



THE MICHIGAN

BATTLE OF THE BUILDINGS

The Biggest Loser Styled, Energy Reduction Competition





THE TEAM



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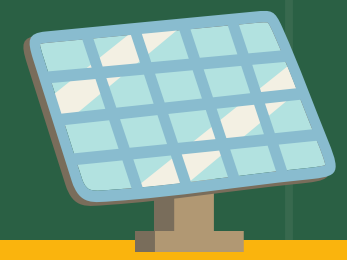
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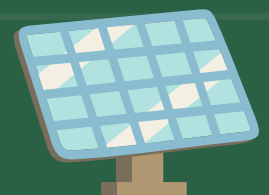
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WHAT IS MICHIGAN BATTLE OF THE BUILDINGS?



Michigan Battle *of the* Buildings

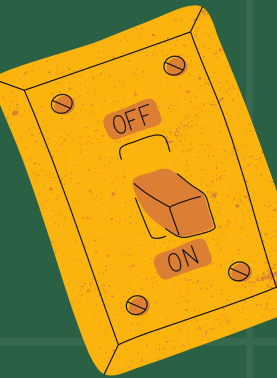




ALL ABOUT BATTLE

Michigan Battle of the Buildings is an awards and recognition program for energy use reduction open to all Michigan buildings, except single-family residential. This program encourages energy-efficient practices in industrial, commercial, religious, and office buildings while fostering friendly competition among building owners and operators.

Many cities in Michigan lack sustainability managers to initiate participation in the Michigan Battle of the Buildings competition. Even with sustainability managers, many cities are unaware of effective strategies to get involved. The goal is to create a handbook that provides unique strategies for all cities to participate, even without a dedicated sustainability manager, and to make Royal Oak a plug-and-play model for other cities, encouraging local business owners to join the competition.

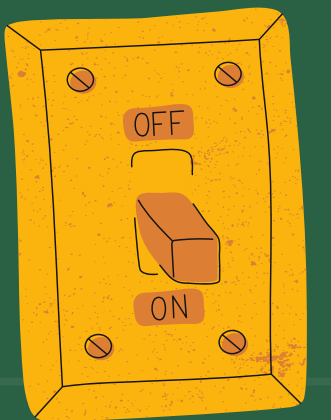




WHY SIGN UP

FOR THE COMPETITION?

Cities have a unique opportunity to lead the way in sustainability by signing up for the Battle of the Buildings competition. This program not only helps reduce energy costs and environmental impact but also fosters a sense of community and friendly competition among local businesses. By participating, cities can showcase their commitment to innovation and sustainability, inspiring other municipalities to follow suit and creating a greener, more efficient future for all. So, let's join forces to make our cities more energy-efficient and vibrant!





WHY JOIN?

