



State **Energy Sector** Partnership Grant

Activity Update Feb 2011

[Market Shift]

- Recessions produce energy efficiency
- Green Building now = 25% of new buildings
- Walmart ! 100% Renewable Energy
- HCCOG now awaiting results of our building audit
 - A similar audit by Waste Reduction Partners on the Asheville City School system showed potential energy savings of \$259,000.

[my dad]



- Home Audit
- Insulated attic
- Air sealing basement garage
- New water heater
- 3kw Solar Photovoltaic System

[numbers]

- 2010 Q4 Goal 16 Actual 50
- 24 area businesses have received funding totaling \$62,910
- Trainings in
 - Green building – Home energy upgrades
 - Solar thermal & Photovoltaic installation
 - Woodstove production (4 OJTs)

[business opportunities]

- Home energy upgrades can save between 20-50%
- 102,000+ homes in Region D
 - median home age = 34 years (1977)
 - Regional total energy expenditures
 - **\$170,041,155** This amount of value is sent out of our region each year
 - 20% = \$34,008,231 (1in4= \$8,502,057)
 - 50% = \$85,020,577 (1in4= \$21,255,144)

[business profile]



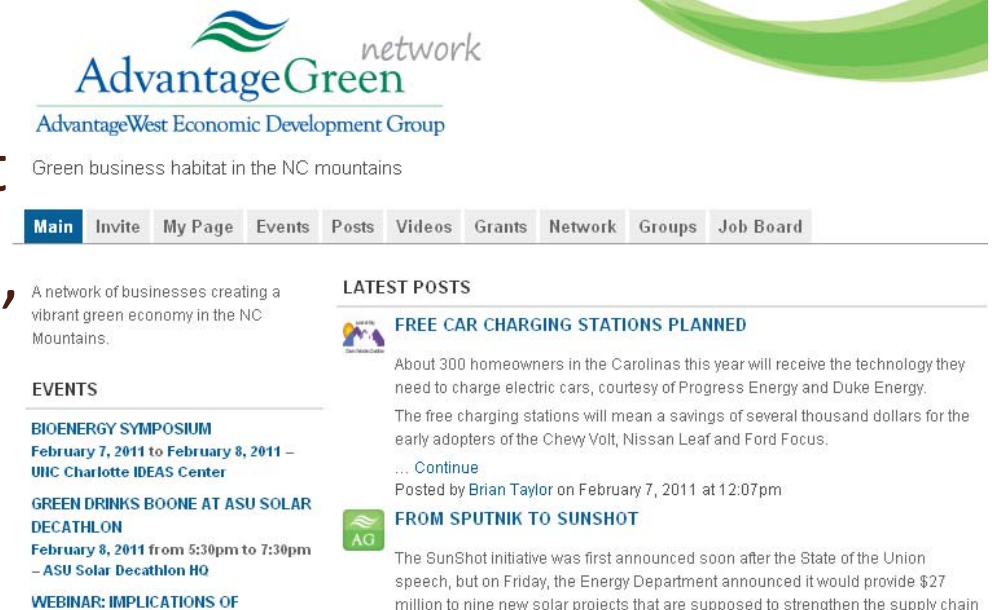
- **B & R Service Inc.** (44 years in Wilkeboro)
 - Business planning
 - Company wide initiative
 - Looking toward new hires this spring
 - Already having success installing solar
- \$19,000 grant to train 47 employees

[Business challenges]

- Knowledge and education
- Understanding a changing market
- Lack of policy alignment
- Financing
- Huge potential savings in manufacturing

[Manufacturing supply chain]

- Advantage Green
- Clean Energy Economy Cluster Analysis
 - 29 participants from Region D
 - Interviews Tuesday March 1st
- E3 Project
 - Top to bottom audit
 - Marketing - process,
 - LEAN - waste



The screenshot shows the AdvantageGreen network website. The header features the logo with a green wave icon and the text "AdvantageGreen network" and "AdvantageWest Economic Development Group". Below the header is a navigation menu with links for Main, Invite, My Page, Events, Posts, Videos, Grants, Network, Groups, and Job Board. The main content area is divided into three sections: "EVENTS" with a list of upcoming events including a Bioenergy Symposium and a Green Drinks event; "LATEST POSTS" with a post titled "FREE CAR CHARGING STATIONS PLANNED" and another titled "FROM SPUTNIK TO SUNSHOT"; and a description of the network as a "Green business habitat in the NC mountains".

AdvantageGreen network
AdvantageWest Economic Development Group
Green business habitat in the NC mountains

[Main](#) [Invite](#) [My Page](#) [Events](#) [Posts](#) [Videos](#) [Grants](#) [Network](#) [Groups](#) [Job Board](#)

A network of businesses creating a vibrant green economy in the NC Mountains.

EVENTS

BIOENERGY SYMPOSIUM
February 7, 2011 to February 8, 2011 –
UIC Charlotte IDEAS Center

GREEN DRINKS BOONE AT ASU SOLAR DECATHLON
February 8, 2011 from 5:30pm to 7:30pm
– ASU Solar Decathlon HQ

WEBINAR: IMPLICATIONS OF

LATEST POSTS

FREE CAR CHARGING STATIONS PLANNED
About 300 homeowners in the Carolinas this year will receive the technology they need to charge electric cars, courtesy of Progress Energy and Duke Energy. The free charging stations will mean a savings of several thousand dollars for the early adopters of the Chevy Volt, Nissan Leaf and Ford Focus.
... Continue
Posted by Brian Taylor on February 7, 2011 at 12:07pm

FROM SPUTNIK TO SUNSHOT
The SunShot initiative was first announced soon after the State of the Union speech, but on Friday, the Energy Department announced it would provide \$27 million to nine new solar projects that are supposed to strengthen the supply chain

[Critical Success Factors]

- Partnership building
 - Home Builders Associations
 - Associations of Realtors
 - Agricultural Extension
 - ASU Center for Entrepreneurship
- Data Driven Decision Making

[Employer Engagement]

- Champions for Green
 - SESP regional advisory group
 - Linked In Group (join us)
 - 4th meeting May 13th
 - Speakers include Eddie Pitts of Bernhardt discussing how the Lenoir plant saved \$600,000