



Building the business case for energy efficiency projects

Your next step to unlocking energy savings

Identifying energy efficiency projects is a key step in reducing business costs and increasing productivity. The next step is to 'sell' the business case within your organisation so that you get the resources you need to implement your projects.

In an Australian first, the NSW Office of Environment and Heritage (OEH) has developed an interactive training course that helps you plan, develop and communicate your business case for energy efficiency projects.

What will you learn to do?

- Identify the people in your organisation who can make or break your proposal and the strategies you can use to involve and influence them.
- Select and apply the most effective financial analysis methodologies, including internal rate of return (IRR) and net present value (NPV), to demonstrate the financial value of your projects.
- Quantify and promote the many business benefits that your projects can deliver.
- Access innovative energy efficiency financing options to help implement your proposals. Present a clear and compelling argument for your project in both formal and informal settings.

Up to
**\$3000 worth
of post-training
support available
for only \$300***

Course benefits

Improve the success rate of your business case proposals for energy efficiency projects.

- Identify and communicate with key stakeholders.
- Access energy efficiency financing options.
- Ensure the project fits in with business objectives.
- Manage project risks.
- Sell the project as core business.
- Network with peers.
- Take home toolkit – including useful business case templates, checklists and tips – that participants can use to develop or review a business case proposal.

Who should attend?

The training is valuable for anyone involved in the development of business case proposals for energy efficiency or renewable energy projects, or who would like to be.

Course structure

OEH courses are run by industry experts providing coaching, support and an interactive learning experience.

Workshop one (half-day):

- Strategies for developing successful business case proposals
- Conducting a stakeholder analysis
- Developing a clear value proposition
- Leveraging the benefits of the Energy Savings Scheme and other external funding options
- Applying the business case development framework to your own project.

Workshop two (half-day):

- Writing up your business case
- Presenting your business case in a compelling way
- Strategies to build enduring support for energy efficiency projects.

Subsidised course fee: \$300 per person in Sydney and \$150 per person in regional NSW.* An early bird discount of 25% applies if you book at least one month before the course start date.

Post-training support

Unique to OEH energy efficiency training courses, post-training support provides one-on-one expert guidance to help you implement your energy efficiency opportunities and achieve tangible outcomes for your organisation. **This gives you access to apply for up to \$3000 worth of support for only \$300.*** Examples of this one-on-one guidance include:

- development and review of business case proposals for energy efficiency projects
- development of a customised business case template for your organisation
- support with financial appraisal methods including NPV and IRR calculations.

Limited time only: Post-training support is available, on application, for only six months following attendance at a training course.

Custom training: We also offer customised in-house training. If you have a group of 10 or more, we can tailor training to your needs, and conduct the workshops at your place of business.

** Offer subject to change without notice*

Locations and dates

Visit www.environment.nsw.gov.au/training to see current dates and locations and to book.

If there isn't a suitable session, please register your interest in future courses online.

About OEH energy efficiency training programs

Since 2009, OEH has trained more than 16,000 business professionals from some of Australia's most successful companies. Our courses are designed to give NSW businesses a competitive advantage by increasing energy efficiency and energy productivity.

Attendees gain the skills, knowledge and insights to implement effective energy management and best practices in their own workplace. All training courses are practical, collaborative and 'hands-on', with a clear focus on increasing energy efficiency and reducing cost.

OEH delivers a range of other energy efficiency training courses for businesses across NSW, visit www.environment.nsw.gov.au/training for a complete course list.

Book your place or find out more

Visit:

www.environment.nsw.gov.au/training

Email:

energy.saver@environment.nsw.gov.au

Call:

1300 361 967 (ask for the Energy Efficient Business team)