



## Energy Expo Toolkit for Chambers

As your chamber considers hosting a clean energy or energy efficiency-related expo, we encourage you to utilize the resources below to provide relevant information on cost savings, financing, investment, and business growth opportunities to current and prospective members of your chamber.

In addition to the resources below, you can utilize CICE's **Ask the Energy Experts** feature to get answers to your chamber's and expo attendees' specific energy questions: <http://www.chambersforinnovation.com/ask-the-experts/>

### **Help Your Members Save Money by Reducing Their Energy Use**

ENERGY STAR for Small Businesses has valuable resources that your members can use to identify cost-saving opportunities in their lighting, heating, office equipment, refrigeration, and other areas.

**At your expo, you can distribute ENERGY STAR's 39-page comprehensive guide, "Putting Energy into Profits: The ENERGY STAR Guide for Small Business":**

[http://www.energystar.gov/ia/business/small\\_business/sb\\_guidebook/smallbizguide.pdf](http://www.energystar.gov/ia/business/small_business/sb_guidebook/smallbizguide.pdf)



**Or share ENERGY STAR's "sure energy savers" chapter, which outlines the fastest, easiest opportunities for your member businesses to reduce their energy costs:**

[http://www.energystar.gov/ia/business/small\\_business/sb\\_guidebook/smallbizguide\\_sureenergysavers.pdf?5f16-2590](http://www.energystar.gov/ia/business/small_business/sb_guidebook/smallbizguide_sureenergysavers.pdf?5f16-2590)

ENERGY STAR also has **energy-saving fact sheets specific to business sectors:**

- **Healthcare:** [http://www.energystar.gov/ia/business/healthcare/factsheet\\_0804.pdf?32cd-ac40](http://www.energystar.gov/ia/business/healthcare/factsheet_0804.pdf?32cd-ac40)
- **Commercial real estate:**  
[http://www.energystar.gov/ia/business/comm\\_real\\_estate/downloads/factsheet\\_0804.pdf?d4bd-dbaf](http://www.energystar.gov/ia/business/comm_real_estate/downloads/factsheet_0804.pdf?d4bd-dbaf)
- **Retail:** [http://www.energystar.gov/ia/partners/spp\\_res/LFES\\_Retail.pdf?1c75-67f3](http://www.energystar.gov/ia/partners/spp_res/LFES_Retail.pdf?1c75-67f3)
- **Restaurants:**  
[http://www.energystar.gov/ia/business/small\\_business/restaurant\\_factsheet.pdf?c532-81ee](http://www.energystar.gov/ia/business/small_business/restaurant_factsheet.pdf?c532-81ee)

**Seven Steps to Lowering Your Energy Bills:** Share this helpful one-pager created by the Cleveland Chamber's Council of Smaller Enterprises (COSE). \*GRAPHIC AVAILABLE AT END OF THIS TOOLKIT\*

**Several resources also exist to guide your members in improving the energy efficiency of their buildings, while gaining a competitive edge through certification.** In the United States, buildings account for 65% of energy consumption. At your expo or in email follow-ups, you can direct your members to the resources below on cost-effective building retrofits and certification programs:

- **U.S. Green Building Council (LEED Certification):** <https://new.usgbc.org/leed>
- **Green Building Initiative (Green Globes Certification):** <http://www.thegbi.org/products/>

## Help Your Members Find Incentives for Clean Energy Projects

The Database of State Incentives for Renewables and Energy Efficiency (DSIRE) has comprehensive information on clean energy tax rebates and other incentives available at the federal, state, local, and utility levels. These incentives can help your members overcome initial capital costs for energy efficiency retrofits or renewable energy projects.



