

briefing

wise

women in
sustainability
and energy

be
ex

building
energy
exchange

series

session 1: clean energy innovation	march 6, 2015
session 2: sticks and bricks	march 13, 2015
session 3: dollars and sense	march 20, 2015
session 4: the big tent	march 27, 2015

steering committee

Jill Anderson
New York Power Authority; BEEx Board of Directors

Sukanya Paciorek
Vornado Realty Trust; BEEx Board of Directors

Angela Sung Pinsky
Real Estate Board of New York; BEEx Vice Chair

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Con Edison

Natural Resources Defense Council

New York State Energy Research & Development Authority

Vornado Realty Trust

be-exchange.org

thank you

WISE began as a simple idea to feature women leaders working in energy and sustainability during Women's History Month. But with so many qualified women, one event was not enough. A weekly breakfast series was the answer.

As soon as we began reaching out to our steering committee, invited speakers, and generous sponsors, enthusiasm for the program poured in. Our community was supportive and excited about the opportunity to learn, grow, and connect through WISE.

During the inaugural WISE series, panelists inspired the audience with their determination, technical know-how, political savvy, and candid demeanor. Discussions focused on the groundbreaking work these leaders spearhead and the implementation of the solutions they envision. While gender dynamics were naturally addressed in conversation, the focus was on developing professional skills, taking risks, and forging opportunities.

With the unique chance to be part of an event where women were the gender majority, participants and presenters were empowered and eager to learn about technical advancements and professional opportunities in the sustainability industry. WISE was not simply a series but the foundation for a community.

Throughout the series, the audience was eager to know "what next?" How do we strengthen this community and ignite change? The Building Energy Exchange (BEEEx) is excited to work together with the WISE community to address these questions. This briefing documents our series and lays out ideas for the future.

Thank you for making WISE a success. It is only with your support that we can continue this initiative. Engage with the WISE community. Reach out and be a mentor. Join us to recognize innovation and to build diverse leadership now and in the future.

Sincerely,



Ellen Abramowitz
Project Associate



Jocelyn Gan
Programs Associate

series overview

In March 2015, in honor of Women's History Month, the Building Energy Exchange launched **WISE - Women in Sustainability and Energy**. The series included four breakfast symposia, featuring inspirational women thought-leaders who are accelerating sustainability programs and energy agendas.

The inaugural WISE series provided a foundation for knowledge sharing, showcased the leaders of today, and acted as a platform for the next generation of women in this critical industry. The WISE series also served as an open conversation for men and women in the sustainability and energy field to learn from industry leaders, share their ideas, and advance equality in the workplace.

Each of the four sessions featured accomplished speakers and a moderator to facilitate a lively discussion about the panelists' professional experiences and achievements. Through this forum, attendees heard the speakers' perspectives about the state of the energy efficiency industry, their ideas about opportunity for accelerated progress, and their insights on how to build a strong and supportive network for women in the industry sector.

The themes of each week were as follows:

session one: clean energy innovation

public and private sector perspectives on the evolution of clean energy

session two: sticks and bricks

the challenges and triumphs of constructing green buildings

session three: dollars and sense

exploring the role of enlightened finance in driving green building

session four: the big tent

bringing sustainability, affordability, and resiliency to the broadest set of communities

While these sessions focused on the professional and technical achievements of the speakers, panelists also shared many personal anecdotes, creating an open atmosphere. Audience members submitted questions throughout each event, which the moderators weaved into the conversations. The candor of the speakers created an environment that encouraged community and connection and naturally led to thought provoking networking following each event. The innovation and intrepidity of the panelists was inspirational.

WISE had a large impact on a diverse audience. The professional background of attendees was distributed between architects and engineers, government and utility workers, nonprofit professionals, and finance and real estate professionals. The majority of attendees were at the associate or manager level, about 10% of attendees were students, and over 25% of attendees worked at the executive level or higher. (For more statistics, see page 13). This diversity of participants enabled attendees to meet and engage with others they may not otherwise encounter professionally, ensured a greater depth of perspective, and facilitated well-rounded discussions.

By sharing their WISE experience on Twitter, Instagram, and Facebook, the audience engaged over 160,000 people on social media. Participants spread the word and encouraged their networks to attend future WISE events – in fact, over 35% of attendees heard about WISE through a friend or colleague. This engagement and support was crucial and will enable BEE to organize further WISE programming, such as networking events, mentorship programs, and high level forums, which were requested in attendee survey responses. We look forward to continuing to support the WISE community, learning together, and challenging each other.

session one: clean energy innovation

public and private sector perspectives on the evolution of clean energy

The panelists shared their insights about overcoming energy sector challenges through technical advancements and system management. Though most of the panelists didn't expect to work in this sector, they find that it is exciting and constantly changing.

