

# Leading the Energy Movement

## Yes We Can ... BOMA Says "Yes We Are"

**A**s the Obama Administration develops an aggressive green agenda that makes energy efficiency and sustainability a priority for the new government, the Building Owners and Managers Association (BOMA) International already has the tools and programs in place that are transforming commercial real estate to meet energy efficiency goals through a dedicated, voluntary marketplace.

### Partnering for the "Greener" Good

BOMA is leading the way by partnering with various organizations to create new green solutions for the commercial real estate industry. BOMA and the Clinton Climate Initiative recently released the groundbreaking BOMA Energy Performance Contract (BEPC) model to allow building owners to perform major energy retrofits to existing buildings by removing key barriers and providing turnkey solutions. In the BEPC model, the owner/operator sets the financial and environmental criteria for the project up front, and the energy service company (ESCO) provides a turn-key solution that meets or exceeds those criteria. The utility and operational savings derived from the building efficiency project are used to repay the cost of the project, and the ESCO financially guarantees the energy savings that will be achieved, assuming project risk and compensating the owner for any savings shortfalls. This new model of energy performance contracting is exactly the tool building owners need to enhance asset value through affordable energy retrofits.



In addition to strategic partnerships with the Clinton Climate Initiative, the U.S. Green Building Council, Green Building Initiative and many others, BOMA is partnering with the Department of Energy in the development of the Commercial Real Estate Energy Alliance (CREEA) to pursue energy efficiency technologies that will help transform energy use in commercial buildings. Those who build, manage and sell buildings are perhaps most susceptible to volatile energy prices and the effect of greenhouse gas reduction policies on profitability. CREEA brings together portfolio owners and operators to promote research, technology and best practices that will improve the energy efficiency of commercial real estate buildings.

### Setting and Meeting New Challenges



Current research estimates that energy consumption in commercial buildings accounts for 18 percent of U.S. greenhouse gas emissions. In July 2007 BOMA International launched the 7-Point Challenge, which challenges BOMA members to reduce the use of natural resources, non-renewable energy sources and waste production throughout the commercial building marketplace.

Since its launch, BOMA's 7-Point Challenge has been widely embraced throughout the marketplace, surpassing 100 endorsers. The Challenge has garnered industry and media attention for its ambitious but achievable goal to improve energy efficiency across real estate company portfolios by 30 percent by 2012 (based on an ENERGY STAR® average building rating of 50). Cities, mayors and elected officials are also taking notice. Phoenix Mayor Phil Gordon and Albuquerque Mayor Martin J. Chávez have both

endorsed the Challenge in recognition of commercial real estate's commitment to sustainability in their cities.

## Providing Green Business Solutions

The critically acclaimed BOMA Energy Performance Program (BEEP) continues to rank among the leading green educational programs with more than 14,000 industry professionals learning low and no-cost strategies to reduce energy consumption. This past fall, BOMA introduced the next generation of green educational programming with the Sustainable Operations Series (SOS), a four webinar series that teaches practical ways to implement green building operations.



The BOMA International Conference and The Office Building Show is another venue where BOMA's green programming for existing buildings is meeting industry demand. At this year's conference, an entire track of education is dedicated to helping property professionals "build a sustainable bottom line." The courses in this track will examine the long-term, bottom-line benefits of sustainability for existing buildings. BOMA recently published the industry's first green lease guide by "greening" the popular Guide to Writing a Commercial Real Estate Lease by Steven A. Teitelbaum, Esq. This instant best seller includes enforceable lease language to ensure tenants comply with the building's green priorities and includes annotations for ENERGY STAR, LEED and GBI rating programs.



## But Don't Take Our Word For It...

Listen to what others are saying. BOMA has been recognized for the positive impact of its green initiatives. The Environmental Protection Agency's (EPA) ENERGY STAR Partner of the Year Award has been given to BOMA the past two years for groundbreaking energy efficiency programs and initiatives. BOMA also received the 2009 ENERGY STAR Sustained Excellence Award for ongoing efforts. BOMA is the first and only real estate association to receive these honors. BOMA was also recognized by the American Society of Association Executives with two "Associations Advance America" Awards of Excellence for its 7 Point Challenge and BEEP program.

**For more information visit [www.boma.org](http://www.boma.org) or contact Laura Horsley, Director of Communications, BOMA International at [lhorsley@boma.org](mailto:lhorsley@boma.org).**

