

Servest Speaks on the Benefits of Creating a Sustainable Green Business

Written by Australian Business

(PRLEAP.COM) July 15, 2014 - Johannesburg, South Africa – Although the Carbon tax law has been delayed to 2016, with the increase in utility prices year-on-year, implementing strategic energy management strategies still remains a critical concern for businesses.

That said [managing energy consumption](#) is becoming more critical than ever before. "We have seen strides in more companies adopting the energy management phenomenon, however, more can still be done by developing energy efficiency projects to mitigate risks and reduce their carbon footprint," says Steve Wallbanks, Chief Operating Officer, Servest.

To this end, green buildings and increased efficiencies in this regard become even more important to the business agenda with many corporates today becoming further sophisticated in managing their utility costs. "However, there is still a large portion of companies who are not monitoring and verifying the energy savings they are trying to achieve – placing the business at risk of reputational damage and higher expenses in the long run," adds Wallbanks. "In fact, it is clear that green issues are becoming more evident within big corporate companies but the adoption is slightly hindered as companies don't necessarily have the expertise in implementing these energy management structures."

The energy management industry certainly is growing and companies will need to start realising the benefits of understanding and managing their carbon profile. Wallbanks continues, "In doing so, they will be able to shape their business model and budget and realise the true cost implications that their building emissions will produce. An example demonstrated internationally indicated that the average pay back period achieved in the US during 2012 was only 3.9 years, with projects now showing up to an eight year payback period." From such case studies the business benefit is evident.

The challenge however lies in the fact that companies do not understand the mechanics of these energy saving systems and perceive this investment to be large, placing immediate pressure on the bottom line figures. What decision makers need to foresee is once these systems are in place and properly configured, then it is a real asset, where business can gain a return.

"Energy management specialists are able to showcase proven cost saving solutions and meet the internationally accepted environmental management standards within the built environment and reduce a business's carbon footprint. In fact, energy management is widely acknowledged as the best solution for direct and immediate reduction of energy consumption. Partnering with a specialised consultant will become intrinsic where they have knowledge on best practice to allow for an integrated energy management approach where business will meet the

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prerequisites of the carbon tax laws, decrease their carbon footprint and save on costs," concludes Wallbanks.

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