



Renewables growing fast but obstacles remain

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New compliance laws, societal pressure to conserve, and energy efficiency initiatives are fueling growth in energy reporting and monitoring and renewable energy sources.

The desire to "do the right thing" by conserving energy and going green with renewable energy continues to strongly influence socially-conscious enterprises but, business being business, especially in a challenging economy, cost savings remains the compelling incentive.

According to a poll published in "Environmental Leader," 88% of Fortune 1000 senior executives feel a moral responsibility to cut energy use, but 61% cited savings as their primary motivator and only 13%, environmental concerns.

Legislation requiring energy reporting and auditing, such as N.Y.C.'s Local Laws 84 and 87 with their goals of increasing conservation by reducing consumption, are also fueling interest in renewable energy sources, as are incentive programs such as the "Better Buildings Initiative," a new effort by the Obama administration to make business more energy efficient, reduce energy bills and dependence on foreign oil and improve air quality.

One roadblock to reducing usage and converting to renewables is companies often don't know where to start. In the Fortune 1000 survey, 7% cited lack of education.

To efficiently budget, plan, operate and conserve, you start with first-rate monitoring and reporting. MCEnergy's multiple-patented software, E2Track (the Es stand for energy and environment), for example, captures and analyzes a vast amount of information, all centrally located, easily understood and actionable. It tracks energy usage, supply contract performance metrics, benchmarking based on property profiles, degree day data tracking and budget variances for electricity, steam, water, natural gas and fuel and satisfies compliance. The environmental component tracks a user's carbon footprint and provides an audit trail for compliance.

As for the many benefits of using renewables such as wind or solar power, natural energy is unlimited in supply, has minimal impact on the environment, doesn't emit greenhouse gases or deplete natural resources. But there are hurdles to overcome such as price point, location and market education to convert to green energy.

With an experienced energy consultant who knows how to navigate the complex energy markets, it can be done. Witness the Empire State Building becoming N.Y.C.'s largest commercial purchaser of green power. MCEnergy brokered the entire transaction that turned the 2.85 million s/f skyscraper into a user of 100% wind power energy.

Meg Carey is the president of MCEnergy, Inc., Valhalla, N.Y.

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540