



Lawrence Berkeley  
National Laboratory

---

## Press Release

# Experts from Energy and Building Community Team to Enhance Demand Response LEED Pilot Credit and Roll Out Utility Market Pilots

**WASHINGTON, D.C. – March 14, 2011** – Skipping Stone, Schneider Electric and Lawrence Berkeley National Laboratory announced today the formation of a committee tasked with enhancing the current Demand Response LEED Pilot Credit. The team, led by Skipping Stone and composed of Schneider Electric and the Demand Response Research Center (DRRC) at Lawrence Berkeley National Laboratory, will collaborate on enhancing the credit to enable commercial building owners and LEED green building projects to earn credits in LEED for enrolling in utility or wholesale market demand response programs.

The enhanced program will provide LEED projects with demand response definitions, participation options for buildings, and implementation and documentation requirement guidelines. The team will also develop a robust market research agenda to study participation across markets, adoption criteria, load reduction scenarios, utility service territory benchmarking and implementation technology drivers. To assist buildings in identifying existing demand response programs, Skipping Stone will provide U.S. Green Building Council (USGBC) members with a searchable national database of programs.

“Demand response is unique in comparison to other LEED credits as it requires coordination with the utility and wholesale markets,” said Brendan Owens, Vice President, LEED Technical Development, USGBC. “By bringing this team of experts from the energy and building communities together, USGBC will benefit from the combined expertise.”

“Demand response is a new path for USGBC and critical to the building communities’ involvement in the smart grid,” indicated Mark MacCracken, USGBC Chairman.

“One of our key strategic initiatives focuses on taking buildings into the energy markets through demand response initiatives,” said Jim Anderson, Vice President, USA Utility and Smart Grid Business for Schneider Electric. “Being asked to assist USGBC by providing our proven building and implementation perspective is an honor in this groundbreaking endeavor.”

The revised Demand Response LEED Pilot Credit will be published later this spring. Based on feedback from participating buildings, the market research generated in the market pilots and input from pilot sponsors, recommendations will be made for eventual integration of the Demand Response Credit into the Energy & Atmosphere Credits in the next version of the LEED rating system, LEED 2012.

To propel building community adoption of both demand response and the revised LEED credit, USGBC will be launching a series of utility service territory market pilots. Skipping Stone has been named as the market pilot manager and is currently developing stakeholder support with potential host utilities, market operators, regulators, enabling technology and services providers and other interested parties.

“This USGBC initiative is a game changer for the adoption of demand response by the commercial building sector,” said Peter Weigand, Skipping Stone Chairman and CEO. “We hope that the energy community gets behind these market pilots because this it is a great opportunity to help drive commercial sector adoption of load management programs.”

### **About Skipping Stone**

Skipping Stone is an energy consulting firm providing market assessment, strategy development, implementation and managed services. We help clients navigate market changes, capitalize on opportunities and manage business risks. Our focus is on the natural gas, power, renewable, energy technology, energy management and demand response market sectors. For 15 years, Skipping Stone's model of deploying only energy industry veterans has delivered measurable bottom-line results for over 230 clients.

Skipping Stone serves clients globally through offices in Boston, Los Angeles and Houston.  
Capitalize · Optimize · Market Wise.

[www.SkippingStone.com](http://www.SkippingStone.com)

### **About USGBC**

The Washington, D.C.-based U.S. Green Building Council is committed to a prosperous and sustainable future for our nation through cost-efficient and energy-saving green buildings.

With a community comprising 79 local affiliates, 16,000 member companies and organizations, and more than 162,000 LEED Professional Credential holders, USGBC is the driving force of an industry that is projected to contribute \$554 billion to the U.S. gross domestic product from 2009-2013. USGBC leads an unlikely diverse constituency of builders and environmentalists, corporations and nonprofit organizations, elected officials and concerned citizens, and teachers and students.

[www.usgbc.org](http://www.usgbc.org)

### **About Schneider Electric**

As a global specialist in energy management with operations in more than 100 countries, Schneider Electric offers integrated solutions across multiple market segments, including leadership positions in energy and infrastructure, industrial processes, building automation, and data centers/networks, as well as a broad presence in residential applications. Focused on making energy safe, reliable, and efficient, the company's 110,000 plus employees achieved sales of more than \$26 billion in 2010, through an active commitment to help individuals and organizations "Make the most of their energy."

[www.schneider-electric.com](http://www.schneider-electric.com)

### **About Lawrence Berkeley National Laboratory**

Lawrence Berkeley National Laboratory is a U.S. Department of Energy (DOE) national laboratory managed by the University of California for the DOE Office of Science. Berkeley Lab provides solutions to the world's most urgent scientific challenges including sustainable energy, climate change, human health, and a better understanding of matter and force in the universe. It is a world leader in improving our lives through team science, advanced computing, and innovative technology. Visit our website: <http://www.lbl.gov/>.

# # #

**Press Contact:**  
Skipping Stone

**Nina Burokas**  
(714) 965-1941  
[nburokas@skippingstone.com](mailto:nburokas@skippingstone.com)

**Press Contact:**  
USGBC

**Ashley Katz**  
(202) 742-3738  
[akatz@usgbc.org](mailto:akatz@usgbc.org)

**Press Contact:**  
Text 100 for Schneider  
Electric

**Barbara Ruane**  
Phone: (212) 871-3929  
[Barbarar@text100.com](mailto:Barbarar@text100.com)

**Press Contact:**  
Demand Response Research Center  
Lawrence Berkeley National Laboratory

**Sila Kiliccote**  
(510) 384-1635  
[skiliccote@lbl.gov](mailto:skiliccote@lbl.gov)