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*Champions for Sustainability  
Member Workshop Summary Series*

Vol. 3 No. 2  
May 2010

# **Actions for Businesses: How to Measure Your Energy Savings**

**Workshop Date:  
May 20, 2010**

Champions for Sustainability (C4S)  
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## ***Certifying Sustainable Products: A Smart Workshop***



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### **Executive Summary**

This workshop provided information on how to save money by examining new manufacturing methods using sustainable materials and reduced energy flows; to improve its product-to-market time; to respond to increasing demands for sustainable products; and to create new capacities for innovation and new markets. Attendees learned about how to begin certifying their company's products according to Sustainable Materials Rating Technology (SMaRT) and heard from business that are currently selling or working with certified products. This workshop provided companies guidance in:

- Sustainable manufacturing along the supply chain
- Certification processes
- Credible sustainable product communication
- Improved product design
- Product Life Cycle Assessment (LCA)
- Energy efficiency and baseline assessments
- Mitigating rising costs of energy and carbon footprints

### **C4S Workshop Series**

Champions for Sustainability engages its members by convening a series of events and workshops for its membership approximately six times per year. Each workshop event explores a strategic topic of interest for the membership. Events make accessible current trends and challenges, provide access to tools, knowledge, and examples, and engage the membership in assessments and reflections to help craft the regional practice of sustainability. This publication series summarizes and makes accessible the most important outcomes from these workshop events.

### **About C4S**

Champions for Sustainability brings together companies large and small, from many different industries, entrepreneurs, community leaders, university researchers, educators, and other social ventures to put sustainability into practice. C4S aspires to be the most effective region-based collaboration of leaders accelerating the practice and policy of sustainability in business and civic circles. Champions for Sustainability provides value to firms and organizations that seek sustainable solutions to operational practices through convening, networking, and direct consulting.

### **Memberships and Information:**

- Champions for Sustainability [www.C4SPgh.org](http://www.C4SPgh.org)
- Sustainable Pittsburgh [www.sustainablepittsburgh.org](http://www.sustainablepittsburgh.org)

## Contents

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<b>1. Event Summary</b>	
1.1 Agenda .....	4
1.2 Event Speakers .....	4
<b>2 Workshop Report Results—Participant Information</b>	
2.1 Event Attendees .....	6
2.2 Business Needs survey.....	7

## 1 Event Summary

**Title:** *Actions for Businesses: How to Measure Your Energy Savings*

**Location:** Point Park University

**Date:** May 20, 2010

### 1.1 Agenda

8:30 Continental Breakfast and Sign-ins

9:00 Welcome

Session 1 Lead by Cadmus

12:00 Session 1 Adjourns

12:30 Lunch and Sign-ins

1:00 Session 2 lead by Cadmus

4:00 Session 2 Adjourns

### 1.2 Event Speakers

#### **Krudet Utebay**

Mr. Ütebay, a bilingual Senior Associate at Cadmus, has more than 18 years of experience in the education, research, science (physics) and technology, and energy fields in Turkey and the United States. He currently serves as the Project Manager for Cadmus' contract with EPA's ENERGY STAR® for Commercial Buildings in the Public Sector, as well as the technical lead for the ENERGY STAR Consumer Campaign and Communication Effectiveness Evaluation projects.

For the past 8 years, Mr. Ütebay has worked closely with K-12 school districts, local governments, and other public sector organizations to evaluate building energy performance using EPA's energy performance rating system. He has exceptional knowledge of EPA's online energy management tool Portfolio Manager, along with other relevant federal tools and resources. Leveraging his programming skills, Mr. Ütebay has played an exceptional role in monitoring and analyzing energy consumption data for more than 10,000 public sector buildings. In recognition of his leadership in the K-12 sector in particular, Mr. Utebay was appointed to the Green Schools Alliance National Advisory Board in 2008.