THE BATTLE



1. IMPROVE THE OVERALL WELL-BEING OF THE RESIDENTS



2. MIGRATION OF MORE POPULATION



3. ECONOMIC, SOCIAL AND COMMUNITY BENEFITS



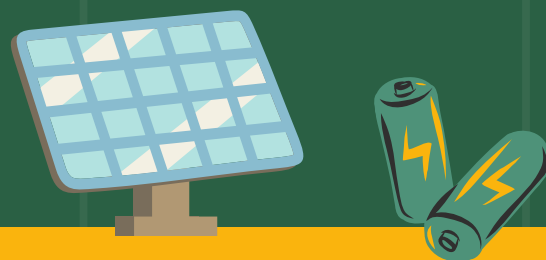
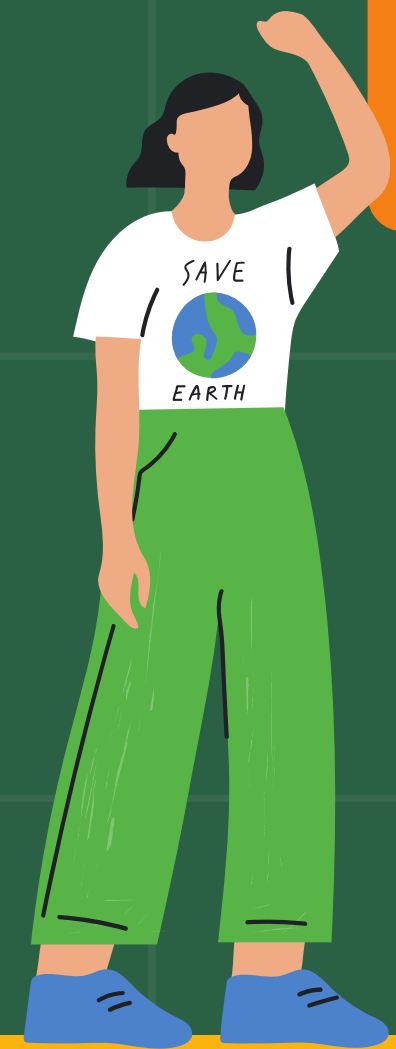
4. INCREASED JOB OPPORTUNITIES



5. ENHANCED REPUTATION OF THE CITY



6. LONG-TERM VIABILITY



HOW DO WE ROLL OUT THE COMPETITION?



1. PRESS RELEASE

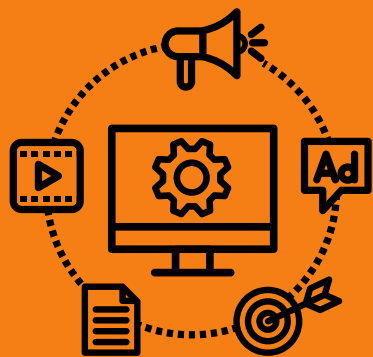
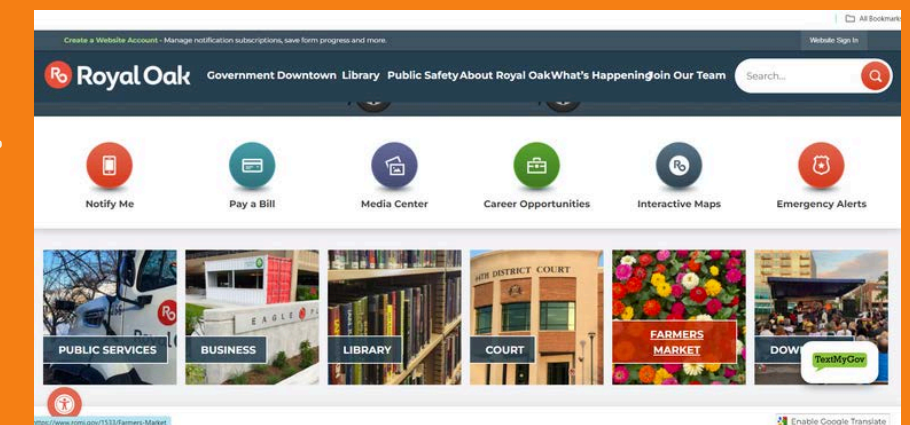
The
VOICE

MACOMB DAILY

DETROIT
METRO TIMES



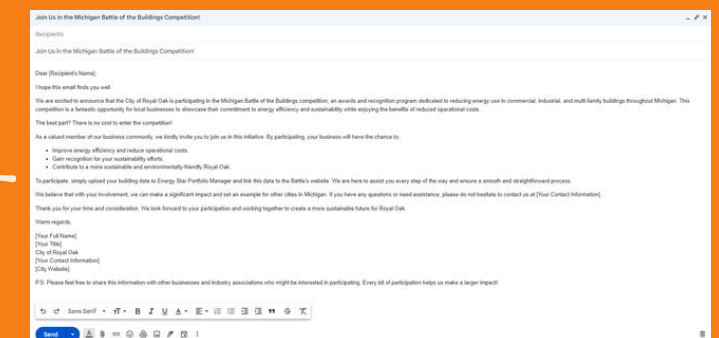
2. CITY WEBSITE AND NEWS-LETTERS



3. SOCIAL MEDIA



4. EMAIL CAMPAIGNS



HOW DO WE ROLL OUT THE COMPETITION?



