

Case Study: USGBC

Leading by Example – Advising the USGBC on Carbon Footprint Reduction

Since 2007, Sage Energy has been a consultant to the premier green building organization in the world – the U.S. Green Building Council (USGBC). After years of visionary leadership transforming the built environment and working to make green buildings available to everyone within a generation, USGBC wanted to turn inward and examine its own organizational carbon footprint. They turned to Sage Energy for help.

When USGBC engaged Sage Energy, we realized that designing an organizational solution would also require a large dose of financial pragmatism for this forward-looking organization. USGBC's status as a world leader in green building and sustainability meant that tackling their carbon footprint required improving their organizational bottom line *while* reducing their greenhouse gas emissions. In keeping with their mission, they would lead by example, demonstrating that minimizing environmental impact doesn't have to cost more. In fact, it can cost less.

Sage Energy's expertise in innovative solutions proved crucial in helping USGBC develop unique solutions to greenhouse gas data tracking, measuring and verification. Sage Energy established a CO₂ baseline for USGBC, developed a strategy to reduce their carbon footprint, and designed solutions to track and report their successes. Sage Energy's cost-saving procedures ultimately reconfigured the way that USGBC tracked air and train travel – guiding them to implement cost-saving measures and centralize their travel bookings. Sage Energy navigated the energy and carbon benefits of purchasing wind power RECs as well as re-tooling paper purchasing and consumption, and explored energy saving options for offsite data centers. Because USGBC was occupying leased space, their options for energy savings were limited, but Sage Energy encouraged an open dialogue with the building owner that ultimately proved fruitful.



Today, USGBC occupies a LEED Platinum Headquarters, and continued improvements in operational efficiencies are driving incremental improvements in their carbon footprint.

Sage Energy tailored a strategy for USGBC's unique situation through dialogue with C-level managers, staff, building managers, and vendors. Our ability to reduce operating costs without impacting the quality of USGBC's product or process was vital to project success, and Sage Energy remains an expert advisor to USGBC today. Contact Sage Energy to find out how you can follow USGBC's lead – 410.268.0511 or info@sage-energy.com.