## 2 Workshop Report Results—Participant Information

### 2.1 Event Attendees:

The following organizations had representatives attend this workshop:

ACTION Housing, Inc  
Allegheny County (2)  
All Facilities Energy Group  
Bombardier Transportation (2)  
Cardinal Resources, LLC  
CB Richard Ellis  
City of Pittsburgh  
Community College of Allegheny County (2)  
Crossgates Management, Inc  
Eaton Corporation  
EnerGreen, Inc  
Evolve EA  
Highmark  
KeyTex Energy  
The Mall at Robinson (2)  
Pittsburgh Cultural Trust  
RCx Building Diagnostics  
Rothschild Doyno Collaborative  
Schwartz's Market  
Standard Air & Lite  
Sustainable Pittsburgh (2)  
The Student Conservation Association  
YMCA of Greater Pittsburgh

A total of 28 people attended the event. Of the 28 attendees, 18 were from the private sector, 5 were from nonprofit institutions, 3 were from the government sector and 2 were from an educational institution.

### 2.2 Business Needs Survey Regarding Energy Tracking

1. In your opinion, what is the region's most pressing priority in terms of energy and climate? What are your reasons for this view?

Moving away from coal and fossil fuels	***(3)
Renewable energy use	** (2)
Energy Efficiency	** (2)
Education	** (2)
Regulation and safety of hydraulic fracturing	
Dealing with pollution from steel mills and power plants	
Conservation of energy	

Technology  
 Global population size  
 Air quality  
 Conservation  
 Improvement of public transportation  
 Reduce energy costs

2. What strategy should the region pursue in meeting its energy and climate challenges?

Alternative energy (wind, solar, hydrogen)	****(4)
More efficient public transportation	** (2)
Educate businesses	** (2)
Conservation	** (2)
Energy efficiency	** (2)
“Work as a region”	
Legislation	
Setting higher standards	
Communication	

3. What are barriers to adoption of energy saving measures within your organization?  
 What can be done to overcome those barriers?

Funding	****(4)
Return on investment	***(3)
None	** (2)
Lack of motivation	** (2)
Reluctant to change	** (2)
Economy	** (2)
Historic Building	
Government	
Older buildings	

4. What are some resources that the Business Climate Coalition (BCC) should work to bring to the region in order to better serve your and the region’s energy and climate-related interests?

Education and awareness	***** (5)
Workshops and training events	** (2)
Set up a Renewable Energy Portfolio	** (2)
Form a purchasing consortium	
Market energy efficiency	
Funding	
Emphasize retrofits on existing buildings and operations	

5. What motivated you to participate in the Portfolio Manager Training event?

Learn how to use Portfolio Manager	****(4)
Analysis of Building	****(4)
LEED EB Certification	***(3)
The ability to compare	** (2)
Monitoring onsite renewable energy	** (2)
General knowledge	

6. What expectations did you have for the event? Were these expectations met?

General instruction on Portfolio Manager; expectations met	***** (10)
Came without expectations	** (2)
Somewhat satisfied	** (2)
Exceeded expectations	
Looking for more in-depth information, expectations not met	

7. Is your business or organization currently using Portfolio Manager to track energy use?

**5 Yes**

**12 No**

Why not?

Time constraints	***** (5)
Too small	** (2)
Informing the correct people about Portfolio Manager	** (2)
Planning to purchase Utility Manager Service	
Need more information	
Needs to be more useful for light manufacturing facilities	

8. Would you be interested in further training on the Portfolio Manager software?

**11 Yes**

**7 No**

If yes, what would you like to learn more about?

Continued general training	*** (3)
Review	** (2)
Practice time with Q&A	
Breaking down buildings with multiple areas	
Finding someone to input data for businesses	

9. If Pittsburgh offers a “Green Office Challenge” that uses the Portfolio Manager software how likely is it that your company would participate?

Certainly	5
Likely	6
Unsure	3
Unlikely	2
Would not participate	1
N/A	1

10. What suggestions do you have for improving events like this one in the future?

None	****(4)
Separate beginning and advanced lessons	** (2)
More time to input data	
Have events more often	
Less expensive parking	
Handouts may have been useful	
Pay organizations to use this too	