5. COMMUNITY MEETINGS AND EVENTS



6. FLYERS AND POSTERS



7. ENERGY EFFICIENCY WORKSHOPS



HOW TO ENTICE



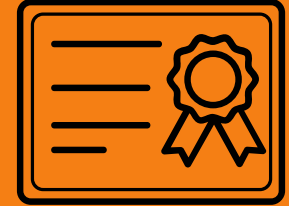
PARTICIPATION?



1. HIGHLIGHT COST SAVINGS



2. OFFER RECOGNITION - BATTLE OF THE BUILDINGS



3. LAUNCH A 'GREEN BUSINESS' CERTIFICATION



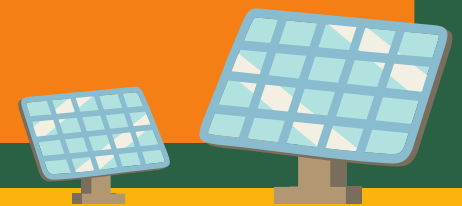
4. PEER MENTORSHIP PROGRAM

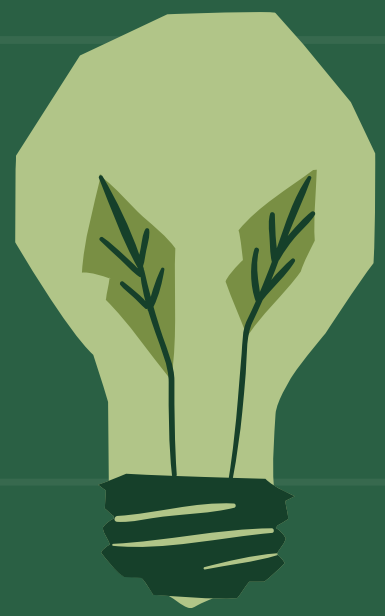
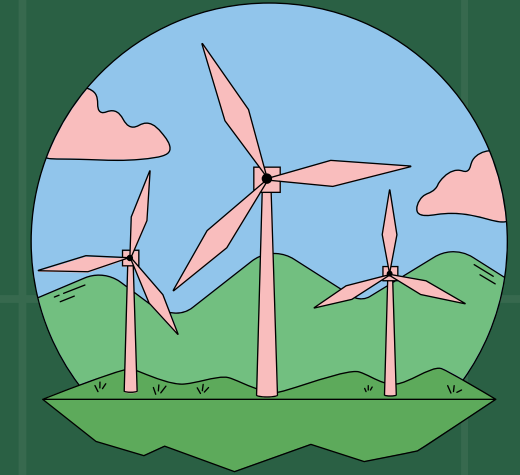


5. GRANTS, INCENTIVES AND FINANCING



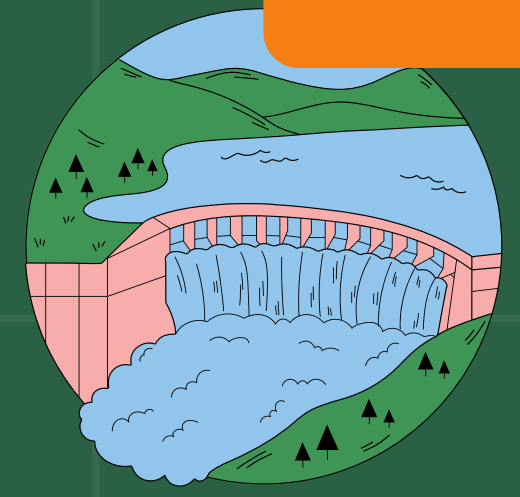
6. COLLABORATE WITH BUSINESS ASSOCIATIONS





