties.org))
  - Leadership in Energy and Environmental Design (LEED), Energy Star, Columbus Greenspot
- Chances are, your community is moving ahead with or without you
  - Sustainable Clintonville, Sustainable Westerville, Sustainable Worthington, etc



*“When the end of the world comes, I want to be in Ohio because everything in Ohio comes 10 years later than the rest of the country.”*

Mark Twain

According to the Brookings Institute (May 2008), metropolitan Columbus ranked 18<sup>th</sup> of the US metropolitan areas with the largest per capita carbon footprint (2.95 metric tons)

# What renewable energy sources exist in Ohio?

## BIOMASS

- Burning *biomass* to create energy – biomass is a renewable resource because it can be continually produced (grown). Examples include corn, switch grass, wood products.

## LANDFILL /WWTP GAS

- Converting *landfill or WWTP gas* to energy – landfills and WWTP create methane gas that can be burned to create energy

## SOLAR

- Converting the sun's heat and light to energy – *photovoltaic and thermal*

## WIND

- Converting *wind* power to energy using turbines

## GEO- THERMAL

- Converting predictable *geothermal* underground resources to energy



***Unfortunately, it costs money to save  
(or generate) energy initially***

- **Capital Dollars From Your Existing Budget**
- **Available Grants and Incentives**
- **Performance Contracting (“pay from savings”)**
- **or.... a “*hybrid*” of the above**



# Open Dialogue, Q & A

*Thank you for your time, and enjoy the rest of the Summit!*

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