

## NEEA'S COMMERCIAL INITIATIVE

The Northwest Energy Efficiency Alliance's (NEEA) commercial initiative, under its BetterBricks brand, focuses upstream from utilities to help transform the commercial sector. This transformation includes changing energy-related business practices in target markets and on related trade ally products and services within the design and construction and building operations markets. In all of its initiatives, NEEA complements—not competes—with current utility programs.

Vertically, NEEA focuses its efforts on hospitals and healthcare, as well as the grocery and office real estate markets. Horizontally, NEEA works with the design and construction market, as well as with integrated energy design services offered by architects, design engineers and others. In the building operations market, NEEA focuses on building performance services offered by mechanical contractors, building systems control and other operations and maintenance (O&M) service providers.

### VERTICAL TARGET MARKETS

	HOSPITALS AND HEALTH CARE	GROCERY	REAL ESTATE	
COST-CUTTING MARKETS	DESIGN & CONSTRUCTION			OTHER BUILDINGS
	BUILDING OPERATIONS			OTHER BUILDINGS

NEEA works well in the commercial marketplace:

- **Marketing:** Often in partnership with others, NEEA helps build awareness within and across markets, including events, public relations, advertising and collateral. NEEA provides recognition through the annual BetterBricks Awards to feature individuals who lead the way in building, designing, operating and advocating for high performance, commercial buildings in the Northwest.

- **Education and training:** NEEA develops and conducts education and training in partnership with state hospital associations, the American Institute of Architects (AIA), the Building Owners and Managers Association (BOMA), and others.
- **Business advisory assistance:** NEEA's market specialists partner with utilities to approach target markets in an effort to improve energy-related business practices. In the hospital and healthcare market, for example, NEEA works with company executives and facility managers to adopt Strategic Energy Management Plans (SEMPs). Through SEMPs, NEEA emphasizes best practices such as implementing integrated design in new construction, low-cost operations and maintenance improvements in existing facilities, and purchasing policies in new construction and equipment upgrades. As of 2007, hospitals representing 30 percent of the beds in the region have adopted or committed to adopting a SEMP.
- **Technical assistance:** NEEA, in partnership with the universities and electric utilities, offers the BetterBricks Integrated Design Lab network—a regional, technical resource of credible and unbiased information and education to facilitate energy-efficient design. Design lab staff and other technical experts work with trade allies and select customers, and coordinate with local utilities. In 2007, NEEA—under the BetterBricks brand—introduced integrated design business practices to five design firms representing more than 50 percent of the new healthcare market and 40 percent of the new office market.

[www.BetterBricks.com](http://www.BetterBricks.com)  
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