Building the business case for energy efficiency projects

The next step

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.

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 – 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.

Energy Saver Training Courses

Develop your skills to increase energy efficiency and reduce costs
**Course structure**

OEH courses are run by industry experts - providing coaching, support and an interactive learning experience. The course consists of two half-day workshops.

**Workshop one:**
- 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:**
- 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 (for both workshops):**
$100 per person in Sydney and $50 per person in regional NSW.*

**Post-training support:**
Unique to Energy Saver training courses is our free post-training support. This ensures that participants complete the course having achieved tangible outcomes for their organisation. Examples of this one-on-one guidance include:

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

Custom training: We also offer customised in-house training. If you have a group of 15 or more, we can tailor the training to your needs, and conduct the workshops at your place of business.

**Locations and dates**

Visit [www.environment.nsw.gov.au/training](http://www.environment.nsw.gov.au/training) to see current dates and locations and to book now. If there isn’t a suitable session, please register your interest online in attending on a future date.

**About the OEH Energy Saver training program**

Since 2009, OEH has trained more than 14,000 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.

The Energy Saver program delivers a range of other energy efficiency training courses across NSW, including Energy management basics, Lighting, HVAC for business, Commercial refrigeration, Cogeneration feasibility, Registered clubs and Aged care.

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**BOOK YOUR PLACE OR FIND OUT MORE**

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