



ST. CHARLES MEDICAL CENTER A Green Lights / ENERGY STAR Case Study (ABSTRACT)

For more than a decade, WRI's Sustainable Enterprise Program (SEP) has harnessed the power of business to create profitable solutions to environment and development challenges. BELL, a project of SEP, is focused on working with managers and academics to make companies more competitive by approaching social and environmental challenges as unmet market needs that provide business growth opportunities through entrepreneurship, innovation, and organizational change.

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Mike Severns looked at the report on his desk. As the Director of Facility Services for the non-profit St. Charles Medical Center, he was responsible for recommending a course of action on the hospital's energy conservation program. St. Charles' participation in the Environmental Protection Agency's Green Lights and **ENERGY STAR** Buildings programs looked like a good idea in principle, but now Severns had to decide whether specific retrofitting projects were worth pursuing, basing his decision on both strict financial analysis and consideration of intangible factors. As he read the report on the various energy conservation measures (ECMs), he began to plan a strategy for analyzing the projects.

Green Lights/ENERGY STAR Buildings

Lighting accounts for 20-25% of all electricity sold in the U.S. Many organizations treat lighting as unavoidable overhead as opposed to an opportunity for investment that can lead to cost savings. To address this, the United States Environmental Protection Agency (EPA) launched the Green Lights Program in 1991. It was a voluntary, non-regulatory program aimed at reducing air pollution by promoting energy efficient lighting. Green Lights participants agreed to look into replacing their current office lighting with newer, more efficient light bulbs and fixtures. If these projects were profitable for the participant, they then agreed to begin retrofitting within a few years. Organizations that joined the Green Lights Program conserved energy and cut their electricity bills, while reducing the amount of carbon dioxide, sulfur dioxide, nitrogen oxide, and heavy metal emissions released into the atmosphere. Green Lights participants also benefited from support from EPA, which provided product information, extensive technical support, and the ability to publicize progress in environmental protection. Improved lighting could even lead to productivity gains in the workplace, a factor of great importance to hospitals in particular.