

SUSTAINABLE SOLUTIONS

Sustainability and savings — together at last. | Dan Kubala



Dan Kubala,
 Vice President of
 Marketing, Site Controls

The word “green” holds a lot of clout for improving a firm’s brand image these days — but retailers haven’t always been quick to adopt green business practices, because they have often been associated with higher costs. Especially in today’s tough retail environment, paying extra to recycle or use wind power just doesn’t cut it at many chain retailers. On the other hand, it is also evident that this is truly the age of environmental conservation. The \$17 billion venture capital investment and \$230 billion in annual “green” sales have established this not as a fad, but as the future.

Until recently, many retailers viewed sustainability as an unwieldy, expensive project that would be nice to undertake — if they had the time and money to do so. The long term benefits and branding sounded nice, but without a translation into real savings in the short term when retailers needed it the most, sustainability wasn’t a top priority.

Now, with innovation in energy management technology, sustainability and savings have come together at last. Just imagine a single solution that cuts operating costs, provides additional revenue streams, and builds your brand and customer satisfaction, all while keeping corporate, environmental and social sustainability at the forefront of your activities. That is exactly what the new generation of energy management systems (EMS) is providing to some of the savviest and most recognized brands in the retail industry.

Instead of focusing on how to brand their companies as “green,” more and

more retailers are turning their focus to real sustainability, finding ways to balance and sustain the business enterprise while also improving the environment. Thankfully, data shows that there are growing links between the two:

- 87% of Fortune 1000 CEOs believe sustainability is important to a company’s profits.
- 73% of CEOs believe sustainability results in cost savings.
- 90% of the U.S. population says it is important for companies to be mindful of their impact on the environment and society.
- 46% of consumers say they would shop at a retailer more if it was environmentally friendly.
- 47% of consumers say they would pay more for environmentally friendly services, products or brands.

Energy efficiency is, in effect, using technology (hardware and software) to permanently reduce your energy consumption. Achieving energy efficiency can be as simple as a one-time decision to invest in energy controls equipment that can provide a steady stream of energy savings over multiple years. Today’s Web-based EMS tools can result in an average of a 20% reduction in energy consumption within each retail site. In addition to the inherent cost savings on the monthly energy bill, there is also

measurable carbon emissions avoidance from the decrease in total energy usage.

While it’s not always easy going and staying green, intelligent energy management technologies are proving that retailers can establish real, measurable sustainability programs that also have a positive effect on their bottom line, proving that sustainability and savings are no longer mutually exclusive. These programs are significantly lowering energy costs for retailers, as well as reducing the carbon footprint for an environmental impact that will extend well beyond the brand building opportunities of today into sustainability for the future. **PRSM**

DAN KUBALA IS VICE PRESIDENT OF MARKETING WITH SITE CONTROLS, WHICH PROVIDES ON-DEMAND ENERGY AND ASSET MANAGEMENT SOLUTIONS THAT INCREASE PROFITABILITY AND IMPROVE THE ENVIRONMENT THROUGH ENERGY EFFICIENCY. KUBALA BRINGS MORE THAN 20 YEARS OF EXPERIENCE IN MARKETING, TECHNOLOGY COMMERCIALIZATION AND PUBLIC RELATIONS TO THE AUSTIN, TEXAS-BASED COMPANY.