

Welcome to Green Building: Challenges & Opportunities for AV Project Green AV Webinar

Project Green AV - Green & Government - Internet Explorer provided by Dell

http://www.projectgreenav.com/Project_Green_Government.htm

Project Green AV - Green & Government

Project Green AV
...Where Green Ideas Become Great IdeasSM

Home Forum Tips & Tools In the News **Green & Gov't** Glossary Products The Facts Our Community Contact

Gov't Incentives Recycling & Regulations GoogleTM Custom Search Search

Product Share

Developing an innovative Green Product? Found a Green Product you like? Share it with us at info@projectgreenav.com

Visit us often to see your favorite Green Products on Project Green AV.

pls
projector lamp services, llc

Green & Government

The government is going Green and helping businesses do the same. With Green energy, recycling and environmental responsibility becoming hot button issues (and legislative mandates) the [Federal Government](#) and [State Governments](#) offer incentives and tax credits for businesses and individuals to [Go Green](#).

Learn about government regulations that are already in place, especially when it comes to the [safe disposal of hazardous materials](#) commonly found in the workplace.

The links below help you sort through the government lingo to learn how you can bring money to your business for all of your green projects.

Go Green, Earn Money
The government will help you Go Green, not just by saving money, but by earning money.

Federal Funding, Incentives and Tax Breaks
[Tax Credits for Businesses](#)
Businesses that make energy efficient purchases including hybrid vehicles and energy-efficient construction, and/or make improvements to the energy efficiency of commercial buildings may be eligible for tax credits. Eligible energy efficient improvements to buildings are outlined in the [Energy Policy Act of 2005](#) . Business tax credit information can be found [here](#); scroll to the bottom of the page for a list of items that can earn you tax breaks.

For ideas about Green Construction, visit the [United States Green Buildings Council](#) (USGBC) . Learn more about the [USGBC LEED Building Classifications](#) .

[US Department of Energy](#): Energy Efficiency and Renewable Energy Funding Opportunities

Forum

PGAV (Project Green AV) is talking about Green Trends, Opportunities and Ideas... [Join](#) the conversation

[Are Green Products Being Rushed to the Market Too Soon?](#)

Our Community

The PGAV Community is growing... see [who is joining us](#).

Newsletter Sign Up

*required field

Name*:

pls
projector lamp services, llc

Start Project Green AV - G... Internet | Protected Mode: Off

Sponsored by Projector Lamp Services, LLC

pls
projector lamp services, llc

Green Building: Challenges & Opportunities for AV

Project Green AV Webinar

March 5, 2009

Sponsored by Projector Lamp Services, LLC



The New Face of Green Building

Opportunities & Challenges for AV

Project
Green AV ...Where Green Ideas Become Great IdeasSM

Elizabeth Eames
Communications
ph: 718 855-3182

www.projectgreenav.com

Innovation: The Time is Now

- Green Building Certification Institute (GBCI)
 - New Overseeing Body
 - Established within the USGBC
 - Administers credentialing
 - Growth of Green Building Industry & the Role of Experts
 - All phases of the building process
 - Exploration of new ideas- opportunity for AV involvement
- LEED AP Training & Local Chapters
 - AV Professionals
 - Installers, integrators, etc. are able to learn and join
 - Lead the way

The New Face of Green Building- *Elizabeth Eames, Project Green AV*

Information & Ideas

- Know Enough to Contribute
 - Educate & Inform
 - Introduce Ideas about Products & Processes
- Future Opportunities for AV: Key Players & Emerging Industries
 - Think beyond the objective of quality points
 - See the key role of AV in Green Building
 - Work with Environmentally Responsible Products (manufacturers; installers; integrators)
 - Develop cost effective, quality Green products
 - Use products to the fullest
 - Extend the life of products
 - Service existing products
 - **Recycle & Repurpose**

The New Face of Green Building- *Elizabeth Eames, Project Green AV*

Integration: The Environmental Context

- Essential to AV's contribution to Green Building
- IT & the Environment
 - Counts for 2% of total global carbon footprint
 - Cooperation across industries works to lower footprint
 - Increases efficiency
 - Creates & implements solutions

The New Face of Green Building- *Elizabeth Eames, Project Green AV*

Sponsored by Projector Lamp Services, LLC

Green Building from the Inside Out

More than Earning Credits, A
Better way of Working

Gina Sansivero
Partner, Sales & Marketing
50 Orville Drive
Bohemia, NY 1171
Ph: 631-244-0051 ext 104
Fax: 631-244-0053
www.relampit.com

pls
projector lamp
services, llc

Power vs. Parts

- Energy Star
 - Federal Guidelines
 - Preferred environmental purchasing
 - LEED Certification
- New technologies and products
 - Environmentally responsible
 - Cost effective
 - Serve business and environment
- Green AV is **more than powering down**
- Green AV is a **process**



