



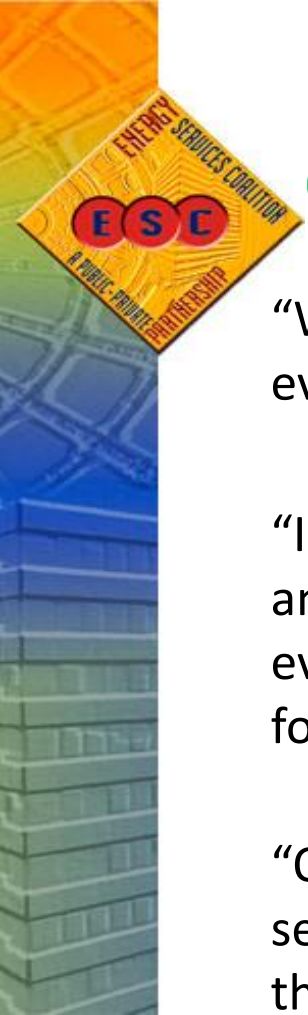
Success Worth Celebrating

Presented by: Marcus Craig, Director – Southeast Region



Life Is On

Schneider
Electric



GESPC Industry Perceptions

“We did a GESPC a few years ago, and we never saw the savings. I don’t even think our utility bills went down.”

“I came on-board as the _(insert key leadership position)_ recently, and all I can see from the GESPC is a giant loan that’s left over. I’m not even sure why we did this project in the first place, but the loan is here for another 17 years.”

“Our ESCO has sent me the EXACT SAME savings report for the past several years. I don’t even own 2 of the buildings anymore listed in their report, but they still show we are saving energy in all buildings. This report is worthless.”



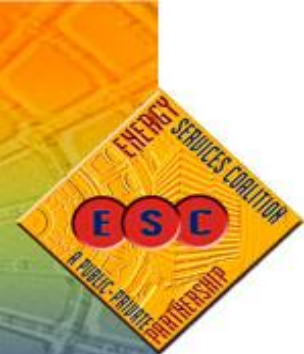


Most government agencies who are dissatisfied with GESPC, speak negatively about our industry in the following areas:

Clients not seeing the savings they were promised.

Clients not hearing again from the ESCO after the project is complete.

New administration/ board members see no current value, only long term debt.



Enhancing Industry Perceptions

As an ESCO industry, what can we do to enhance our image and advance the overall brand of GESPC?

“Too often in the ESCO industry we celebrate the wrong thing— the signing of the contract. What we should be celebrating are the *results*.”

- Jim Arwood, Executive Director, ESC

Enhancing Industry Perceptions



Best practices to enhance our image through project success (ESCO's):

1. Align expectations and clarify the intended outcomes.
2. Provide support, training, and follow-up (M&V is not just a report).
3. Package the accomplishment (GESPC) in the language of the client.
4. Deliver on promises. Celebrate results and milestones.



Packaging the Accomplishment: Speaking the client's language

- Celebrating the environmental impact?
- Enhancing the learning environment?
- Driving economic growth?

The environmental impact of the project is equivalent to:



REMOVING
10,209 TONS
OF CARBON DIOXIDE FROM
THE ATMOSPHERE

OR



POWERING
931
HOMES

OR



PLANTING
8,368
TREES

Milestone Awards: Celebrating Results

- Provide tangible savings achievements
- Reinforce the long-term partnership
- Client recognition



Re-educating during transition: Supporting new leader(s)

- Meet with new administrators/ board members
- Provide overview of program benefits
- Re-emphasize original project motivators/ drivers





Questions?