



# Workshop Results

Retail



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## Overview

- This presentation summarizes the retail breakout session held at the CBI meeting on December 10, 2007
- Please note that this presentation covers the highlights of retail solutions and barriers. The full list developed in the meeting is available in the related document, *Workshop Notes – Retail.doc*.



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# CBI COMMERCIAL BUILDINGS INITIATIVE

Solution	Description	Potential Barriers
<p>Establish a retail consortium to prove processes and technologies</p>	<p>An organization of retailers could share both the risks and the rewards as they evaluate and prove processes and technologies on a small scale prior to larger-scale deployment.</p>	<p>Individual retailers do not see the (short-term) business value in participation</p>
<p>Start with climates or regions where the heating and cooling needs are minimal</p>	<p>Begin experimentation and deployment where the chances for success are the greatest, and where the focus can be on a smaller set of issues.</p>	<p>Unwillingness to experiment with unconventional approaches.</p>



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# CBI COMMERCIAL BUILDINGS INITIATIVE

Solution	Description	Potential Barriers
<p>Establish national retail codes and standards</p>	<p>Establish national retail codes and standards to alleviate the burden of variations in local codes and standards. Also, establish a method whereby differences can be arbitrated when alternative solutions conflict with local codes and standards.</p>	<p>National and local resistance to broad codes and standards for retail.</p>
<p>Technical and process solution sets</p>	<p>Develop best practices and solution sets for all building systems and associated processes: Lighting, HVAC, refrigeration, envelope, renewables and distributed energy, integrated controls, and water. This will allow retailers to readily apply technologies and processes.</p>	



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# CBI COMMERCIAL BUILDINGS INITIATIVE

Solution	Description	Potential Barriers
Solicitation for development of regional integrated retail facility designs	Provide a test bed for the above-mentioned retail consortiums to experiment with and demonstrate new technologies, processes	
Investigate alternatives to conventional refrigeration technologies	Call for basic research into alternatives to conventional refrigeration, one of the largest energy usages in many retail installations	



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## COMMERCIAL BUILDINGS INITIATIVE

Solution	Description	Potential Barriers
Break down conventional approaches	Use market research and subsequent education to understand and address the issues surrounding current approaches.  (For example, the prevalent use of open refrigeration cases was cited repeatedly.)	Fear of change and associated risk.



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## COMMERCIAL BUILDINGS INITIATIVE

Barrier	Strategy	Actions	How	Who	Schedule
Retail prototype process, getting into retail store development schedule, fast tracked store design and construction	Develop process and technical solution sets that can be applied in a retail environment	Assess the retail store design and construction processes, and propose methods to best integrate into the process.			



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# CBI COMMERCIAL BUILDINGS INITIATIVE

Barrier	Strategy	Actions	How	Who	Schedule
Perceived negative impact on brand	Education to change the dominant view of brand, and associated store energy use and environments	Comprehensive education of retail management and consumers			
Local policies and codes vary	National codes and standards for retail	Prove through demonstration in regional retail facility prototypes			



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## COMMERCIAL BUILDINGS INITIATIVE

Barrier	Strategy	Actions	How	Who	Schedule
Differences across retail businesses, even within the same segment	Develop a building block approach that allows retailers to choose and apply what they need.	Determine the appropriate building blocks that cover all retail applications.			



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# CBI COMMERCIAL BUILDINGS INITIATIVE

Barrier	Strategy	Actions	How	Who	Schedule
<p>Conventional approaches to technology, versus new thinking</p>		<p>Develop a plan to promote the need for much more aggressive pursuit of new technology and processes</p> <p>Educate the retail and design community on the benefits of alternative approaches</p>			



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