ESUS SAG Newsletter
February 2018

The ESUS Strategic Advisory Group (SAG)

Sheila Sheridan  Chris Laughman  Jenny Young  Bill Conley  John McGee
Bàrry Giles  Chris Cayten  Dean Stanberry  Chair  Eric Teicholtz  Past-Chair
1. Chairman’s Notes

The original phrase “Think global, act local” has been attributed to Scots town planner and social activist Patrick Geddes. Although the exact phrase does not appear in Geddes' 1915 book "Cities in Evolution," the idea (as applied to city planning) is clearly evident: "'Local character' is thus no mere accidental old-world quaintness, as its mimics think and say. It is attained only in course of adequate grasp and treatment of the whole environment, and in active sympathy with the essential and characteristic life of the place concerned."

I was fortunate to attend the Compact of Colorado Communities Symposium at the end of January. Formed a little over a year ago, this group of communities embodies the phrase “think globally, act local. The symposium included 45 elected officials from Colorado cities & counties; 50 cities, counties & regional governments; 16 state cabinet members; and 10 state agency leaders & senior staff. The audience of over 425 attendees including three Governors, 14 Mayors, and 1 Senator. As part of the symposium, awards were given to 8 communities reflecting one or more of the following actions:

- Climate preparedness and resilience planning
- Clean energy deployment
- Energy and water efficiency initiatives
- Greenhouse gas reduction
- Economic development initiatives aligned with any of the above

This inspiring community is being administered and staffed by the Association of Climate Change Officers (ACCO).

In this issue we have an update on a pre-conference event co-hosted by the Workplace Evolutionaries (WE) Community and ESUS, activities in Asia Pacific region, a report on the DOE Smart Buildings Roundtable hosted at the Lawrence Berkeley Labs, our February webinar, and a call for nominations for the 2018 Interior Lighting Initiatives (ILC) awards.

As always, we hope you find the newsletter enlightening…
Dean Stanberry
2. Facility Fusion Pre-Conference Event; Chicago – March 2018

IFMA’s annual Facility Fusion conference and expo comes to Chicago, IL March 20\textsuperscript{th} – 22\textsuperscript{nd}, 2018 at the Sheraton Grand Chicago located at 201 East North Water Street.

Inspired by Jeremy Rifkin’s World Workplace keynote address, the Workplace Evolutionaries (WE) and Environmental Stewardship, Utilities and Sustainability (ESUS) Communities are hosting a pre-conference workshop for Monday, March 19\textsuperscript{th}, 2018 at theMart from 8:30am to 5pm, followed by a social hour & Mart tour.

Click here for the WE + Sustainability = Your Competitive Advantage brochure and registration information.

This full-day workshop will examine the impact of these trends on the built environment and Facility Managers. The agenda includes an opening discussion to set the vision as to why this is important, case study presentations, lunch, breakout groups/panel discussions, and wrapping up with a social hour at the end of the day.

Hope to see you there…

For those that missed it, Click Here to view the recording of Jeremy Rifkin’s keynote address.

An American economic and social theorist, writer, public speaker, political advisor, and activist, Rifkin’s most recent work is The Zero Marginal Cost Society: The Internet of Things, the Collaborative Commons, and the Eclipse of Capitalism.

Published in 2014, in this book Rifkin;

- hypothesizes the impact the Internet of Things will have on society and the economy,
- re-frames the case for moving off nuclear/fossil fuels to renewable energy, indicating the energy infrastructure is facing $100-Trillion dollars in stranded assets,
- and the plummeting of marginal costs is spawning a hybrid economy—part capitalist market and part Collaborative Commons—with far reaching implications for society.
3. **ESUS in the Jan-Feb Issue of FMJ**

As a reminder, be sure to check out the following article in the Jan-Feb issue of the FMJ Online:

Authored by ESUS Advisor Group members Eric Teicholz and John McGee, along with Erik Jaspers, the trio published *A Second Look at Smart Buildings*. Building on previous articles, the authors reinforce that FM is increasingly becoming a technology and IT-based business. As buildings are digitized, connected and "learn" to adopt their behavior to changing circumstances (like weather and occupancy patterns), it is important that real estate and facility management leaders acquire a deeper understanding of technology and obtain the ability to deploy constantly evolving technologies.

