



# EnergyShift

## EcoShift's Energy Assessment Services



### *The EnergyShift Approach*

Energy efficiency improvements have the potential to lower operational costs, which will increase profitability and savings. An assessment of energy efficiency opportunities will also identify hidden costs, which is one of the reasons why sustainability-focused companies have been found to financially outperform their peers in almost every industry by an average of 15%.

### *Cost Savings & Efficiency*

Most companies can save 10–30% of facility operating costs through energy efficiency improvements, and the return on investment on projects is usually less than four years. In addition, most energy retrofits increase equipment lifetimes and reduce maintenance costs, adding to your savings.

Addressing energy efficiency is a necessary step before assessing renewable energy potential, since reducing demand load will decrease your overall energy needs. Renewable energy projects will further reduce costs and buffer your organization from increasing energy prices, albeit with a slightly longer return on investment.

### *Your Brand & Reputation*

Consumers increasingly demand information about sustainability characteristics of the companies they do business with. This wave of increased public awareness is at an early stage, and it will continue to grow. In addition, sustainability-minded businesses find that their efforts can attract and retain high-quality employees, as well as improve employee morale. Moreover, companies that demonstrate sustainability can more easily attract investment.

An EnergyShift strategy can demonstrate stewardship to the public in clear, concise language, avoid greenwashing claims, and create a better understanding of your environmental performance.

### *Risk Management*

A successful business strategy should consider regulatory and supply chain risk. Climate legislation, public opinion shifts, and future energy prices all present potential risks to your bottom line. Rising fossil fuel energy prices due to decreasing fossil fuel supplies, rising demand, and changing legislation can increase

financial uncertainty. For these reasons, reducing the overall energy footprint of your enterprise will minimize your exposure to future energy price increases.

In addition, renewable energy and energy conservation policy is now at the forefront of regional and national environmental policy initiatives. This emphasis has created unique finance opportunities at local, state, and national levels, creating a situation that allows significant leverage in energy efficiency investments. In some cases, up-front capital expenses can be virtually eliminated.

### *Who We Are*

EcoShift consultants are broadly trained in energy policy, engineering, carbon modeling, economics, and lifecycle analysis. Our principals are doctorate-level scientists that teach and conduct research at leading California universities, and our analysts are highly trained specialists within their respective fields. With a broadly trained team, EcoShift Consulting, LLC produces comprehensive sustainability solutions for small and large private enterprises and governments agencies.





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## Our Approach

### *First Step: Assessment*

Since every enterprise is different, we perform a comprehensive and customized assessment of all aspects of your energy usage, including heating, cooling, ventilation, lighting, the building envelope, and operational and maintenance procedures.

In the course of an energy efficiency assessment we examine all aspects of your enterprise related to energy, work with your staff to locate and centralize energy use records, and audit existing equipment. We can also include an assessment of renewable energy potential for your company. Because we often find that the cheapest and easiest ways to implement efficiency improvements lie in operating practices, we examine this critical feature in our work as well.

The assessment process will involve on-site visits, records examination, and meetings with members of your staff responsible for energy use decisions. This first step gives us the information necessary to create a complete energy profile of your enterprise.

### *Second Step: Planning*

After identifying opportunities for energy savings and renewable energy, we create a plan of action consistent with your goals and investment horizons.

We calculate a set of decision metrics including project costs, energy savings, payback times, and return on investment, and we inform you about the availability of incentives, and financing. We use this information to identify projects with the most cost-efficient reductions in overall energy use, as well as projects with high public visibility that will result in the best marketing opportunities. We also suggest options for minimizing the carbon footprint of your purchased energy and evaluate longer-term strategic energy goals.

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### *Third Step: Financing & Implementation*

A solid energy plan is only worth its weight if it is implemented. Since many entities are capital-constrained, and because many sources of incentives and financing exist, we will work with you and our partners to identify funding and financing sources to build the capital necessary to implement our recommendations.

When you are ready to implement efficiency improvements, we reduce your management burden by tapping our broad network of vendors and installers of energy efficient technologies.

### *What is EcoShift?*

EcoShift firmly believes that environmental stewardship and smart financial strategies go hand in hand. Motivated by a concern for the future of communities, enterprise, and natural resources, we aim to use our technical skills and interdisciplinary training to create real environmental change. We work to achieve transitions to sustainable practices that are transparent, clearly quantified, marketable, and cost-effective.