

2016 briefing



women in
sustainability
and energy



**be
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building
energy
exchange

thank you for another great year

This briefing summarizes and celebrates the content and success of the second year of the Women in Sustainability & Energy (WISE) series. WISE launched in March 2015, in honor of Women's History Month, when two Building Energy Exchange associates felt there were not enough women in powerful positions in the energy and sustainability fields.

WISE's inaugural year was designed as a four-part breakfast symposium. The feedback was so encouraging that BE-Ex held an additional networking event that summer, featuring a one-on-one conversation between Jill Anderson, Executive Vice President and Chief Commercial Officer at NYPA, and Nilda Mesa, Director of Columbia's Earth Institute.

The theme of WISE 2016 was "Let's Get In-Formation," a nod to Beyonce's popular 2016 tour, with a focus on technology and data. The 2016 series featured two spring breakfast symposia, a summer evening interview between Dale Bryk, Chief Planning and Integration Officer at NRDC, and Kelly Shultz, Environment Team at Bloomberg Philanthropies, followed by a networking session, and a fall holiday party.

The overwhelming popularity of WISE has demonstrated that as more women enter the sustainability and energy industries, there is greater demand for women's voices in the public conversation and opportunities to connect with like-minded peers. **In just two years, we have held nine sold-out events, featuring 29 women professionals, and attracting over 800 attendees.**

WISE is an inclusive platform for both women and men to learn from experienced leaders and to work toward advancing equity in the workplace. We look forward to continuing our dedication to this subject in 2017, with more robust programming and additional networking opportunities.

Sincerely,

The Building Energy Exchange Team



WISE 2016 series review

session one: cleantech pioneers march 10, 2016
how investors and innovators are supporting clean
technologies

session two: data-driven innovators march 22, 2016
how data drives market and sustainable innovation

session three: sustainable cities june 29, 2016
national and international perspectives on the opportunities
and challenges of pursuing climate goals

session four: holiday party december 29, 2016
celebrating women's leadership in the sustainability and
energy fields

WISE 2016 steering committee

Jill Anderson
New York Power Authority; BE-Ex Vice Chair

Rebecca Craft
Essex; BE-Ex Board of Directors

Rachel Kearney
Gotham360

Pat Sapinsely
NYU Urban Future Lab; BE-Ex Board of Directors

session one: cleantech pioneers

how investors and innovators are supporting clean technologies

This session began with the panelists discussing their professional experiences and achievements; they described strategies they've employed to secure opportunities within a male-dominated field and shared insights on how to build a strong and supportive network for the growing number of women in the industry.

Next, they discussed the cleantech industry's shift away from capital heavy investing toward a capital light business model, which is pushing the industry to focus on services and accessibility. The panelists also discussed the role of data analytics in improving the energy efficiency of our built environment. They acknowledged the hard work that will be needed to overcome industry barriers, but encouraged optimism. They specifically cited opportunities to expand the market for energy efficiency by providing higher quality customer service and developing new, advanced technology.

In closing, the panelists offered professional encouragement, noting that hard work, confidence, and perseverance are key.

moderator and speakers:



Pat Sapinsley, Moderator

Managing Director of Cleantech Initiatives
NYU Tandon School of Engineering; Urban Future Lab;
BE-Ex Board of Directors



Ali Adler

Director of Partnerships
Sealed



Angela Ferrante

Chief Marketing Officer
SparkFund



Allison Kopf

Founder and CEO
Agrilyst



“A lot of the opportunity in energy has to do with psychology and packaging... Most people in energy are not emotional, creative types. They’re numbers and technology people. But there’s huge opportunity to bring some of that design creativity to an industry that totally lacks in anything exciting.”

Ali Adler



“I think that having that chip on your shoulder is a great thing, because I think women inherently go into a problem saying: ‘I’m not going to let myself fail.’ Which is always a good thing towards success.”

Allison Kopf

session two: data-driven innovators

how data is influencing innovators

The data-driven innovation experts featured on this panel represent a growing sector of the energy industry. They are using building energy-use data to drive behavioral change and to influence energy efficiency policies and programs.

During this discussion, the panelists described the positive effects that data driven insight can have on sustainable production and operations, such as the role data visualization has played in making information accessible to broader audiences and drawing attention to insights and shortcomings in the industry. However, the panelists noted the technical challenges that can arise when collecting data, such as appropriately cleaning and normalizing data. Despite these challenges, there are exciting opportunities, such as the potential to gather information from smart meters and thermostats and to better understand consumer behavior and energy usage.