Recently, there has been pressure to reenvision the energy system in order to lower energy bills and lessen negative environmental impacts. However, there is also an expectation that energy availability never be disrupted. With competing demands and high stakes, it is hard to quickly make bold changes. Other challenges include the slow adoption of advanced technologies and bringing those technologies to scale. The panelists acknowledged the hard work needed to overcome these barriers, but encouraged optimism. Opportunities for progress include engaging the private sector, harnessing the power of competition, and involving younger generations.

The panelists' offered some professional advice to the audience as well: listen carefully, ask questions, and stay strong and confident.

moderator and speakers:



Jill Anderson, Moderator

SVP of Public Affairs & Business Development
New York Power Authority
BEEEx Board of Directors



Dale Bryk

Director of Programs
Natural Resources Defense Council



Christina Ho

General Manager of District Energy Services
Con Edison



Ozgem Ornektekin

Deputy Commissioner, Energy Management
NYC Department of Citywide Administrative
Services



“I am really excited to be in an industry today where we can see that we are on the cusp of something changing. And it’s a really exciting time to be in the energy industry because there is so much potential for change, for how people view how they use energy, how energy is produced, and how we get energy to people.”

Christina Ho



“Having a dynamic energy system is not the way our system was designed to be. Now, to integrate new energy sources into our grid, our energy system is at an entrepreneurial stage. While there are a few forward-thinking utilities that are working on this issue, there needs to a push for innovative thinking in the industry.”

Dale Bryk

session two: sticks and bricks

the challenges and triumphs of constructing green buildings

As leaders in green construction, sustainable building materials supply, and energy efficient building standards, these panelists represent a growing and vocal minority.

The panelists described the steps they take to construct green buildings and to advocate for industry-wide, sustainable building practices. This includes using healthy, sustainably-sourced materials; making a compelling business case for energy efficient strategies; and advocating for, enforcing, and following effective policy. The speakers encouraged the audience to support the growth of green building practices through mindful purchasing.

Each panelist shared a little about her experience as a woman in the typically male-dominated construction industry. They concluded that women are well suited for this field, as they are often good connectors, and sustainability is a field that values collaboration. Additionally, the speakers voiced that opportunities for women, and all people historically excluded from high-level positions in the construction industry, are growing, as diversity becomes an increasingly important priority.

moderator and speakers:



Fiona Cousins, Moderator
Principal
ARUP



Sarah Beatty
Founder and President
Green Depot



Gina Bocra
Chief Sustainability Officer
NYC Department of Buildings



Amanda Kaminsky
Sustainable Construction Manager
The Durst Organization



“Everyone says the word ‘green,’ but for me its really about what’s better. What’s a better material, what’s a better system, what’s better as far as functionality. And the good news is, people want results and we can start quantifying that benefit.”

Sarah Beatty



“One thing that had always been daunting to me about sustainability was the need to be an expert in so many areas... But slowly I’ve realized that you don’t have to be an expert in all of those areas; you just need to know who to go to and how to ask questions. And I think women tend to be pretty insightful in that area.”

Amanda Kaminsky

session three: dollars and sense

exploring the role of enlightened finance in driving green building

These panelists are pioneers in their field, building careers at the intersection of finance and sustainability. They described the challenges of securing funding for green projects and highlighted the strategies they have developed to overcome those barriers.

While limited capital is an ongoing constraint, the panelists were optimistic about new initiatives aimed at addressing this barrier. Green bonds, funds used exclusively to finance green investments, such as transitioning Los Angeles street lighting to LED bulbs, are rising in popularity in the private sector. In the public sector, the panel was excited about the establishment of the Green Bank, a New York State-sponsored financial entity working in partnership with the private sector to increase investments in New York's clean energy markets. These projects aim to broaden the number and diversity of people and businesses able to engage in the green economy.

In addition to dissecting the intricacies of green finance, the panelists offered personal advice — encouraging the audience to work hard, accept challenges, and always have a sense of humor.

moderator and speakers:



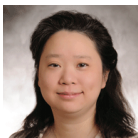
Sukanya Paciorek, Moderator
SVP of Corporate Sustainability
Vornado Realty Trust
BEEEx Board of Directors



Suzanne Buchta
Managing Director, Debt Capital Markets
Bank of America Merrill Lynch



Kate Burson
Chief of Staff to Energy & Finance Chairman
Office of the Governor of New York



Charlotte Kim
Partner
Wilson Sonsini Goodrich & Rosati

“We think that a non-green company can do a green bond as long as they have green projects to support it. Our goal is to encourage the good. Let’s keep trying to spread the word to gain momentum and help us transition. Because we are not going to fall off a cliff and wake up in a clean energy world. We have to move from one end to another.”

