

Energy Mandates – Friend or Foe?

Energy mandates can appear in many forms; a city or state ordinance to require ENERGY STAR benchmarking or certified products; a corporate decree that sets energy reduction targets; or even voluntary certification and contests aimed at tracking energy consumption and reduction.

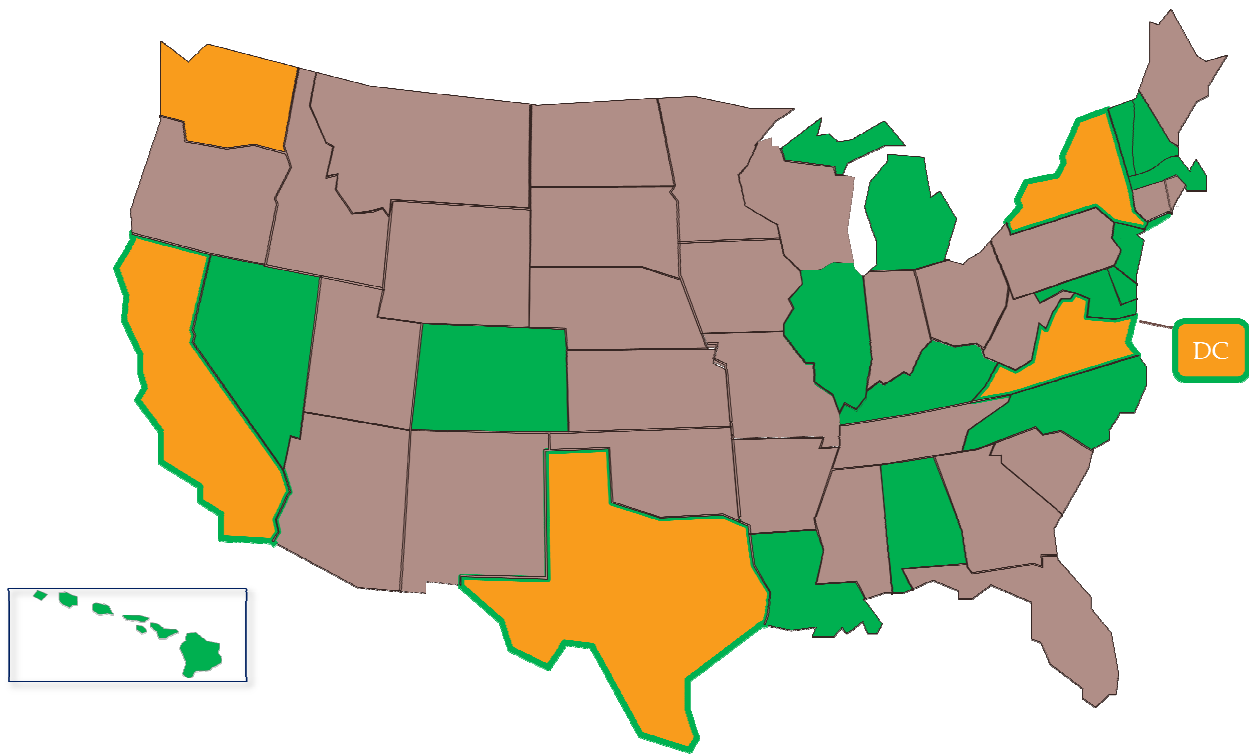
Regardless of the form they take, energy mandates are becoming more prevalent across the country and within organizations. As with many mandates, at face value many appear to be developed with good intent. Nonetheless, they can be an administrative burden for property managers and owners, whose plates are already overflowing.

Although mandates can be a catalyst to saving money, sometimes mandates need a helping hand to insure that the original intent is being recognized and the energy reduction goals are achieved. Take for example a company whose goal is to reduce energy consumption in all properties by 20% by 2015.

Does this mean that each and every property must reduce energy consumption by 20%; or the portfolio as a whole shall reduce consumption by 20%? Although the former would be great, some buildings are already performing very well and the cost to obtain a significant reduction could be prohibitive. Hence, measuring portfolio performance and reduction targets allows precious capital budgets to be prioritized and allocated to the properties with the greatest reduction potential.

How do you know if a property is performing well? Start with the facts. Measuring energy cost, consumption and carbon emissions in a common language and benchmarking performance against like properties is key to gaining valuable insight and prioritization. By setting a true and comparable baseline, now you can prioritize investments and measure their success.

So are energy mandates friend or foe? That depends on if you want to gain visibility to optimize your investments, increase net asset value and deliver more profit to your bottom line. Energy mandates may be a necessary evil, but they are also catalysts to get a better understanding of how your property portfolio consumes energy.



Orange: Building Mandates
Green: Products

Visit www.energyprint.com or call 1-866-259-6869 to learn more and to request a free online product demonstration.