

Reducing Commercial Greenhouse Gas Emissions

Kortni Wroten, UNH Sustainability Fellow
Mentor: Kate Hanley, Concord Massachusetts

Identifying Opportunities

In order to meet its sustainability goals, Concord seeks to understand the needs of its commercial community. Interviews with local businesses and town departments help to identify barriers to progress, gaps in policy and incentives, and opportunities for collaboration support.

Identified Opportunities:

- Regular information from the Town about incentives
- Collaboration with Town and other businesses
- Assistance with identifying and pursuing projects
- Town-vetted suggestions for trustworthy contractors
- Financial assistance for up-front costs



Interviews



Focus groups

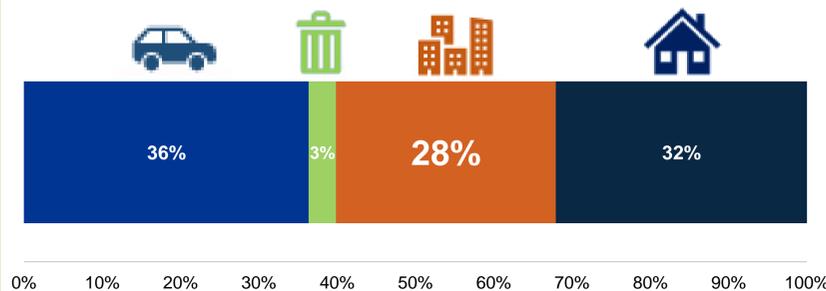


Collaboration

Collaboration is Crucial

Concord's ambitious goal of reducing community-wide greenhouse gas emissions by 80% by 2050 warrants community-wide engagement and support. Commercial GHGs must be addressed collaboratively through strategic partnerships, incentives, and policy.

Concord's 2016 Community GHG Inventory



Concord's 2016 community greenhouse gas inventory found the majority of emissions to come from buildings, with **28% from the commercial sector**¹. The focus of this project is to reduce emissions from this sector, which will help Concord achieve its climate goals.

Concord's 2016 Inventory is compliant with the Global Protocol for Community-Scale Greenhouse Gas Emission Inventories (GPC).

Researching Best Practices

Concord wishes to better support its commercial sector in meeting sustainability goals. Through research and interviews with other communities taking action on climate, the following strategies have been identified as potential opportunities for Concord:

- Quarterly sustainability breakfast
- Sustainability newsletter for businesses
- Expanding commercial incentives
- Recognition program for green businesses
- Property Assessed Clean Energy (PACE) Financing
- Commercial Benchmarking Ordinance



Partnerships



Incentives



Policy

Questions

1. How does your city or town engage with businesses about sustainability?
2. What are the programs available for businesses in your city or town?
3. How might you engage a small business with very limited capacity for sustainability projects?
4. How can a municipality leverage the relationship between landlords and tenants for improvement of energy efficiency in multi-unit buildings?



Concord, Massachusetts

Concord, MA with a population of 16,777, is a community rich with American history². The Town hosts a vibrant and diverse local economy alongside natural attractions that draw tourists from near and far. Located 20 miles west of Boston, Concord has built a reputation of being an environmentally progressive community in Massachusetts and beyond.

Challenges and Next Steps

Concord is a small town with a one-person sustainability team. With limited capacity for larger projects, it has been a challenge to scale down certain strategies. Another challenge has been developing strategies that can be inclusive to both large and very small businesses.

My next steps are to continue interviews with a variety of businesses in Concord, and to create 1-2 page information sheets for each recommended strategy, complete with case studies and impact estimates. With the top strategies, I hope to draft step-by-step action plans for implementation.

References

1. Town of Concord Community Greenhouse Gas Emissions Inventory 2008 and 2016
2. Town of Concord, Massachusetts Population History 2018



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