FORMATION OF THE REPORT

PHASE 01 : CREATING HANDBOOK FOR THE CITIES TO ROLL OUT COMPETITION
PHASE 02: CREATING GUIDELINES FOR THE BUSINESS OWNERS TO TAKE PART
PHASE 03: SHOWING HOW ROYAL OAK ACTS AS A PLUG & PLAY MODEL





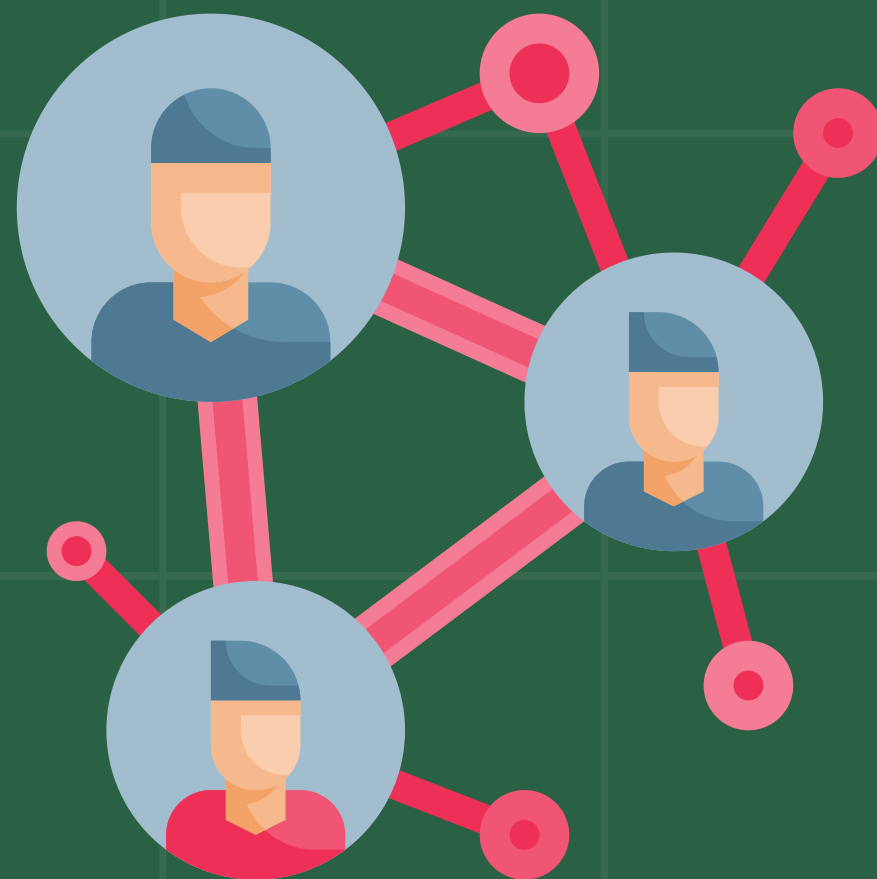
METHODS

1. CASE STUDY



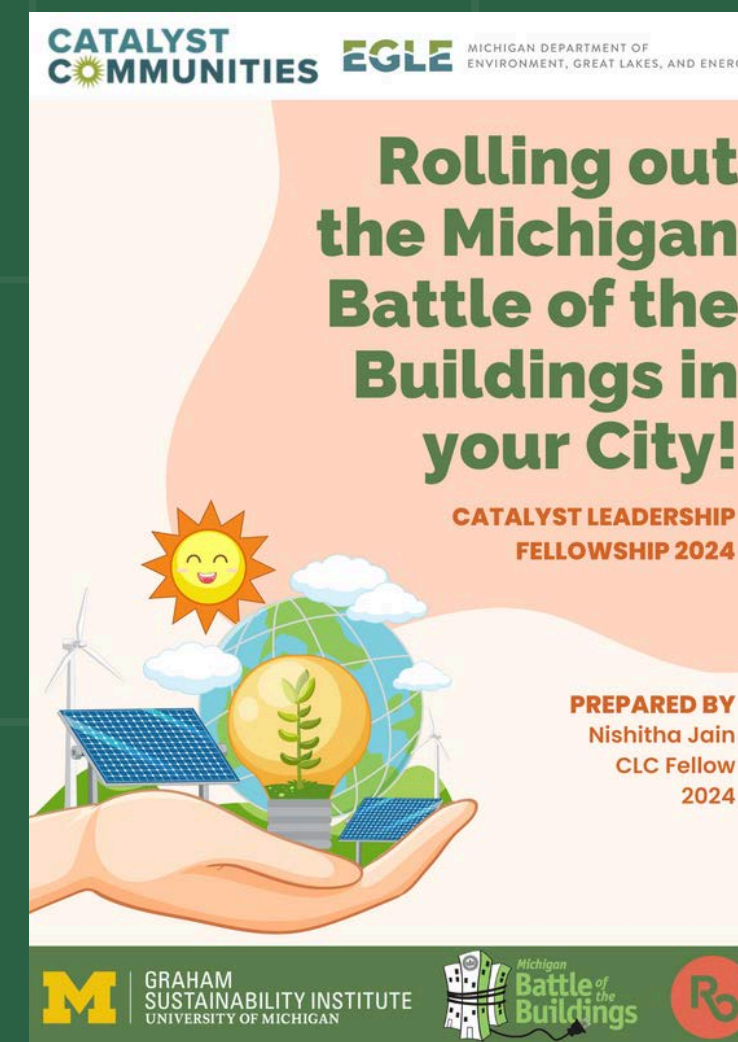
Analyse the successful strategies implemented by Detroit Energy

2. STAKEHOLDER INTERVIEW



What is needed and how it can be achieved?

3. HANDBOOK



Includes all the information about Michigan Battle of the Buildings

Rolling out the Michigan Battle of the Buildings in your City!

CATALYST LEADERSHIP FELLOWSHIP 2024



PREPARED BY
Nishitha Jain
CLC Fellow
2024



GRAHAM SUSTAINABILITY INSTITUTE
UNIVERSITY OF MICHIGAN



Michigan Battle of the Buildings



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Why Join the Battle?

1. IMPROVE THE OVER-ALL WELL-BEING OF THE RESIDENTS:



As a participant, the city can help in reduction of GHG emissions from buildings which can lead to significant health benefits. This improves air quality, reducing heat-related illnesses, enhancing mental and physical health, lowering healthcare costs, increasing life expectancy, and enhancing the overall quality of life for city residents.

2. MIGRATION OF MORE POPULATION:

Creating a cleaner, greener city with reduced carbon emissions from buildings can attract more people to move into the city because of the improved quality of life, healthier living environment and enhanced comfort.



3. ECONOMIC, SOCIAL AND COMMUNITY BENEFITS:



Energy-efficient buildings often have lower utility bills, which can be a significant draw for both businesses and the city. Sustainable buildings and neighborhoods tend to have higher property values and attract investments leading to economic growth. Cleaner environments foster a sense of well-being and community, making the city a more desirable place to live.

Ways to declare the Battle

1. PRESS RELEASE:

Issue a press release to local newspapers, television stations, and radio stations to announce the competition and highlight its benefits.



INNOVATIVE AND UNIQUE WAYS TO ENTICE PEOPLE



1. HIGHLIGHT COST SAVINGS:

Emphasize the potential for significant cost savings through reduced energy bills. Provide case studies and examples of businesses that have saved money by improving energy efficiency

2. OFFER RECOGNITION - BATTLE OF THE BUILDINGS:

Promote the opportunity for public recognition and awards. Highlight the prestige of being acknowledged as a leader in sustainability within the community.