4. **ESUS Sustainability Liaison Calls**

The ESUS SAG has put the Sustainability Liaison bi-monthly calls on a temporary pause. If you wish to be notified of future liaison calls, please contact "April Tone" atone@ifma.org to have your name added to the distribution list.

5. **Welcome to our new Jan 2018 ESUS Community members.**

January was a busy month for new ESUS membership. We would like to welcome the following new Sustainability community members:

- Paulita LaPlante paulitalaplante@rxlandscape.com
- Christopher Davin christopher.davin87@gmail.com
- Chris Stella christopher.stella@jsg.utexas.edu
- Jeremy Macdonald jeremydmacdonald@gmail.com
- Joshua Wallin joshua.wallin@blackstone.com
- Sam Shapiro sam.shapiro@ableserve.com
- Peter Rake prake@switchautomation.com
- Michael Taylor mtaylor@iconergyco.com
- David Troust dtroust@greatforest.com
- Jordan Hall jhall2@ouc.com
- Michael Rieger mrieger@trcsolutions.com
- Aaron Kapellusch aaron@sebert.com
- Scott Pelletier scott.pelletier@rsparc.com
- Beatriz Scobie ochi2@yahoo.com
- Layne Buckley layne.buckley@plantronics.com
- Marc Karell karell@ccesworld.com
- Jean Feeney jean.feeney@spireenergy.com
- Joe Gordon jgordon@sunvest.com
- Blaise Pepitone bpepitone@amerexenergy.com
- Horace Roofe horace.roofe@ocfl.net

We look forward to your participation. We are a volunteer organization so please let us know if you are interested in getting involved in any of our
activities or if you have any questions or comments (contact sustainability@ifma.org). Please check out previous newsletters on the ESUS Community website for more information on our activities.

6. **Sustainability in Asia**  
   Jenny Yeoug, ESUS Advisory Group Member

Internet of Things and Smart Buildings have been buzzwords on everyone’s lips. The Hong Kong Chapter had hosted 2 Sustainability Workshops in the past 2 quarters on September 23, 2017 and January 27, 2018 featuring “Smart FM – Retro commissioning (RCx)” and “Smart FM – IoT”. Each workshop was attended by around 100 participants including IFMA members, CRE representatives, developers, engineers and members from our 20+ supporting organizations.

The workshops were in the Chapter’s “Pecha Kucha” style; each speaker delivered concise and fast-paced presentation within 20 minutes, followed by group Q&A at the end of each session. It was a multiple-speaker event supported by 12 keynote speakers. Our Asia member of ESUS SAG, Past President of Hong Kong Chapter, Jenny Yeung, also gave brief updates of ESUS activities, introduce IFMA’s Sustainability Facility Professional (SFP) credential course and elaborated IFMA’s Sustainability Awards 2018 application method. Tree Certificates were presented to each speaker as a token of appreciation to their support to the event.

Event Details:  
[September 23, 2017 Workshop](#)  
[January 27, 2018 Workshop](#)

Photos Streams:  
[September, 23, 2017 Workshop](#)  
[IFMA’s Asia Pacific Awards of Excellence](#)
The Dept. of Energy sponsored an invitation-only round table webinar on February 6th at Lawrence Berkeley Laboratories (LBL) in Berkeley, CA. Eric Teicholz, IFMA Fellow, attended for ESUS. Darrell Smith, Head of Facilities for Google and a member of IFMA’s Board of Directors also attended. Other attendees included corporations (e.g., Iron Mountain, Marriott, Oracle, Glaxo SmithKline, Whole Foods, Target, Costco, Loews Hotels), government (e.g., DoE, National Renewable Energy Lab, Lawrence Berkeley, GSA, Pacific NW Energy Lab), RE service industries (e.g., CBRE/Sprint, Tishman Speyer), and academia (e.g., University of Iowa, California State, Aurora Public Schools, University of Maryland).

