CHANGE LEADERSHIP
Accelerating Energy Efficiency in the Built Environment
Learn about how to adopt a progressive approach to energy data and analysis

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

William and Anita Newman
Conference Center
151 East 25th Street, Room 750
New York, NY 10010

REGISTER NOW
November 22, 2013
8:00 a.m. – 12:00 p.m.
www.baruch.cuny.edu/realestate
The Greener, Greater Buildings Plan aims to accelerate energy efficiency improvement in the largest buildings in New York City (NYC). This suite of local laws requires the owners of large buildings to undertake annual benchmarking of energy and water consumption, apply the NYC Energy Conservation Code when upgrading buildings, conduct energy audits and retro-commissioning, implement lighting upgrades and install tenant sub-meters. These measures are to be implemented over time. Annual benchmarking commenced in 2011 and the first energy audit and retro-commissioning reports are to be submitted before the end of 2013. These laws should have by now encouraged real estate owners and tenants to review their approach to energy efficiency in order to maximize the business and reputational benefits that can be achieved. However, considering a change leadership approach may allow owners and tenants to recognize even more progress.

Change leadership involves creating vision and strategy, whereas change management includes planning and budgeting. Change leadership involves communicating and setting direction whereas change management includes organizing and staffing. Change leadership involves motivating action and aligning people, whereas change management includes controlling and problem solving. And change leadership involves creating systems to support growth, evolution, opportunities and hazard avoidance, whereas change management focuses on running on existing systems.

Throughout this conference, we will be discussing how change leadership can help participants identify ways to solidify energy efficiency improvements in structures of all types.