3. ECONOMIC, SOCIAL AND COMMUNITY BENEFITS:



Establish a certification program for businesses that participate and meet certain energy efficiency criteria. Certified businesses can display a "Green Business" seal on their premises and marketing materials.

ORGANIZATIONAL SPONSORS:

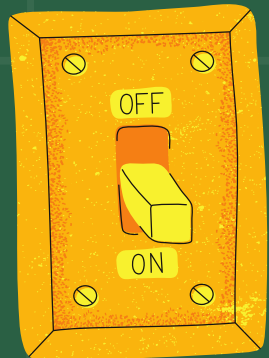
- Collaborate with local utility companies to promote the competition and provide additional resources and support to participating businesses.
- Partner with local utility companies to offer rebates, grants, or incentives for energy-saving improvements made by participating businesses.
- Develop a points-based rewards program where businesses earn points for various energy-saving activities. Points can be redeemed for prizes, discounts, or services from local partners.
- Partner with local businesses and sponsors to provide prizes and recognition for top performers in the competition.

 Count on Us® Visionary supporter	 Visionary supporter	 Visionary supporter	 Visionary supporter
 Parking Sponsor	 Keynote Sponsor	 Happy Hour Sponsor	
 Lunch Sponsor	 Breakout session Sponsor	 Breakout session Sponsor	
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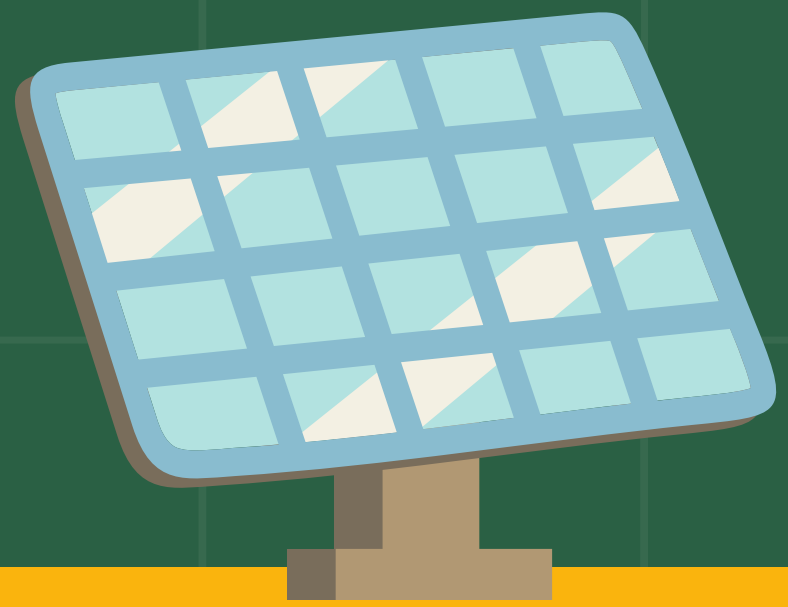
FINDINGS

- SIMPLEST AND THE EASIEST METHODS TO HAVE EVERY CITY PARTICIPATE IN THE BATTLE
- COMPREHENSIVE LIST OF THESE METHODS TO ENTICE CITIES TAKE PART.
- VARIOUS SOCIAL MEDIA STRATEGIES, CAMPAIGNS, ADVERTISEMENTS AND COMMUNICATION METHODS THAT CAN BE IMPLEMENTED TO REACH A LARGE GROUP OF PEOPLE.





COMMUNITY DELIVERABLES



Rolling out the Michigan Battle of the Buildings in your City!

