



# ENERGY EFFICIENCY

for Your Small Business:

## Getting Started



**Small Business Development Centers**  
*Helping businesses start, grow, and prosper.*



(877) ASK – EMAP

## Why energy efficiency means good business!

**T**his brochure provides important information on how your small business can take advantage of guaranteed savings by becoming more energy efficient.

Most businesses can save 25% or more on their energy costs by taking simple steps to reduce their energy consumption, from turning off lights to making cost-effective investments in newer, more efficient equipment. But efficiency is not about sacrifice – these modifications actually enhance your working environment and improve your product or service, all at a lower cost.

The Pennsylvania Small Business Development Center's Environmental Management Assistance Program (EMAP) can help you navigate through the process of making your business more energy efficient.

For more information about energy efficiency, including successes, funding opportunities and EMAP services, visit our website, [www.askemap.org](http://www.askemap.org). To schedule a free energy assessment at your facility, contact an EMAP consultant at (877) ASK – EMAP.

## Where do I start?

### Understand Your Current Energy Use

Start by gathering the most recent year's worth of utility bills (gas, propane and/or electric), and calculate how much energy you are using over the course of the year, and how much it's costing you.

This will help you identify your biggest energy concerns. For example, you may find that energy usage goes up in the summer (often related to increased air conditioning), or at specific times of day (perhaps when certain equipment is first turned on). Generally, it makes sense to start conserving where your changes will have the most impact. Your utility may also *charge more* for energy at different times of the day. You can call your utility to discuss rate structure options.

After you make your energy efficiency upgrades, you can use the previous year's bills as a benchmark to measure how much you're saving in comparison.

For many small businesses, lighting, heating and cooling systems, building envelope and operating equipment are the biggest energy consumption culprits. Use the enclosed checklist to help you get started with simple steps to increase your energy efficiency and start saving money.





# A Simple Checklist for Small Businesses

## Lighting

Lighting is often the most cost-effective place to start because it's easy to install, relatively less expensive than other investments, and the payback time is short.

- Replace old inefficient T12 fluorescent bulbs with new, higher efficiency T8 bulbs; replace magnetic ballasts with more efficient electronic ballasts.
- Replace incandescent bulbs with compact fluorescent bulbs.
- Replace incandescent or fluorescent exit signs with ultra high-efficiency LED signs.
- Use occupancy sensors that automatically turn off lights in occasional-use areas (or post prominent signs asking people to turn off lights when they're leaving a room!).

**The term 'payback period' refers to how long it takes for an investment to pay for itself. How quickly you 'break even' can be a helpful way to decide which investments to start with.**

## Heating, Ventilation & Air Conditioning (HVAC)

Heating and cooling systems often consume the most energy at a small business. Simple steps to maintain equipment and reduce waste can really pay off, until it's time to replace the system.

- Have your heating system tuned up, replacing filters and checking belts and calibration.
- Install programmable thermostats to automatically reduce usage when buildings are unoccupied.
- Upgrade to the most energy efficient new systems you can afford; ask for ENERGY STAR-rated equipment. While ENERGY STAR can cost more upfront, the energy savings more than pay it back over the life of the equipment.

**ENERGY STAR for Small Business, [www.energystar.gov/smallbiz](http://www.energystar.gov/smallbiz), is a great resource. Consider becoming an ENERGY STAR partner.**

Disclaimer: The information in this brochure is provided as general information and is not provided nor intended to act as a substitute for legal advice or other professional services.



This checklist provides initial steps you can take to get started. Call (877) ASK – EMAP with questions, or to schedule an energy assessment for your small business.



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[www.askemap.org](http://www.askemap.org)

# A Simple Checklist for Small Businesses

## Building Envelope (walls, windows, insulation)

This is what separates you from summer heat and winter chill. So don't underestimate easy steps like keeping doors and windows closed (or open) when appropriate, and sealing seams and cracks.

- Keep exterior windows and doors closed when HVAC is running.
- Seal cracks and seams between floor and walls, around window and door frames, and around air conditioners and pipes that penetrate walls; weatherstrip windows and doors.
- Consider upgrading to ENERGY STAR windows and doors.
- Make sure that walls, roofs and attics are properly insulated and/or increase the level of insulation.

**The easiest time to tackle certain building envelope upgrades is when you're renovating. Work with your contractor to take advantage of these opportunities.**

## Equipment

Small businesses use a wide variety of office and production equipment, but there are a few approaches everyone can take to be more efficient.

- Choose ENERGY STAR office equipment (computers, monitors, fax machines, copiers, scanners, etc) whenever possible. Make sure the energy-saving features are turned on and working properly.
- Use one or two strategically located printers instead of personal printers in every office. Best move: replace personal printers, copiers, etc with one multifunction machine.
- If you use motors, make sure they are NEMA rated premium efficiency motors. Don't get old motors rewound; they lose efficiency with each rewind.

**Speak with your contractor or provider for industry-specific suggestions for your small business equipment.**

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The Pennsylvania Small Business Development Centers (SBDCs) work with small firms to help them start, grow and prosper. Combining the expertise of a professional staff with the resources of the state's best colleges and universities, the SBDCs provide high quality business management consulting, information and educational programs that build small firms' capacities to compete in domestic and international markets.

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