



# SHOPPING CENTERS ARE FACING ENERGY MANAGEMENT CHALLENGES

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With an average consumption of 550 kWh per square meter and year, shopping centers are struggling to adopt all European Union directives on energy efficiency, but there are some “first aid measures” than can be undertaken in order to comply. These measures fall under challenges to be taken on.

## **CHALLENGE #1: ALWAYS CONCENTRATE ON ENERGY EFFICIENCY**

Before trying to go for BREEAM or LEED certifications, real estate professionals must keep in mind that a temperature of 1°C higher in a building means an additional cost of approximately 7% added to the annual energy bill. Managing energy use in the right way is therefore necessary for efficient facility management. Efficient energy use is one of the pillars of a sustainable energy policy. It means that some slight changes in improving energy efficiency can create tremendous amounts of savings. To ensure these savings, an “Energy Performance Contract” can be drawn up, allowing savings of up to 20% of the total yearly energy bill. The objective is to reduce customers’ energy bills by optimizing equipment use – while not cutting corners on comfort – with a short ROI of just two to three years.



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## **CHALLENGE #2: KEEP IN MIND THAT GOING GREEN DOES NOT ALWAYS HAVE TO BE EXPENSIVE**

Contrary to widespread myth, going green is not always expensive. It actually saves lots of money. In the current tense economic context, going green can reduce operating costs – now and in the future – by notably reducing energy expenses. Naturally, green building or greening an existing building can cost extra during implementation, but the return on investment is always worth it. For several years, we have been implementing energy efficiency systems at clients’ facilities. Coupled with on-site teams’ expertise, our unique technology allows us to bring these customers the benefits of contractually-guaranteed savings.

## **CHALLENGE #3: IMPLEMENT OPTIMIZED MANAGEMENT OF TECHNICAL FACILITIES**

The proper use of green technologies and facility management is crucial for the success of shopping centers. This is precisely why energy management applied through technical maintenance is essential. It consists of managing three crucial parameters: the functioning of equipment and facilities, the comfort of users, and energy consumption. As part of facilities management, the first measure is to optimize the management of technical facilities. To put it in simple terms, a device is connected to the building management system and to a server in order to manage the facility’s equipment. Part of the “Energy Performance Contract,” this cost-effective system works efficiently both on green and non-green buildings, though the results are more remarkable on non-green ones. It means that, even if it a building is not green, optimized management of its technical facilities can make it greener.

While green buildings promise to reduce energy bills, such systems help shopping centers go greener for the same purpose. By accompanying them in their growth, they do not come at the expense of the environment or society. The critical requirement for success is the implementation of an energy management system that combines ecology and economy.