CATALYST LEADERSHIP FELLOWSHIP 2024

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MOVING FORWARD

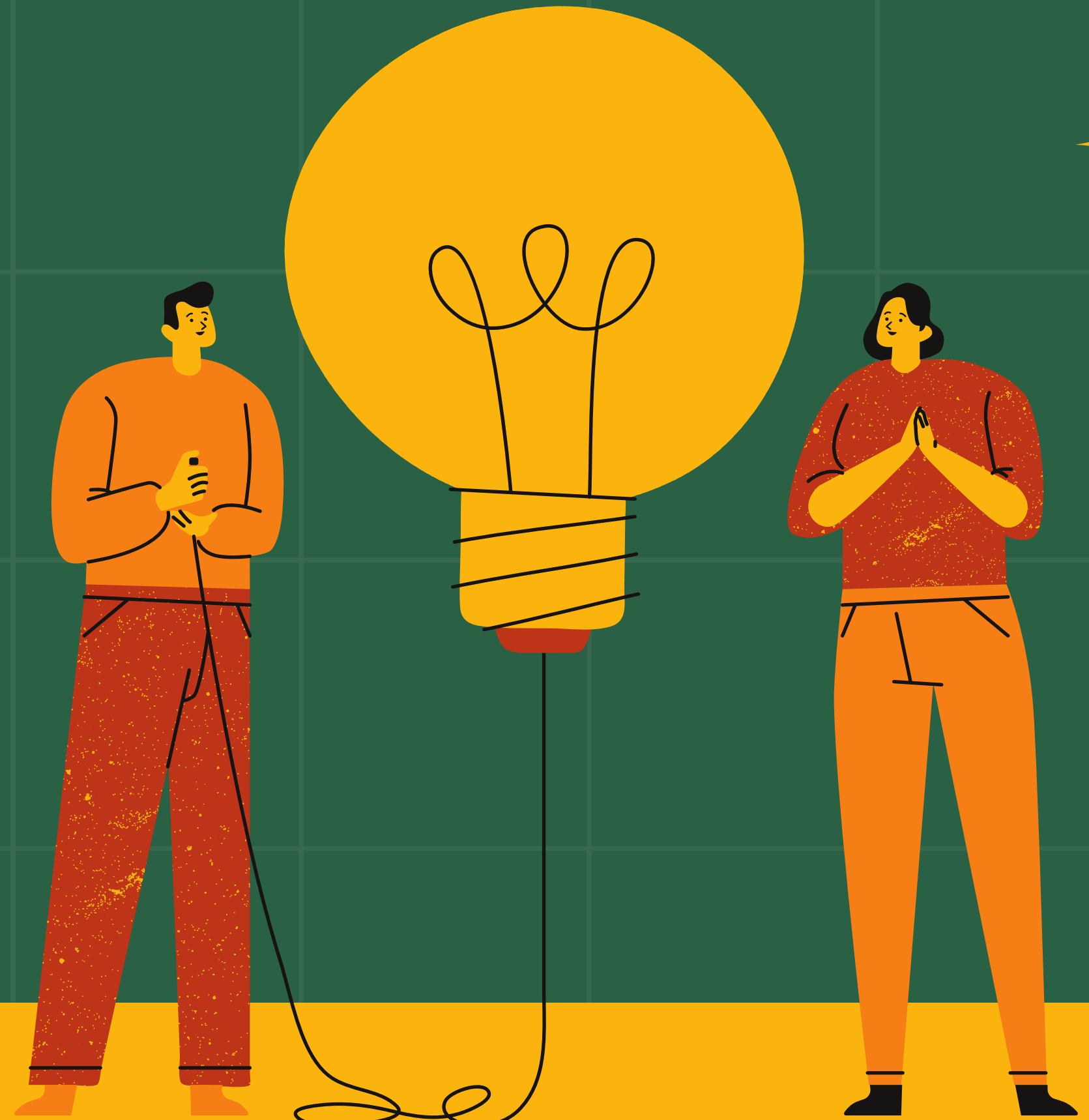




THANK YOU

“The Michigan Battle of the Buildings is a game changing idea introduced to reduce energy consumption. Just participate and be the biggest losers of your energy”

michiganbattleofthebuildings.org





QUESTIONS?

LEARN MORE



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