LEVERAGING PUBLIC MANDATES FOR PRIVATE GAIN

Integrating Energy Efficiency into Corporate Culture

A real estate case study of energy change leadership

a lecture presented by
THE STEVEN L. NEWMAN
REAL ESTATE INSTITUTE
Baruch College, CUNY

William and Anita Newman Vertical Campus Conference Center
55 Lexington Ave at 24th St, Room 14-270
One Bernard Baruch Way
New York, NY 10010

SAVE THE DATE
March 22, 2013
8:30 a.m. – 10:00 a.m.
www.baruch.cuny.edu/realestate

a special lecture by
THE STEVEN L. NEWMAN
REAL ESTATE INSTITUTE
International Visiting Scholar

PATRICK M. CRITTENDEN
Director of Sustainable Business Pty Ltd.
Sydney, Australia
Australia commenced its national energy audit scheme, the Energy Efficiency Opportunities Act, in 2006. International visiting scholar to the Stephen L. Newman Real Estate Institute, Patrick M. Crittenden advised the Federal government on development of the scheme and has consulted to real estate owners as they have conducted energy audits and delivered on reporting obligations under the legislation. Patrick has also recently completed research into the critical success factors that have enabled the most successful real estate firms in Australia to achieve 25-35 percent reductions in energy efficiency across their building portfolios over the past five years.

In this talk practical case examples from the Australian real estate community will be used to answer the following questions:

• How have successful firms been able to transform an issue that is traditionally viewed as a cost-saving, technical initiatives into a strategic issue that contributes to the achievement of core business outcomes?

• What role have energy champions played in assisting this transformation and how have champions balanced the use of external expertise with internal capacity building?

• What does it mean to approach energy management as a continuous improvement process rather than an episodic (audit and fix) activity and how does this impact on success?

• What role have voluntary government initiatives played in supporting effective implementation of the law and how have firms used these measures to improve the effectiveness of their energy management programs?

Throughout his presentation practical suggestions for the steps that real estate owners in NYC firms can take in their own organisations to better integrate energy efficiency into their corporate culture will be provided. As New York building owners prepare to implement energy audits under Local Law 87, Patrick’s presentation will provide a timely opportunity for managers responsible for its implementation to reflect on how they can maximise the business outcomes from mandatory energy audits.

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Refreshments Will Be Served