



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.

www.fortune.com



“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

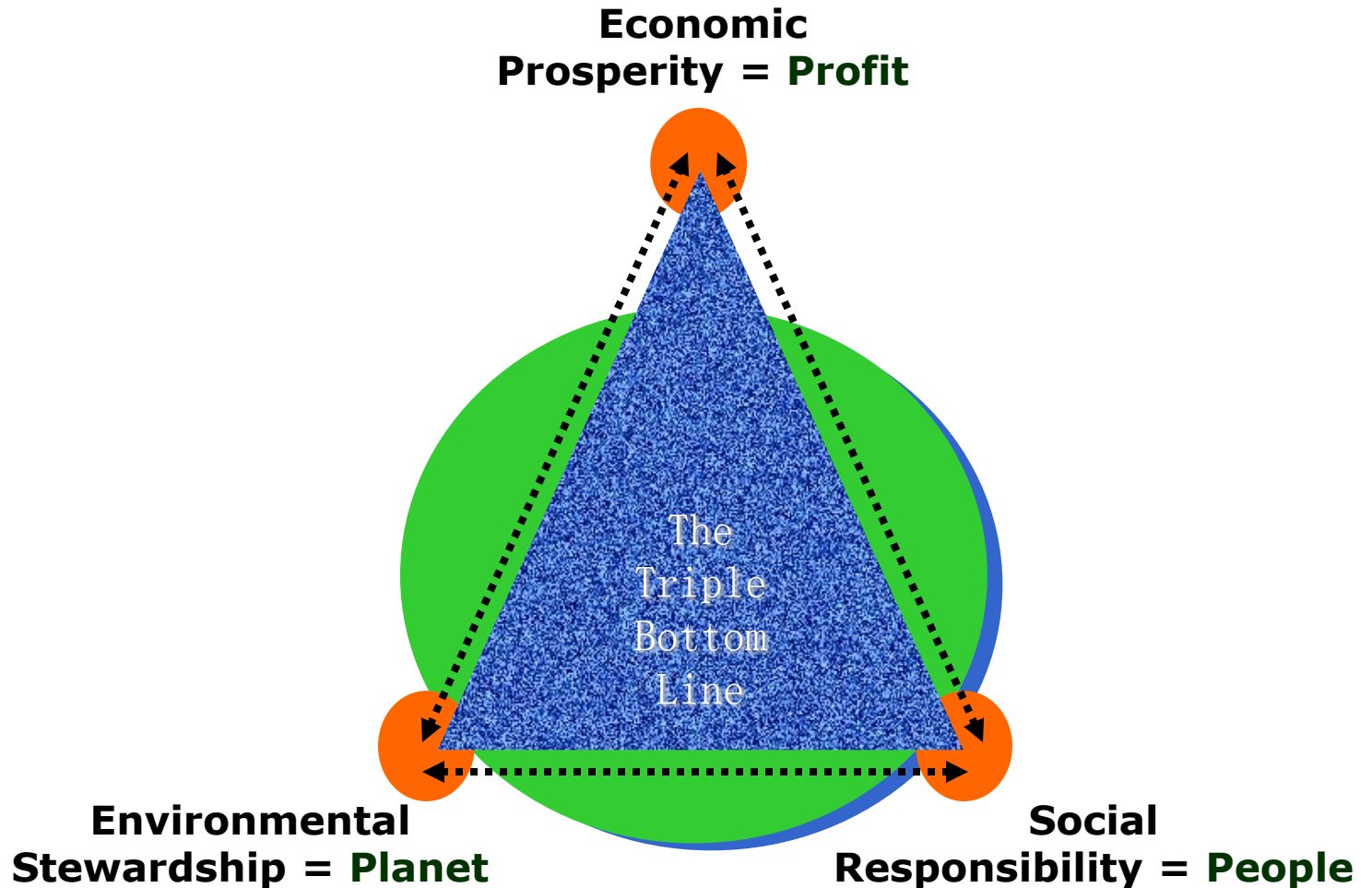
Reducing total commercial building water consumption by just 10% would save well over 2 trillion gallons of water each year

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

US DOE and EPA



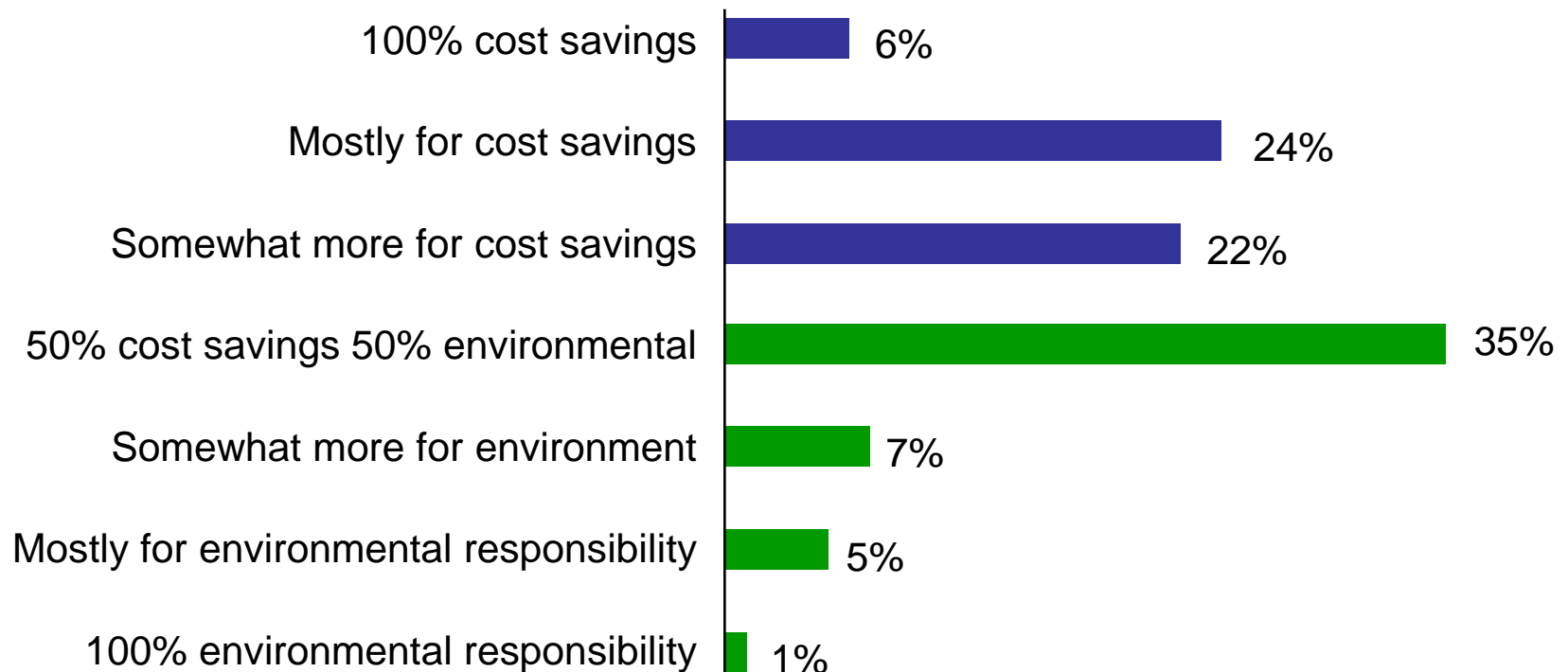
Reasons for Change...The Triple Bottom Line



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)
 - 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)
 - 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 18th 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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