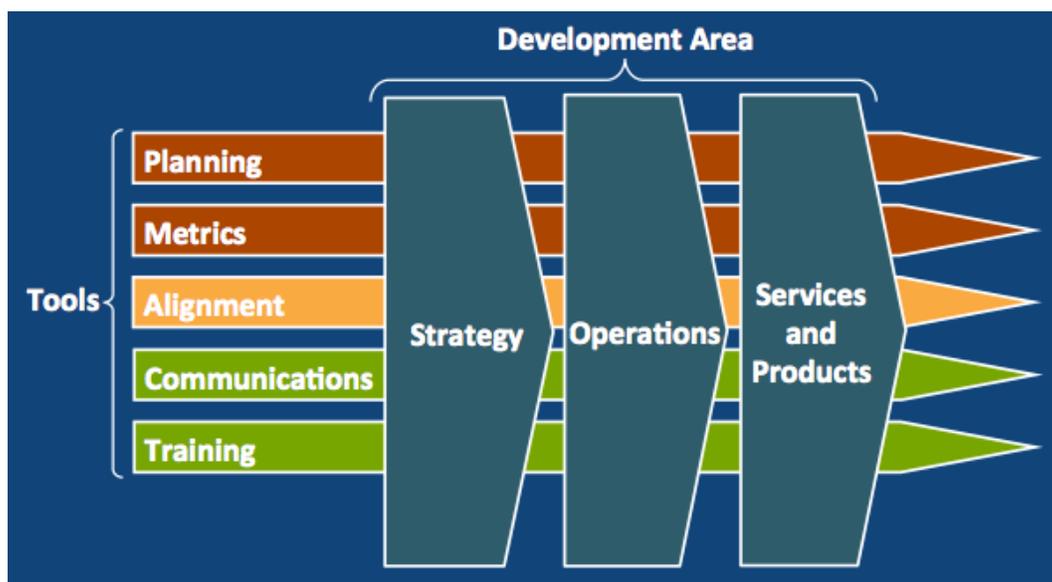


EMWS Solution for Energy Efficiency/Conservation

Globally, buildings account for over 40% of energy usage. Energy usage is a large overhead expense for most organizations. In a 2004 study the Department of Energy estimated that up to 20% of energy consumption within buildings could be reduced through energy efficiency/conservation. As of 2011, organizations have yielded energy consumption reduction as high as 19% due to behavior change efforts alone.

However, a 2008 study by McKinsey of over 3,000 companies found that only 1/3 of large-scale behavior change efforts within organizations succeed. East Meets West Solutions' (EMWS) extensive research shows there are 5 tools needed for success: communications, training, organizational alignment, planning and metrics (see Figure 1).

Figure 1. East Meets West Solutions (EMWS) Organizational Change Management Tools for Sustainability



Most organizations focus on capital investment to reduce energy usage, by replacing antiquated building infrastructure with the more energy efficient systems (e.g., HVAC), insulation, windows, lighting, computers, and other infrastructure. Behavior change for energy conservation has a higher return on investment than capital investment and requires less upfront investment. The EMWS solution for energy conservation focuses on:

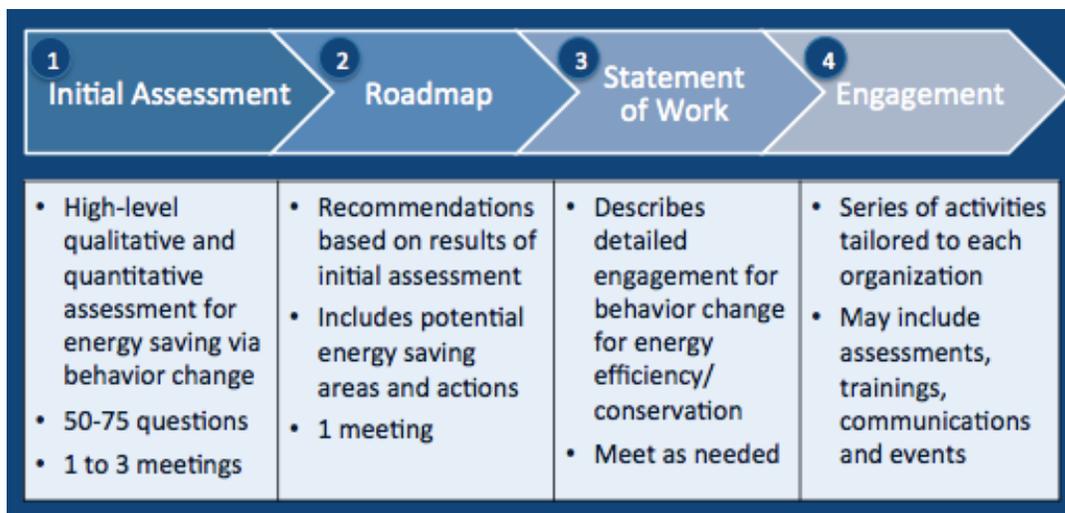
- Pinpointing areas of human strength & weakness for sustainability in organizations
- Generating better decision making and actions for sustainability through capability development
- Providing results using measures of return-on-investment and other success factors

Typical approaches to behavior change for energy conservation focus on persuasion of building users using tailored communications in electronic and paper-based media. The EMWS solution is unique in that it focuses on providing building users new capabilities through tailored training, in addition to communications, organizational alignment, metrics, planning and implementation.

An example of a company that has excelled at behavior change for energy conservation/efficiency is Raytheon. In 2007, Raytheon initiated its “Energy Citizen” program to engage employees. In 2009 alone Raytheon reduced its energy consumption by 10% through communications, auditing, establishing a change network, employee engagement and internal marketing.

EMWS training for energy conservation is based on measurement, applying data to deliver tailored training and measurement of success. Table 1 describes the high-level EMWS process for initiating an energy saving program.

Table 1. EMWS Steps for Initiating Behavior Change for Energy Efficiency/Conservation



Benefits of the EMWS service for energy conservation include:

- Continuing return-on-investment after the engagement is completed
- Reducing energy, water and other resource costs
- Increasing competitive advantage
- Increasing employee commitment to sustainable practices
- Implementing a tactical plan for change

If you would like to learn more about EMWS, please see our website www.emwsolutions.com or contact Dr. Scot Holliday via email at scotholliday@emwsolutions.com