



Cleveland Sustainability Summit 2019

Energy Efficiency/Green Building Working Group

Greater Cleveland Energy Alliance

Strategy and Tactics

"Energy efficiency is not just low-hanging fruit; it is fruit that is lying on the ground".
Steven Chu, US Secretary of Energy and Nobel Science Laureate



STRATEGY

(why)



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The Obstacle

The energy efficiency (EE) marketplace in many sectors remains a highly inefficient delivery system of disjointed supply and demand based upon:

- EE is a science-based transaction (the trust factor)
- EE is a “high touch” transaction (audit/analysis/measures/benchmarking)
- Investment is immediate and payback takes time
- Limited financing mechanisms



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The Opportunity

If a public/private non-profit entity could step into the EE marketplace as a trusted regional evangelist and neutral broker to harness and drive demand thru existing channels, there is tremendous potential for new economic activity to be captured within the region.



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The Gap

Two critical tasks that cannot be delivered by the current fragmented marketplace in EE

- Be an *independent incubator* to market, educate, measure, report, and drive new EE retrofit demand
- Vet and real-world test new energy efficiency financing pilot mechanisms and incentives



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The Promise

It cannot be debated that saving energy saves money.

But as an economic development engine – saving energy at scale for a region requires a growing, skilled, and local “green” workforce with a continuum of opportunity starting at pathway out of poverty jobs and leading to higher skilled new jobs.

And can be a major tool in the toolbox towards creating the Greenest City on the Bluest lake.

TACTICS

(how)



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Advisory Committee

PHILANTHROPIC

- George Gund Foundation
- Cleveland Foundation
- Generation Foundation

REGIONAL GOVERNMENT

- ** Cleveland Mayors Office of Sustainability
- City of Lakewood Planning Division
- First Ring Suburbs Development Counsel

CORPORATE

- ** Forest City
- Cleveland Clinic
- Eaton Corp
- Tremco, a division of RPM International

COMMUNITY/ECONOMIC DEVELOPMENT

- ** Neighborhood Progress Inc.
- ** Enterprise Community Partners
- ** Cleveland Housing Network
- ** Nortech Energy Enterprise

**** Also Steering Committee Member**

SMALL BUSINESS

- ** Council of Small Enterprises (COSE)
- Ohio Cooperative Solar

ORGANIZED LABOR

- Cleveland Building Trades Council
- Apollo Alliance
- Laborer's 310

UTILITY

- First Energy
- Dominion Gas
- Vectren Corporation

OTHER SME's

- Northeast OH Public Energy Council
- Northeast Ohio Chapter of the USGBC
- ** Bricker & Eckler
- Environmental Health Watch
- Corporate Sustainability Network
- E-Quest
- Rezonate Creative



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Financial Seed Partners

Generation Foundation
NORTHEAST OHIO'S COLLABORATIVE PHILANTHROPY

THE GEORGE GUND
FOUNDATION





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2011 Task List

- Secure lead pilot grant
- Create non-profit
- Engage Bricker & Eckler of counsel
- File for 501(c)3 status
- Establish location in Forest City Green Exchange incubator space

- Complete soft search for Executive Director
- Secure multi-year funding from Foundation partners
- Hire Executive Director
- Initiate formal business plan process with Nortech Energy Enterprise
- Finalize board of directors and governance structure
- Help facilitate Cleveland Energy \$aver Pilot
- Adopt formalized business plan
- Build collaborative partnership with the Advanced Energy District
- Build collaborative partnership with NOPEC
- Submit a residential DSM pilot proposal to Dominion East Ohio Gas
- In collaboration with Nortech's "Regional Roadmap", produce a regional blueprint for market making in this space



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Thank you.

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