Find incentives to share with your members at: <http://www.dsireusa.org/>

## Share Financing Opportunities for Clean Energy Projects

Grants, external financiers, and lease agreements can allow your member businesses to undertake clean energy projects without having to shoulder a large financial burden themselves. Before or after your expo, you might consider circulating the following resource from National Renewable Energy Laboratory (NREL). This website allows businesses to learn about clean energy finance mechanisms, filtering by technology (solar, wind, etc.), financing structure (loan/debt, third party ownership, etc.) and more.



Share NREL's Finance information hub at the link below:

<https://financere.nrel.gov/finance/>

## How Does Your State Rank on Energy Efficiency?

Energy efficiency is our cheapest, cleanest, and most easily obtained energy resource. Energy efficiency improvements help businesses reduce their utility bills and increase competitiveness. This drives investment across all sectors of the economy. It also may attract new business start-ups to your region if you are seen as a hub for innovation in efficient and clean energy technologies and services.



The American Council for an Energy-Efficient Economy's (ACEEE) annual scorecard ranks states on their energy efficiency initiatives. **See how your state ranks against your neighbors:**

<http://aceee.org/sector/state-policy/scorecard>

## Renewable Energy: What's Already Happening in Your State

If there aren't solar panels on their roof or wind turbines down the road, your members may not be aware of renewable energy growth in your state, or understand the financial opportunity for their business. The American Council on Renewable Energy (ACORE) provides state fact sheets, outlining the installed energy capacity across various renewable sectors (wind, solar, geothermal, biodiesel, etc.), economic development related to clean energy, relevant policies, loans, and tax incentives.



Find your state's ACORE fact sheet here: <http://acore.org/interactive-report-renewable-energy-in-america>

Your members may welcome the opportunity to lease their roof out to solar power generators or generate monthly income by renting space on their land for wind energy projects. If they want to go one step further, they may want to generate their own electricity and sell excess back to the local utility provider. Many programs to do this exist around the country, supported by local governments and facilitated by local utilities. **The websites for your local electricity providers are an excellent source of information.** Often the utility will have an account manager assigned to businesses to work with them to structure both energy efficiency and renewable energy generation projects.

## **Wind Energy: Business Growth and Manufacturing in Your State**

The U.S. wind industry is creating new business opportunities up and down the wind supply chain, as manufacturers turn to producing wind turbine components, and rural communities find new revenue sources in wind energy installations. More than 470 manufacturing facilities—located in every region of the United States—now make components for the wind energy sector. Because wind turbines and many of the individual components (such as blades) are very large, manufacturers often set up plants near the eventual location for the turbines. If you are in or near a prospective site for wind generation, you also have the potential to attract manufacturing businesses to your location. And if your region is not rich in wind resources, attracting manufacturers of smaller components can bring significant revenue to your community.



The American Wind Energy Association (AWEA) provides **fact sheets on wind projects underway in your state, and the economic opportunities for your local manufacturers and suppliers:**  
[http://awea.org/learnabout/publications/factsheets/factsheets\\_state.cfm](http://awea.org/learnabout/publications/factsheets/factsheets_state.cfm)

**Find fact sheets on wind industry manufacturing, including various supply chain entry points that your members can take advantage of:**  
[http://awea.org/learnabout/publications/factsheets/factsheets\\_manufacturing.cfm](http://awea.org/learnabout/publications/factsheets/factsheets_manufacturing.cfm)

## **Position Your Chamber as a Go-To Clean Energy Resource**

Encourage your members to use the chamber as a go-to resource for clean energy and energy efficiency information. You can promote your membership in Chambers for Innovation and Clean Energy, and encourage your members to take advantage of our resources below.

