



**RETAIL INDUSTRY  
LEADERS ASSOCIATION**

# **FAQS ABOUT RILA RETAIL ADVISOR FOR ENERGY MANAGEMENT**

## **WHAT IS RILA RETAIL ADVISOR FOR ENERGY MANAGEMENT?**

RILA Retail Advisor for Energy Management is a platform that companies can use to evaluate their programs. It has benchmarking, reporting, tracking, and goal setting functions. RILA Retail Advisor for Energy Management uses the collected data to provide tailored guidance to help retailers improve program performance.

## **WHAT DOES RILA RETAIL ADVISOR FOR ENERGY MANAGEMENT CONSIST OF?**

RILA Retail Advisor for Energy Management currently consists of a questionnaire to assess an organization's program and provides guidance on program gaps or risks based on the data collected. For example, the system may suggest that a company may want to move their Initiating Level HVAC Program to the Progressing or even Excelling Level to reduce operational expenses and greenhouse gas (GHG) emissions. Once you have completed the questionnaire on behalf of your company, RILA Retail Advisor provides reports on your company's program levels relative to other retailers', which can be shared internally to help spark conversations on the desired program levels, areas of potential risk, and goals for the future. Reports are helpful for internal strategic planning and corporate reporting. Phase 2 of RILA Retail Advisor adds benchmarking and support for multiple organizations within a company (i.e., regions and banners, etc.) to the application.

## **HOW CAN COMPANIES USE RILA RETAIL ADVISOR FOR ENERGY MANAGEMENT?**

Companies have used RILA Retail Advisor for Energy Management to:

- Better understand their current energy management program
- Identify program gaps and/or areas of risk
- Start internal discussions about the optimal program for the company
- Share reports with management to build understanding and support for program optimization
- Benchmark with peers
- Benchmark and track different parts of the company (e.g., regions, types of facilities, retail banners, etc.)

## **WHO CAN USE RILA RETAIL ADVISOR FOR ENERGY MANAGEMENT?**

Only verified retailers can use RILA Retail Advisor for Energy Management or see the benchmarking information.

## **WILL MY DATA BE SECURE AND CONFIDENTIAL?**

Company information entered in RILA Retail Advisor for Energy Management is stored in an encrypted, secure database on a cloud server. The data and detailed results are only available to the company and then, only to individuals given permission by that company's Organization Manager. Shared benchmarking reports only show aggregate information and do not include individual company names or data. RCC staff only have access to aggregated data and not to company-specific information. The RCC may make some aggregated data public, but only in summary form without any identifying information.

## **HOW DOES RILA RETAIL ADVISOR FOR ENERGY MANAGEMENT HANDLE MORE COMPLEX ORGANIZATIONS, WHERE THERE MAY BE MORE THAN ONE ENERGY/SUSTAINABILITY PROGRAM PER SUB-BRAND OR WHERE ITS IMPLEMENTATION IS DISTRIBUTED?**

RILA Retail Advisor for Energy Management allows users to set up more than one assessment for an organization. Users should name the assessment to reflect the scope of the energy program that is covered by the assessment. For example, it may make sense to have one assessment called East Region and another called West Region. Users can also complete assessments for different sub-brands.

## **WHAT IS THE ENERGY MANAGEMENT LEADERSHIP MODEL (EMLM)?**

The [Energy Management Leadership Model \(EMLM\)](#) is a tool to help retailers evaluate and optimize their energy management programs. It has been integrated into RILA Retail Advisor for Energy Management and provides the framework for the RILA Retail Advisor Questionnaire.

## **WHAT DOES THE EMLM CONSIST OF?**

The EMLM consists of 5 program dimensions with 5 possible levels. The dimensions are:

Strategy & Commitment – the reach, structure, and public goals associated with an organization's energy management program - how the organization identifies and tracks priorities, defines the operating environment, assets and challenges and engages key stakeholders and executives.

Resource Investment – how the organization structures internal energy teams and manages relationships with relevant external stakeholders, such as utilities and shopping center landlords.

People & Tools – how the organization manages and interacts with key personnel and processes for implementing an energy management program

Projects & Data – how the organization implements an energy management program, including financial considerations, systems, and auditing and maintenance practices.

Visibility – how the organization interacts with internal and external stakeholders, including communication strategies and partnerships

Energy Consuming Systems – how the organization manages efficiency and procurement practices for key energy-consuming or -generating systems and building characteristics, including lighting, HVAC, energy generation, build-out design, etc.

## **WHAT IS THE OPTIMUM LEVEL FOR A RETAILER?**

The first or Initiating Level often represents a new or relatively inactive energy management program. . Beyond that, the optimum level for any element depends on the organization's specific operations, capacity, internal or external commitments, peer competitiveness, and corporate culture. For example, a standalone large format grocery retailer with energy demand driven by multiple high-consuming energy loads has different energy priorities than a small format accessories retailer in a mall.

## **WHAT IS THE EMLM FRAMEWORK BASED ON?**

The EMLM was originally developed in 2014 with retailer input as well as review of existing tools like ISO 50001 and EPA's ENERGY STAR Guidelines for Energy Management. The Model undergoes periodic reviews by retailers, the U.S. Department of Energy (DOE) and U.S. Environmental Protection Agency (EPA) staff and contractors, and other energy experts. The Model is organized according to the Virtuous Cycle of Strategic Energy Management, a resource pioneered by MIT and Environmental Defense Fund. In an optimized organization, all components of the "virtuous cycle" function at full capacity to improve the performance of the energy consuming systems, generating maximum financial and environmental returns.

## **ARE THERE OTHER RESOURCES AVAILABLE?**

Many RILA resources complement the EMLM. RILA has created an [Energy Management Resource Library](#) structured around its Leadership Model dimensions, as well as a number of deep dive sets of tools specific to financial management, landlord engagement, and renewable energy procurement. These resources range from reference guides to case studies and collaborative initiatives.