Suzanne Buchta



“Be open to new opportunities and don’t be afraid to take risks. If you see an opportunity to take a leadership role – go for it!”

Charlotte Kim

“I see a need to address the whole ecosystem. Everything from financing to demand stimulation.”

Kate Burson

session four: the big tent

bringing sustainability, affordability, and resiliency to the broadest set of communities

Urban planners and community developers addressed the challenge of engaging the general public in energy efficiency efforts.

Increasing energy efficiency in the housing stock is the easiest, cheapest, and fastest way to save money and care for the environment. However, the technical complexity and situational diversity of advanced energy efficiency retrofits present barriers to large-scale adoption. For example, there has been local success in regulating utilities; but to execute this nationally will require innovative public engagement strategies. Solutions posed by the audience and speakers were to use media, to fund more demonstration projects, and to broaden the reasoning used to advocate for energy efficiency measures.

Throughout the session, the panelists found opportunities to share personal insight. They expressed the invaluable role that networks and mentors play in their lives. These support systems not only encourage hard work and resiliency, but also stimulate us to question our assumptions and challenge each other.

moderator and speakers:



Ariella Maron, Moderator

Principal
Buro Happold Engineering



Dana Bourland

Vice President, Environment Program
The JPB Foundation



Bomee Jung

Senior Director and NY Deputy Director
Enterprise Community Partners, Inc.



Kit Kennedy

Director of Energy and Transportation
Natural Resources Defense Council



“When you are pushing for what’s better and what’s right, you are going to find yourself on the leading edge. That might feel scary, it might feel risky - and it is. But the best way to overcome that is by using your network.”

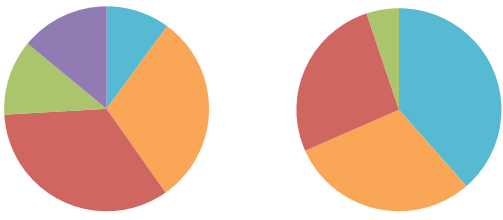



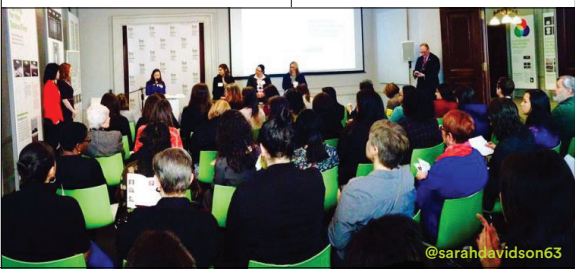
Dana Bourland



“I had no idea that I would spent the next 21 years of my life completely focused and passionate about clean energy issues. But that’s what happens when you join this field. The more you learn, the more complicated, rich, and interesting it is; and the more you want to do.”

Kit Kennedy

impact and outreach

<p>over 330 professionals attended WISE</p> <div><table><tr><td>10% Students</td><td>39% A&E</td></tr><tr><td>30% Associates</td><td>30% Gov't & Utility</td></tr><tr><td>34% Managers</td><td>26% Nonprofit & Institutional</td></tr><tr><td>12% Executives</td><td>5% Finance, Real Estate, Private</td></tr><tr><td>14% Senior Executives</td><td></td></tr></table></div>	10% Students	39% A&E	30% Associates	30% Gov't & Utility	34% Managers	26% Nonprofit & Institutional	12% Executives	5% Finance, Real Estate, Private	14% Senior Executives		 <p>93% found the program valuable and engaging</p>
10% Students	39% A&E										
30% Associates	30% Gov't & Utility										
34% Managers	26% Nonprofit & Institutional										
12% Executives	5% Finance, Real Estate, Private										
14% Senior Executives											
 <p>Attendees requested future programs on:</p> <ul style="list-style-type: none">networking - 70%mentorship - 63%high level forums - 73%	<p>99% recommend WISE to friends and colleagues</p>										
<p>1.7M additional jobs in the green economy are projected in the next 20 years</p> <p>14% of those jobs are anticipated to be held by women</p>	<div><p>160k people reached on social media</p></div> 										

WISE sponsors



BEEEx: the building energy exchange connects the New York real estate and design communities to energy and lighting efficiency solutions through exhibitions, education, technology demonstrations, and research. We identify opportunities, navigate barriers to adoption, broker relationships, and showcase best practices at our resource center in the Surrogate's Courthouse.

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