The objectives of the roundtable included a discussion of the following:

- Breadth of smart building technologies being implemented/explored by attendee organizations;
- Overall goals/objectives or organizational problems that are being addressed through these efforts;
- Technology capabilities of most interest to attendees.

Attendees were asked initially to discuss the current state of smart building technology within their industry segment. Teicholz discussed IFMA’s support of the DOE’s Better Building Alliance, the initial IoT platform that was established on the SLACK platform two years ago and the incorporation of this portal into the Built Environment Technology Association (www.smartbeta.tech) when IFMA moved to the ENGAGE platform. Darrell Smith discussed the current state of BETA which I believe has recently received support from IFMA to launch and initially fund the hiring of dedicated personnel. BETA will focus on future smart technologies.

The attendees then iterated major impediments that limited smart building implementation in their respective industries. Based on feedback from IFMA’s IoT portal, major impediments to IoT technology included:

- Financial considerations (e.g., upfront costs)
- Selling / communicating with management
- Keeping up with the rapid technology evolution
- Existing (outdated) technology and legacy systems
- Data security issues
- Lack of training/standards

Other attendees described many of these same impediments but mentioned others including: personnel issues, integration issues associated with differing platforms,
lack of risk analyses, the need for interoperability, ROI validation, and vendor validation.

The group then was divided into workgroups to drill down into the data. Sessions were organized around five themes:

- Business Management and cross cutting issues
- Smart devices/IoT
- Advanced Controls
- Data Management
- Analytics

For each theme, attendees were asked to define Implementation problems, limitations and gaps, barriers to adoption and unmet needs. The final discussion of the day (before visits to some really cool facilities at LBL) included a discussion of how the attendees might continue working together to overcome some of the obstacles described above. The DoE will issue a detailed report of findings over the next 60 days. ESUS will post the report on its website.

**LBL RESOURCES**

LBL has a host of energy resources on its website that will be of interest to the ESUS community. A summary of some of these resources can be found at eis.lbl.gov or in their Top Resources page, found here.

8. **Save the Date**

**February Webinars**

**DOE - Better Buildings Challenge SWAP**

Thursday, February 15th, 2018, Noon – 1pm (CDT)

**RSVP Today**

Join us for an insider’s look at the Better Buildings Challenge SWAP program, presented by DOE Senior Program Advisor Maria T. Vargas and hosted by the IFMA Environmental Stewardship, Utilities & Sustainability (ESUS) Community. A cornerstone of the Better Buildings Challenge is recognizing DOE partners for their leadership and sharing their successful energy saving strategies. The SWAP is DOE’s way of continuing to do that in a true behind-the-scenes setting to better showcase how energy savings are achieved, from planning to implementation. This as a unique way to spur inter-industry collaboration, and allow DOE partners, who work across a broad set of sectors, to learn from one another in a way they wouldn’t be able to otherwise.

The SWAP is an engaging way to illuminate and personalize the search for energy efficiency opportunities. The behind-the-scenes reality TV format showcases how energy savings are achieved, from planning to implementation.
The SWAP demonstrates that even the most energy efficient buildings can improve and that ideas can come from all different building owners and types. DOE believes that SWAP is a way to make inter-industry collaboration, learning, and sharing ideas fun. Our partners demonstrate that organizations can learn from others in a way they wouldn’t be able to otherwise.

The goal of the SWAP is to demonstrate the unique collaboration between Better Buildings Challenge partners is a valuable way to continue to achieve savings through energy efficiency. It provides a unique, first-hand look into the technology and strategies that leading energy management teams are employing today, and raises awareness around the savings possible through increased energy efficiency.

About the Speaker

Maria Tikoff Vargas
Senior Program Advisor
Office of Energy Efficiency and Renewable Energy
US Department of Energy

Maria serves as a Senior Program Advisor at the Department of Energy. She is also the Director of DOE’s Better Buildings Challenge. The goal of this broad initiative is to work with leaders in the public and private sectors to make American buildings at least 20 percent more efficient in the next decade. Prior to her work at DOE, Maria was the Brand Manager for the ENERGY STAR program for almost 20 years while at the US Environmental Protection Agency. She has been involved in policy work on the issues of ozone depletion, global climate change, and related environmental and energy issues since 1985. Maria received a Bachelor’s degree from Swarthmore College (Swarthmore, PA) in Political Science and Economics and a Master’s degree from the University of Oregon (Eugene, Oregon) in Public Affairs and Urban and Regional Planning.

