SUMMARY:
Internal energy reporting is analogous to open-book accounting. Regardless of where you are in developing a high performance portfolio, transparency will accelerate success. Sharing information across your organization helps reinforce accountability for energy performance, and alerts building staff if their properties are falling short of goals. Good reporting strengthens owners’ confidence that their investments are paying off, and demonstrates your commitment to stakeholders and the public.

IN DEPTH:
A high performance portfolio – at its most basic level – is about energy management. As with any other type of management, good information is critical to good decision-making. Explore ways to make energy data, performance indicators, and benchmarks available and visible throughout your organization and among key stakeholders.

Greater visibility of energy performance allows for a more open dialogue and prevents miscommunications. It facilitates idea-sharing and highlights successes, enabling you to transfer best practices to other buildings. Transparency provides clarity and insight, helping the team understand where to focus resources.

To achieve this visibility, select a common reporting tool to gather and distribute information in an organized, standardized format. Your energy benchmarking tool might be a good option. For example, ENERGY STAR® Portfolio Manager generates a current energy performance rating for each building, and a more formal Statement of Energy Performance to clearly and concisely present energy usage information.
Additionally, many service providers offer tools for tracking property energy and financial performance. Many providers supply information in a comprehensive, interactive “dashboard” format, with meaningful metrics of energy and financial performance. The most important metrics can be summarized for you in a clear, visually appealing, highly usable way – enabling comparisons between properties and summarizing data for the entire portfolio.

**REPORTING TO OWNERS AND ASSET MANAGERS:**

Succinct reports on energy performance will help owners and asset managers understand your progress and the status of their assets – and your ability to add value. As part of monthly management reports, consider adding the following:

- A synopsis of energy-saving measures and activities.
- Potential impact on net operating income (NOI).
- Energy performance ratings, with year-over-year comparisons.

**REPORTING AMONG BUILDING OPERATORS AND PROPERTY MANAGERS:**

Share energy performance information from building to building and across the organization in the form of a portfolio-wide “scorecard” for energy performance. This will help you:

- Establish a sense of friendly competition among properties.
- Identify top performers, who can then share best practices and lessons learned.
- Better allocate resources by identifying who needs the most assistance to improve performance.
- Enable managers of multiple buildings to easily monitor progress and sort high and low performers, helping them prioritize their time.

In addition to reporting on energy performance, ensure that energy consumption data is in the right hands. Often energy bills are paid at the corporate level. Unfortunately, building managers and engineers may never actually see those bills. If this is true for your organization, you’re missing an opportunity to compare meter readings to billing data, double-check rates and tariff schedules, and catch errors. Ensure that billing data is quickly distributed to the field after receipt, allowing building staff to investigate and address any “red flags” quickly.
**SUCCESS STORY**

Cushman & Wakefield makes available to regional property managers the properties’ EPA energy performance ratings in order to allow managers to rank their properties and better understand how they compare. They also publicize a portfolio-wide rating, propagating the idea that each building’s performance has an impact on company-wide performance. Sharing this data allows Cushman & Wakefield to easily spot poorly-performing buildings, where energy “SWAT teams” can focus their expertise – the company sends their best engineers to address the problems.

**COMMUNICATING EXTERNALLY TO TENANTS AND OTHER STAKEHOLDERS:**

The detailed information you provide to internal stakeholders can be pared back and shared, as appropriate, with tenants, shareholders, and other stakeholders.

- Show tenants how energy efficiency lowers their total occupancy costs.
- Enable tenants to reap further savings by educating them on ways to improve performance with simple no-cost actions in the workplace.
- Use some energy performance data to augment annual reports and sustainability reports.
- Highlight energy performance accomplishments when communicating with leasing brokers and prospective tenants.
- Provide updates on your energy management activities and accomplishments to your board, shareholders, and investment analysts.

**THE BOTTOM LINE:**

- Sharing information across your organization helps reinforce accountability for energy performance.
- Provide a common reporting “dashboard” to help distribute salient information that is easy to understand and take action.
- Without access to relevant billing data and performance comparisons, building staff will be unable to measure status and meet building goals.
- Reporting strengthens owners’ confidence that their energy efficiency investments are paying dividends.
- External energy reporting is an effective tool to engage stakeholders and promote your buildings advantages.

**USEFUL LINKS:**

- The High Performance Portfolio Framework
  [www.betterbricks.com/office/framework](http://www.betterbricks.com/office/framework)
- ENERGY STAR Portfolio Manager
  [www.energystar.gov](http://www.energystar.gov)
- Lucid Design Group
  [www.luciddesigngroup.com](http://www.luciddesigngroup.com)
- Green Touchscreens
  [www.greentouchscreen.com](http://www.greentouchscreen.com)
- Advantage IQ
  [www.advantageiq.com](http://www.advantageiq.com)