

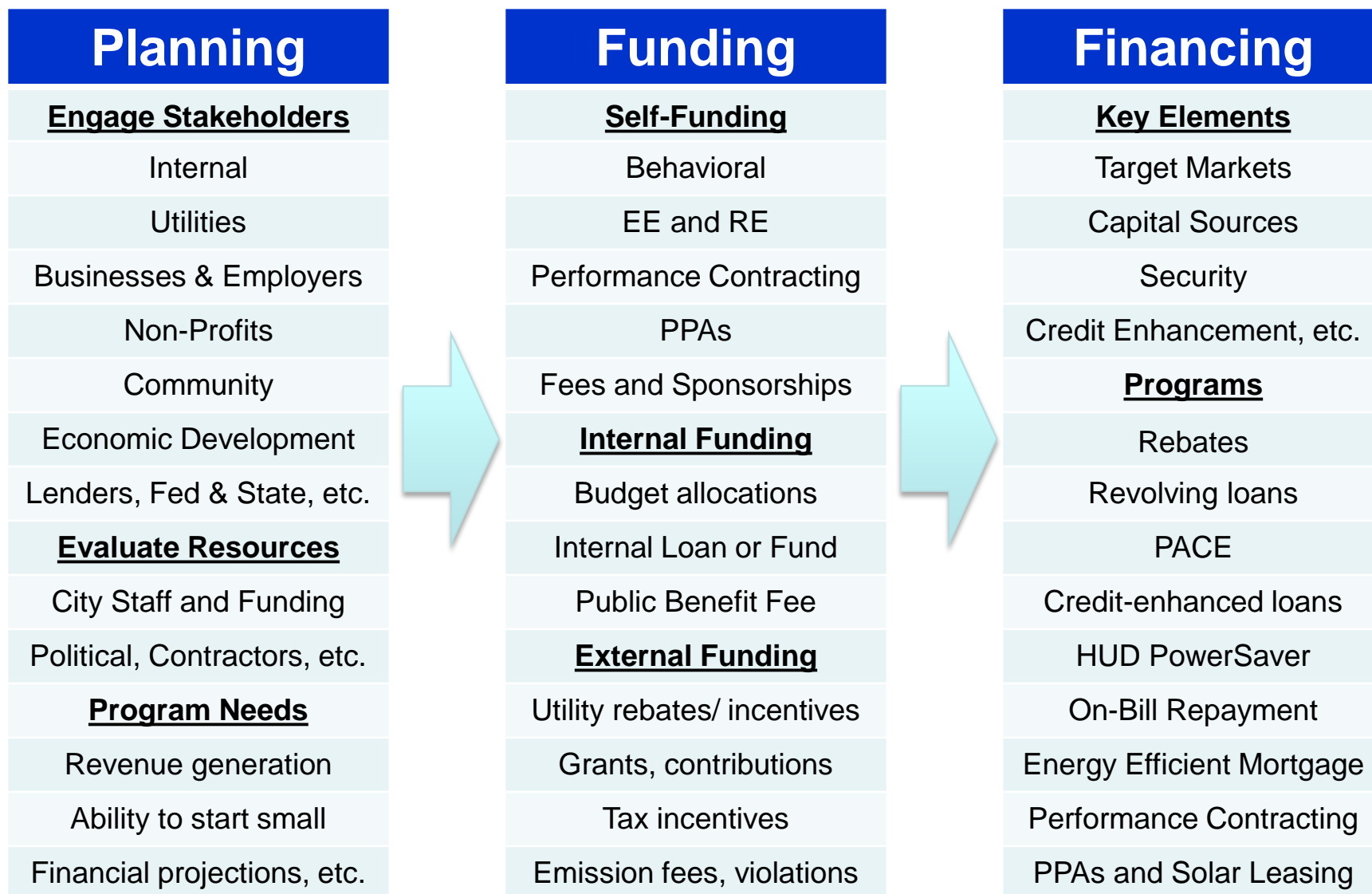
Putting It All Together

Webcast 1 + 2 + 3 =

Lay Groundwork + Find Funding + Add Financing =

Your Own Successful Funding Strategy

Putting It All Together



If the planning process does not open doors to funding and identify an obvious choice of programs, consider this strategy as an alternative or in addition

- Focus first on your public sector, where you have more control over program success and can recycle the energy savings to grow your efforts and impacts
- Start with the lowest cost programs, such as behavioral and operational changes, and recycle the savings to start a fund
- Then target projects that are low-cost and quick payback, and defer the budget savings for a time to grow your fund
- Then target higher cost, longer payback projects, and keep growing the fund
- With a larger fund, expand programs to the private sector