March Webinars
Put a placeholder on your calendar for March 29th, 1-2pm (EST) to learn How to turn your facilities into high-performance assets and how to pay for it.

Ever have an idea for an improvement project at your facilities, but it gets derailed because your CFO doesn’t want to fund the investment? Maybe the chiller is at the end of its life, the light fixtures haven’t been upgraded to meet current standards, or the roof is aging and needs replacement or resealing. Tenants are changing over and it’s time to spruce up the space, replacing windows and insulation, even switching to LED lights. These measures all come at an upfront cost, but not if you are savvy in how you finance them.
As a Senior Associate on the Business Development team, Danny’s primary focus is on originating Commercial PACE projects, cultivating relationships with channel partners and commercial real estate owners, and screening, sizing and structuring CPACE transactions. He works closely with commercial property owners and managers to ensure the scope of work is clear and the process of financing runs smoothly for all stakeholders. Prior to joining CleanFund, Danny worked on the marketing team at NextGen Climate, and was a regional ambassador for the CleanTech Open, the world’s largest cleantech accelerator. Before moving to San Francisco in the fall of 2015, Danny spent 3 years in Tel Aviv growing a small software-as-a-service startup. He holds a B.S. in Business Administration from CU Boulder.
9. **Editorial Calendars for ESUS eFMJ Articles and Webinars**

**eFMJ Articles**

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<tr>
<td>Jan/Feb 2018</td>
<td>Form Meets Function</td>
<td>• A Second Look at Smart Buildings</td>
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<td></td>
<td>• Resilience in Design</td>
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<td>Mar/Apr 2018</td>
<td>Financing FM</td>
<td>Funding Options for Energy Efficiency Upgrades</td>
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<td>May/Jun 2018</td>
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<td>Managing 21st Century Spaces</td>
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<td>Sep/Oct 2018</td>
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<td>Nov/Dec 2018</td>
<td><strong>Sustainability Review</strong></td>
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<td>Jan/Feb 2019</td>
<td>The How-To Guide</td>
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**Webinars (2018)**

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<th>Webinar Date/Time</th>
<th>Topic</th>
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<tr>
<td>Feb 2018</td>
<td>DOE: Better Buildings Swap</td>
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<tr>
<td>Mar 2018</td>
<td>Financing Options for Energy Efficiency Upgrades</td>
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<tr>
<td>April 2018</td>
<td>TBD</td>
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Mail your ideas for webinar and article topics to sustainability@ifma.org. In case you missed a webinar, URLs for 2016 and 2017 are as follows,

Mar 8, 2016: Getting Started
https://attendee.gotowebinar.com/recording/6074554726479061505

May 18, 2016: 12 PM Central: Measuring and Reporting -
https://attendee.gotowebinar.com/recording/4662997302282251010

June 22, 2016: 12 PM Central: Waste Stream Management –
https://attendee.gotowebinar.com/recording/2311727970939962628

July 13, 2016: Engaging Tenants in Energy Efficiency –
https://attendee.gotowebinar.com/recording/4255201634878825987

September 7, 2016: Resilience Planning for FMs
https://attendee.gotowebinar.com/recording/5824908416393568513

November 8, 2016: Energy Storage: Is it Right for Your Building
https://attendee.gotowebinar.com/recording/28863317593593924

January 11, 2017: Energy and Water Benchmarking – Bringing financial and sustainability value to your building
https://attendee.gotowebinar.com/recording/6645466250411212546

April 27, 2017: Working with Electric Utilities (Part A) - IFMA Community Orientation to Electric Utilities,
https://attendee.gotowebinar.com/recording/2196378212865802755

https://attendee.gotowebinar.com/recording/5265983781542905858

July 20, 2017: Energy Star - Train the Trainer
https://attendee.gotowebinar.com/recording/16545466250411212546

