



Engage Businesses

Action: Engage Devens businesses to share and promote results of energy efficiency and sustainability projects.

DESCRIPTION OF ACTION	Develop best practice guidance and utilize local business leader forums to expand the adoption of sustainability and energy saving practices in the private sector. Businesses will learn from each other and potentially identify opportunities to leverage shared resources for enhanced sustainability performance.
CHAMPION	Devens Eco-Efficiency Center

IMPLEMENTATION STEPS	PLANNING CONSIDERATIONS	
	Timeframe ¹	Key Partners
Review existing energy efficiency practices and sustainability projects from local businesses and engage local business leaders to identify replicable best practices	Short	<ul style="list-style-type: none"> • Devens Enterprise Commission • Businesses • Developers
Convene a regional educational forum of local business leaders for a best practice exchange and highlight replicable projects	Medium	<ul style="list-style-type: none"> • Devens Enterprise Commission • Mount Wachusett Community College • Nashoba Valley Chamber of Commerce
Build off existing program and continue partnership between Devens Eco-Efficiency Center and Industrial Assessment Center to provide energy audits and other technical assistance	Medium	<ul style="list-style-type: none"> • Devens Enterprise Commission • Industrial Assessment Center, UMass Amherst Center for Energy Efficiency and Renewable Energy
Follow up with participating businesses to create new case studies and to hone best regional practices	Long	<ul style="list-style-type: none"> • Devens Enterprise Commission

¹ Short = less than 1 year; Medium = 1-3 years; Long = 4-5years

ENGAGE BUSINESSES (CONT.)

<p>FUNDING RESOURCES</p> <ul style="list-style-type: none"> • Devens Enterprise Commission • Performance contracting – energy service companies • Property Assessed Clean Energy (PACE) financing 	<p>TECHNICAL RESOURCES</p> <ul style="list-style-type: none"> • Devens Utilities Department • GRESB – ESG Performance of Real Assets • ICP – Investor Confidence Project
<p>LINKS TO OTHER PLANS & ACTIONS</p> <p>How does this action connect to other Devens goals?</p> <ul style="list-style-type: none"> • Connects to Economic Development sustainable business goals • Relevant STAR Objectives: Green Market Development • Relevant LEED Credits: Green Building Policy and Incentives, Energy Efficiency 	<p>EQUITY CONSIDERATIONS</p> <p>How can the community incorporate equity into the implementation of this action?</p> <ul style="list-style-type: none"> • Outreach to minority and women-owned businesses will ensure that multiple voices are being heard at educational forum events • Develop and/or highlight case studies that demonstrate a Triple Bottom Line approach to business operations that consider social, environmental, and economic costs and benefits in decision-making
<p>MEASURING SUCCESS</p> <p>How can we measure the progress and success of this action?</p> <p>Outputs</p> <ul style="list-style-type: none"> • Development of case studies • Ongoing meeting and participation of local businesses in education forums <p>Outcomes</p> <ul style="list-style-type: none"> • Reduction in local economy carbon intensity in MTCO₂e/million dollars goods and services 	<p>ENGAGING THE COMMUNITY</p> <p>How can we engage the populations that benefit from implementing this action?</p> <ul style="list-style-type: none"> • The Devens Eco-Efficiency Center is already a great resource for engaging the business community in Devens around sustainability practices. This action should emphasize expanding awareness of the resources offered through the Center to more business in Devens and surrounding communities.