# Introduction

This template is designed to help you develop the key elements of a business case for energy efficiency improvements.

It includes 3 steps:

1. Define your policy objective.
2. Understand your current situation.
3. Prepare a strategic summary to get started.

# Step 1 – define your policy objectives

* Why do you want to improve your organisation’s energy efficiency?
* How does this align with existing company policy? Is there a need for a new supporting policy?
* Who are the main stakeholders you’ll need? Include those who will approve a business plan, such as management, as well as those who are going to implement it.
* How much financial appetite does your organisation have for improving energy efficiency?

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# Step 2 – understand your current situation

* How much energy are you currently using and what does it cost?
* What are your main emissions sources?
* If you don’t know, how will you find out?
* How much money can you save by improving organisational energy efficiency? [Use the calculator](https://www.datocms-assets.com/96396/1723520655-cityswitch-energy-savings-calculator-final.xlsx).
* What are the quick wins that won’t cost much money?

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# Step 3 – develop a strategic summary

* Summarise the risks and benefits of your proposed actions.
* Pick 3 quick win actions you can start right away.
* Pick 3 more difficult actions (for example, those that cost money) and explain why they are your priority actions.

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