

ENERGY EFFICIENCY FORUM

'Brought to You by Chamber of Eco Commerce'



To contribute to the 'Better Buildings Initiative', **the Chamber of Eco Commerce will host a series of Energy Efficiency Forums** that will bring together new technology experts, leaders, and learners. These forums will bring face-to-face innovators, investors, and business and policy leaders, to discover alternatives to the conventional solutions, discuss new partner projects, and exchange success stories.

Energy efficiency represents a significant largely untapped opportunity for meeting the dual goals of **financial return and environmental protection**. By eliminating wasted energy, we can reduce fossil fuel use, move toward energy independence, and reduce our greenhouse gas (GHG) emissions by almost forty percent by 2030 at a net savings to customers, and the investor will harvest annual energy savings. However, a host of barriers stand in the way of these cost savings and associated GHG emissions reductions being realized, including but not limited to: High upfront capital costs; High development costs; Long payback periods; Uncertainty of savings and perceptions of risk; Split incentives; and Limited capital availability.

How real are these barriers? What progress has been made in developing business models that resolve them? Which are the key market failures that need to be addressed to motivate investors to be first movers in this marketplace? These are some of the questions that the Forum is set out to answer. We host Energy Efficiency Experts, Leaders, and Learners, and Investors who have been actively conducting due diligence on energy efficiency deals.

The Forum will focus on energy efficiency market sectors; the major players in the energy efficiency financing market; key barriers facing each market sector; primary internal and external financing strategies used by each market sector; investor discussions; and offers conclusions and recommendations for catalyzing large-scale deployment of capital to the energy efficiency sector.

We invite You to join the Eco Commerce Forum on February 28, 2012, in Atlanta, Georgia.

Links

Financing Eco Innovation Events

http://www.chamberofecocommerce.com/images/Investing_in_Eco_Innovation_Forum.pdf

Better Building Initiative

<http://www.eere.energy.gov/topics/buildings.html>

Low Energy Building Hub

<http://www.chamberofecocommerce.com/partnerprojects/lowenergybuildings.html>