AV Equipment & Green Technology

- Monitoring Systems
 - Lucid Design Building Dashboard
 - Meet energy saving goals
 - AV involved in building and management of Green spaces
 - Remote access
- Integration & Control Systems
 - Crestron Green Light™
 - AV professionals make unique, important contributions to Green Building
- Green Meetings
 - Green Meetings Council
 - Vendors & Products
 - TelSpan
 - Project Green AV Featured Topics 

Green Building from the Inside Out- *Gina Sansivero, Projector Lamp Services*

Repurposed & Extended Life Equipment

- Savings & Environmental Goals
- Project Green AV Tips on Electronics Recycling
 - From PGAV- Fed & State Regulations
 - Connect with recyclers
 - Advantages for AV businesses
 - Environmental responsibility
- Repurposed AV Equipment: Environmental Context & Business Goals
 - Cost savings
 - Sustainability
 - Key to Green AV: **Use technology and products to the fullest; extend the life of equipment**

Green Building from the Inside Out- *Gina Sansivero, Projector Lamp Services*

Changing Industry in New Economic Times

- Shifts to Service Industry: extending life of equipment
 - Panasonic Plasma- 100,000 hour life
- Saves money and connects to environmental responsibility
- Supports Industry Built on **Green Strategies**
 - Reduces waste in landfills
 - Prevents release of improperly disposed toxic materials
 - Creates **new business opportunities** for recycling and repurposing

Supporting Innovation & Ideas

- AV is at the **forefront** of the use of Green technology for **solving problems**
- Green AV does **not** require a **radical change** in behavior
 - Information and ideas
 - Green AV is **not cost prohibitive**
 - Fits budgets large and small
 - Uses technology to its fullest
- Green AV is about process **not only products**
 - Develop and use new technologies and products to their fullest: meet Green Building goals and open opportunities

The Future is Now

AV/IT Integration Meets Green Building



eleven
TECH GROUP

RON HOWARD Principal
phone: 719.359.6595 | fax: 901.339.6569
e-mail: rhoward@eleventechgroup.com
website: www.eleventechgroup.com

.....
specializing in audio/visual technologies consulting | design | project management

Get on the LEED Radar

Challenges:

- Current LEED standards don't factor in AV technology
 - InfoComm working with USGBC/GBCI will change this soon
 - Get involved now!
- How does AV bring value to Green Building?
 - AV Control Systems are specified in the majority of our projects
 - Already in the budget- easy to expand

Get in Early: The Design Phase

Opportunity: Design Build

- Be part of the design team **from beginning to end**
 - AV is historically the last specialty contractor on project
 - Usually too late to add systems post-design
 - No Time-No Money-No Access
- Bring Green ideas to the entire project, **not just AV**
 - Technology is easier to integrate before the walls go up
 - Add infrastructure for future upgrades-wire is cheap
- Explore new aspects of the **building process**
 - Controls are booming- Honeywell, Johnson Controls, Siemens
 - Monitoring could be the next killer app!

AV/IT Integration in Green Building- *Ron Howard, eleven TECH GROUP*

Success Means “Talking across the Table”

Challenges:

- Do your homework!
 - **Seek out** other trades who would benefit
 - **Strike up a partnership** or teaming agreement
- Educate yourself to new markets
 - Examples: Mecho Shade Systems; Crestron Building Automation; Lucid Design Building Dashboard
- Expand your technology offerings
 - Examples: Lighting; HVAC; Window Shade Control
 - Programming
- Build industry alliances in your community
 - Take an EE or RCDD to lunch!
 - Demonstrate how **you can help their business**

AV/IT Integration in Green Building- *Ron Howard, eleven TECH GROUP*

Critical to Green Building Success

Opportunity: Become a Green Technology Liaison

- AV specializes in **solving technology problems**
 - Be the smart person in the room
- Leverage your current capabilities & contacts
 - **AV control can do more than just control projectors**
 - Which AV companies are going Green?
 - You probably already work with **most of them**
- Be Creative
 - **Help solve problems** by offering alternative solutions
 - **Offer innovative solutions**
 - Example: Jack Johnson's solar powered recording studio
- Lead by Example
 - **Start an Electronics Recycling Program**
 - Recycle packing materials on your jobsites

AV/IT Integration in Green Building- *Ron Howard, eleven TECH GROUP*

Grab Green Building Opportunities

- **Reach out** to Architectural Design firms
 - Often the early adopters are the smaller firms
 - Offer to host lunch and learns
- **Share Ideas**
 - Join your local USGBC chapter
 - Project Green AV
- **Integrate** business marketing with your Green Ideas
 - Promote what you do now and your future plan for Green
 - Empower your employees
 - Start a **Green Ideas Incentive Program**
 - Give every employee a cloth shopping bag with your company logo
 - Put in a **building monitoring system**- show it off!

AV/IT Integration in Green Building- *Ron Howard, eleven TECH GROUP*

Sponsored by Projector Lamp Services, LLC

Brought to you by
Projector Lamp Services

pls
projector lamp
services, llc

www.relampit.com