

**BREAKING THROUGH:
Gaining Senior Level Support for Energy Efficiency**

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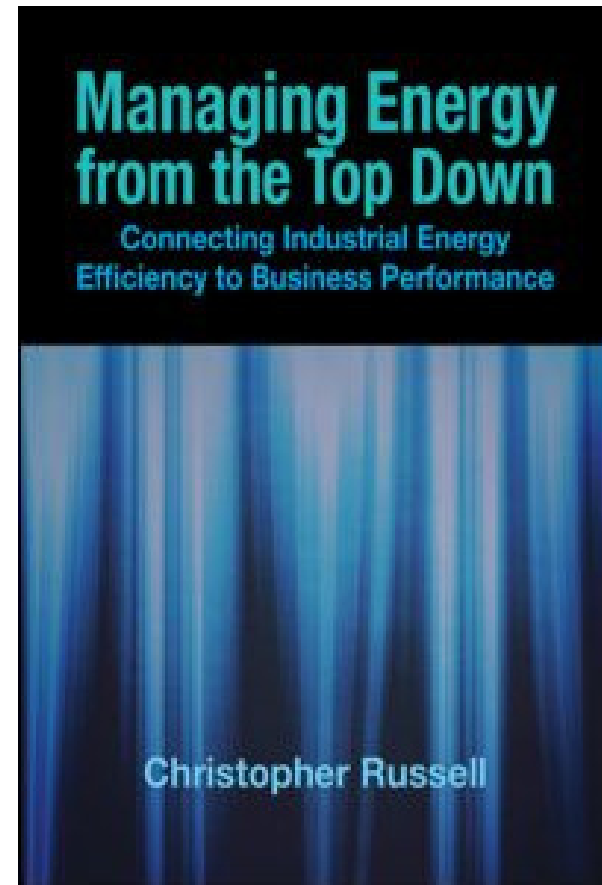
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CORPORATE ENERGY MANAGEMENT: CRITICAL SUCCESS FACTORS

- ✓ Quantify the value at risk
 - ✓ Convert cost from indirect to direct
 - ✓ Assign responsibility for direct costs
 - ✓ Link energy solutions to a core business concept
- So:
- ✓ Push down from top , or...
 - ✓ Sell up from middle?