

Harnessing local energy:

An energy retrofits example

Look for the **highlighted** ownership and control aspect in each of these examples. Can you think of another example that would fit each category?

	Self-interest	Shared interest	Common interest
Households	Energy retrofits reduce energy use—and thus energy bills—for households.	When electricity rates gradually increase with the cost of production, retrofits help keep utility bills affordable. This makes customers happy which means less grief for the utility companies from bill payers and regulatory agencies.	Energy retrofits increase home values in the region, making it attractive for families to stay in or move to the area, purchase homes and send their kids to local schools. The retrofits become a selling point for the City's "Green Community" campaign, helping it attract funding for other green initiatives. And, the retrofits reduce energy usage in the community, lowering carbon emissions locally and for the world.
Local School District	Energy retrofits reduce energy bills for the school district, making it easier to balance the budget.		
Utility companies	Energy retrofits lower operating costs for individual companies since peaks in energy usage are expensive (they require bringing extra power plants online or purchasing electricity at a premium from neighboring utilities). It also allows companies to sell any excess energy production to other regions.		
Local building contractors	Energy retrofits are an emerging market that offer local building contractors the potential for a new product line and new revenue.		