August 31, 2017: Part 2: Energy Star - Train the Trainer
https://attendee.gotowebinar.com/recording/1407081699027754497

October 4, 2017: Voice of the Tenant
https://attendee.gotowebinar.com/recording/7820586900663700739

November 20, 2017: Building Healthier Workplaces
https://attendee.gotowebinar.com/recording/512404626293848321

January 11, 2018: A Second Look at Smart Buildings
https://attendee.gotowebinar.com/recording/3446279947308478722?assets=true
10. **News from our Third Party Liaisons**

**US Dept. of Energy, Better Buildings**

**Interior Lighting Campaign Recognition Awards is now open for 2018**

The Environmental Stewardship, Utilities & Sustainability Community has partnered with the Department of Energy, Better Buildings Challenge to support their initiatives. IFMA is a co-organizer with the Department of Energy, Illuminating Engineering Society, Building Owners and Managers Association, and U.S. General Services Administration on the Interior Lighting Campaign (ILC). The ILC recognizes energy efficient lighting practices for interior lighting (troffers, linear, high and low bay). Outstanding facilities are recognized for their efforts.

The 2018 ILC Exemplary Performance Recognition submission process is now open. ILC Recognition spans four application categories including troffers, high-bay, low-bay, and suspended linear.

Recognition for exemplary performance will be held at the [IES 2018 Annual Conference](#), August 9-11, 2018, Westin Boston Waterfront, Boston, MA. Submit your [Participant submission form](#) by April 23, 2018!

**2018 Participant Recognition**

Recognition categories for Participants (building owners and operators) include:

- Highest Annual Energy Savings for Lighting Retrofit
- Highest Percentage of Annual Energy Savings for Lighting Retrofits
- Highest Annual Energy Savings for Lighting New Construction
- Highest Percentage of Annual Energy Savings for Lighting New Construction
- Special Recognition Categories
- Exemplary Recognition may also be presented to participants in the following sectors:
  - Commercial Real Estate and Hospitality
  - Healthcare
  - Higher Education
  - Retail, Food Service, or Grocery
  - Federal Government
  - Municipal and State Government
2018 Supporter Recognition

Recognition for Supporters who are Utilities, Efficiency Organizations or Service Providers (ESCO / Lighting as a Service) will be considered for the following category:

- Significant Number of Luminaires Installed Through an Energy Efficiency/Utility Program

Submit your Supporter submission form by April 23, 2018!

Better Buildings Webinar Series

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<tr>
<th>Date/Time</th>
<th>Topic</th>
<th>Description</th>
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<tr>
<td>Tuesday, Mar 6, 2018</td>
<td>Financing 2.0: Navigating 3rd-Party Financing for Efficiency and Renewables</td>
<td>This webinar introduces the Better Buildings Financing Navigator 2.0, the latest iteration of DOE's online tool that helps connect organizations with financing for energy efficiency and renewables projects. Join to learn about the new features and key trends in financing. <a href="#">Register</a>.</td>
</tr>
<tr>
<td>Tuesday, Apr 3, 2018</td>
<td>Taking Control: Best Practices in Energy Data Management and Tools for Success</td>
<td>This webinar features public, commercial, and multifamily sector partners sharing best practices on energy data management, and will also introduce DOE's Energy Data Management Guide. <a href="#">Register</a>.</td>
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California Assembly Bill 802, which was enacted in 2015, requires most buildings over 50,000 square feet to benchmark their energy performance and report the results to the California Energy Commission (CEC) by June 1 of this year. IMT is a non-profit that is working with the CEC to engage with stakeholders and help ensure that building owners, property managers, and other affected parties across the state are aware of these new requirements.

IFMA and ESUS will be partnering with IMT to reach out to our IFMA Chapters in California along with IFMA Councils and Communities to ensure Facility Managers are aware of this impending compliance deadline. IMT will also have resources available to assist members with their compliance requirements.

Please send comments and suggestions to: sustainability@ifma.org