The session ended on a personal note, with each panelist sharing a bit about her unique experience as a woman leader and reflecting on the value of championing other women professionals in the field.

moderator and speakers:



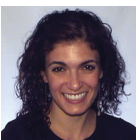
Melissa Wright, Moderator
Director, City Energy Project
Natural Resource Defence Council



Courtney McCormick
Vice President, Renewables & Energy Solutions
PSE&G



Elena Alschuler
Director, Real Estate Strategy
View Dynamic Glass



Laura McCafrey
Manager, Operations Planning
Con Edison of New York



“My biggest successes have been decisions I’ve made on gut instinct. That a certain job, or taking on a project just because I wanted to work with other people that were working on that project, have turned out to be the most fruitful. The further I’ve gotten in my career the less scared I am of trusting my instincts.”

Elena Alschuler



“In my own career I feel like it’s important for me to act as a role model and to manage from a place of integrity and openness, in order to create a path for women who are coming behind me, who are wondering what does my life look like if I become a manager at 30?”

Laura McCafrey

session three: sustainable cities

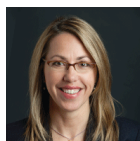
exploring how cities are adapting to the changing climate

In this one-on-one interview, Dale Bryk and Kelly Shultz explored the ways that cities are adapting to the changing climate and mitigating other impacts of global warming by adopting advanced technologies and instituting innovative policies.

Bryk steered the conversation, asking Shultz to explain the important role cities play in the international climate conversation, and to give examples of how urban innovation is reducing emissions. Shultz described Bloomberg Philanthropies' Sustainable Cities initiatives, citing their collaborations with the Compact of Mayors, C40, and the City Energy Project.

Bryk and Shultz discussed the benefits of these types of programs, which provide mayors with shared data and support, as well as easy communication with their peers doing similar work in other cities. Shultz was optimistic, citing cities as great places to pilot new programs and push the envelope. Few other environments have the proper infrastructure to support and foster innovation at the same level as cities.

speakers:



Dale Bryk

Chief Planning & Integration Officer
Natural Resources Defense Council



Kelly Shultz

Environment Team
Bloomberg Philanthropies



“Twenty cities with Mayors have made the commitment to be carbon neutral by 2050. These are really ambitious targets and they’re all confident they can do this, but we need to figure out how.”

Kelly Shultz



“Having the cities and businesses out there, not just saying what they’re going to do, but actually showing what they’ve done and how successful it is, makes it more difficult for the naysayers. It is a job creator that real people are doing and they outnumber the people working in dirty energy.”

Dale Bryk

session four: wise holiday party

a celebration of women's leadership in sustainability

At the WISE holiday party, sponsors shared thoughts on why WISE is crucial to ensuring a more sustainable future and to encouraging women's participation in building that future.

Lindsay O'Neill-Caffrey, of Gotham360, explained the value of cultivating a community of women professionals at a time when women's rights and safety are too often forgotten or ignored.

Vicki Kuo, ConEd's Director of Energy Efficiency Demand Management and a BE-Ex board member, told a story about meeting a young woman at a WISE event in 2015 who she then hired!

Vanessa Ulmer, of NYSERDA, spoke about the crucial role she believes women will play in the success of Reinventing the Energy Vision (REV), New York State's comprehensive energy strategy.

Kit Kennedy, of NRDC, closed by sharing her post-election mantra: "Resist. Recharge. Redirect." Resist unjust policies, take time to personally recharge, and never stop fighting for progress and justice.

speakers:



Lindsay O'Neill-Caffrey

Energy & Sustainability Programs Manager
Gotham360



Vicki Kuo

Director, Energy Efficiency & Demand Management
Con Edison of New York



Vanessa Ulmer

Senior Project Manager of Policy & Development
NYSERDA



Kit Kennedy

Director, Energy & Transportation Program
Natural Resources Defense Council



path forward

The Building Energy Exchange is excited by the success of the WISE program and is committed to continuing to develop events that feature respected industry professionals having broad discussions about their careers, equity in the work place, and the energy and sustainability industries at large.

We believe that WISE has the potential to grow and to encompass even more robust programming. A theme discussed in each WISE panel was the value of mentorship. Each of our panelists and presenters have pointed to specific women and men in their lives who served as mentors, helping them navigate their careers and personal lives in order to achieve success.

Unsurprisingly, feedback surveys and discussions with WISE attendees have shown that, in addition to educational programming and networking, the WISE community is craving the formal mentorship that so many of our panelists have described.

Moving forward, BE-Ex will continue to host informal networking opportunities, but we will also look to develop a more structured approach to formal mentorship. It is our goal to provide young professionals with the chance to meet and speak with seasoned professionals, and to give our more senior-level attendees the opportunity to provide the guidance to others that they have been so lucky to have received throughout their careers.

We look forward to working with you – the WISE community – to design this programming and to make it as impactful as possible.



WISE series sponsor



WISE program sponsors



BE-Ex: 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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