

PUT ENERGY TO WORK

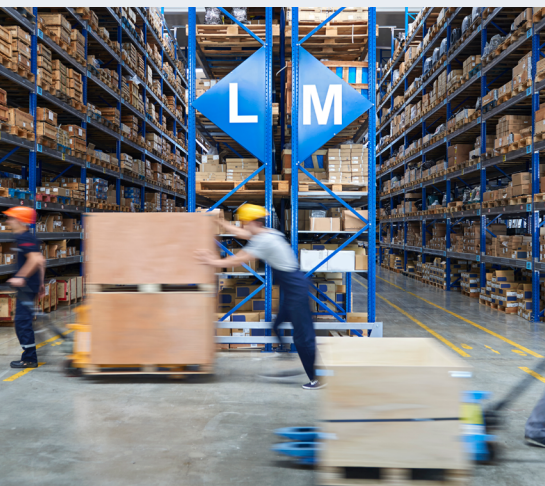
Give your business a competitive advantage with energy management



NYSERDA

What does it mean to Put Energy to Work for your business?

When you view energy as more than a cost to be managed and treat it as something that creates value for your business, you put energy to work. More and more New York State businesses are transforming the way they use, measure, and manage energy, unlocking potential in their business and positively impacting key performance indicators.



How your business benefits from energy management

- **Boost your bottom line** with reduced energy costs, freeing up capital to use elsewhere
- **Minimize risk** by mitigating energy price volatility, equipment breakdowns, and outages
- **Create a competitive advantage** and differentiate yourself in the market as a sustainability leader to customers, employees, investors, and other key stakeholders
- **Reduce your carbon footprint** and contribute to a clean and healthier community
- **Improve workforce retention and talent acquisition** in a competitive recruiting market

Put energy to work with these technologies and solutions

- **Strategic Energy Management**—Embed energy management principles into your business model with a coordinated approach to better understanding your energy needs, monitoring usage, and implementing energy saving best practices
- **Energy Efficiency Solutions**—Equip your business with the latest energy-saving technologies, including efficient lighting and controls, HVAC upgrades, building envelope improvements, and variable frequency drives for motorized equipment
- **Building Operations & Performance**—Unlock the full potential of building performance with smart technologies and solutions that measure, analyze, and optimize your energy usage in real time
- **Renewables & Clean Technologies**—Improve resiliency, lower energy costs, and reduce your business's carbon footprint when you purchase clean energy or produce it onsite
- **Workforce Development & Training**—Develop a skilled workforce of existing and future employees that deliver energy saving solutions to your business

Visit NYSERDA's Put Energy to Work website to:

- **Build** an energy strategy for your business
- **Discover** industry-specific solutions
- **Engage** with an energy expert
- **Learn** about programs and financial incentives from New York State and your energy provider

Get started at

nyscrda.ny.gov/PutEnergyToWork