**To educate your members on Chambers for Innovation and Clean Energy, share our “About Us” handout:**  
[http://www.chambersforinnovation.com/downloads/About\\_Us\\_CICE.pdf](http://www.chambersforinnovation.com/downloads/About_Us_CICE.pdf)

**Encourage your members to utilize our “Ask the Energy Experts” feature to get responses to their questions** on energy efficiency, clean energy incentives, new technologies, policy developments, and more:

<http://www.chambersforinnovation.com/ask-the-experts/>



**Invite your members to CICE's clean energy briefing calls.** We host chamber, industry, and government leaders to speak on topics including wind energy, efficient cars, gas prices, investment forecasts, and more. As a way to provide additional value to your membership, we encourage you to invite your members to briefings and even encourage them to join you at the chamber office to listen in. View a list of our briefing calls at:

<http://www.chambersforinnovation.com/resources/briefing-call-materials/>

## **How Are Other Local Chambers Sharing Clean Energy Info?**

We know that the amount of information out there on clean energy and energy efficiency can be overwhelming. Chambers for Innovation and Clean Energy is actively synthesizing this information, creating useful toolkits for chambers to share up-to-date energy information with their members.

We encourage you to browse through the energy guides and resources of your chamber colleagues. Below, we've compiled a few models that your chamber might consider replicating:

**Cleveland's Council of Smaller Enterprises (OH) – *Seven Steps to Energy Efficiency and Savings***

<http://www.cose.org/energy>

**Austin Chamber of Commerce (TX) – *Clean Energy guide***

<http://www.austinchamber.com/do-business/key-industries/clean-energy/>

**Bartlett Area Chamber (TN) – *Team Green Zone***

<http://bartlettareavision.com/team-green-zone>

# SEVEN STEPS TO LOWERING YOUR ENERGY BILLS

Looking for ways to be more energy efficient and save money? Check out the seven steps that all business owners should take to lower their energy bills.

## 1 Swap Out Your Lighting

Replace your incandescent light bulbs for CFLs or LEDs.



MAKE THE SWITCH TO  
CERTIFIED  
**LED**  
PRODUCTS

**75%**  
LESS ENERGY

**35X**  
LAST LONGER

## 2 Install Programmable Thermostats



SUMMER MONTHS

**74°**

OCCUPIED

**78°**

UNOCCUPIED



WINTER MONTHS

**70°**

OCCUPIED

**62°**

UNOCCUPIED

Spending about \$60 on a programmable thermostat can save you at least 20 percent on heating and cooling costs.

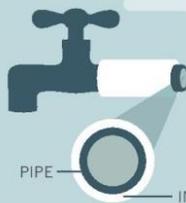
## 3 Decrease Phantom Usage

You and your employees should unplug as often as possible. Examples: toasters, coffee machines, computers, cell phone chargers, printers, etc.



## 4 Insulate Hot & Cold Water Pipes

Insulate your pipes, particularly within six feet of the water heater. Use foil or fiberglass insulation, or consider tubular-sleeve insulation.



PIPE INSULATION

## 5 Replace Furnace Filters Once A Month

New filters cost about \$25 a month. This is much smarter than shivering and paying a pro \$200-\$300 if a clogged filter shuts down your heat.



## 6 Schedule a Free Energy Assessment

The Nonresidential Energy Assessment powered by COSE helps nonresidential customers of Dominion East Ohio save money on utility bills and achieve optimal energy efficiency through a free energy assessment.\*



SAVING ENERGY MEANS  
SAVING MONEY ON UTILITY BILLS

## 7 Take Advantage Of Discounts

By enrolling in programs like COSE's Natural Gas Program and Electric Program, you'll have access to energy advisors who will work to negotiate the best natural gas and electric rates for you.



SCHEDULE YOUR FREE ASSESSMENT AT  
[deononresidentialaudits.org](http://deononresidentialaudits.org)

\*COSE has low-cost energy assessments for non-Dominion East Ohio customers too.

ENROLL TODAY BY VISITING  
[cose.org/electric](http://cose.org/electric) & [cose.org/naturalgas](http://cose.org/naturalgas)

# GET HELP TODAY!



/CouncilofSmallerEnterprises



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Need help picking the right energy efficiency solutions for your building and home? Reach out to us and one of COSE's energy advisor's will guide you through the process.