



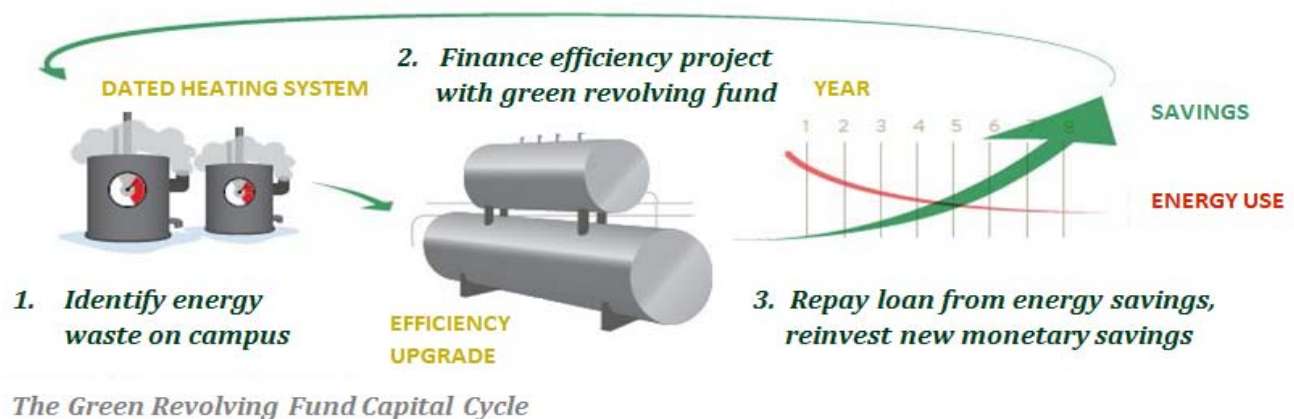
What is The Billion Dollar Green Challenge?

The **Billion Dollar Green Challenge (The Challenge)** is working with colleges, universities, and other nonprofit institutions to help them invest a combined total of one billion dollars in self-managed revolving funds. These funds, called *Green Revolving Funds* or *GRFs*, help colleges implement energy and resource efficiency projects. The reason they are called “revolving funds” is because the funds loan money to specific sustainability projects, which then repay the loan from savings achieved in the institution’s utilities budget.

GRFs invest in efficiency projects as a means to reduce energy and resource consumption, decrease an institution’s environmental footprint, and reinvest the money saved in future projects.

Why GRFs?

Facing rising energy costs and steep budget cuts, many colleges are grappling with how to finance urgently needed—but capital-intensive—energy efficiency upgrades on campus. In response, the Sustainable Endowments Institute (SEI), in collaboration with 15 partner organizations, has launched this project to help institutions achieve sizable energy savings through the use of this innovative financing model.



Green revolving funds have a proven track record of success. **Greening the Bottom Line** (GreenBillion.org/resources), a 2012 report by the Sustainable Endowments Institute, found that institutions that operated GRFs reported a median annual return on investment of 28 percent and a median project payback period of 3.5 years.

GRFs are entirely adaptable to the institutional priorities of their campus and can focus on projects of various scopes and sizes. Institutions have invested in their campus’ sustainability through projects such as:

- Lighting upgrades, like CFL and LED installations
- Energy-saving programs for computers
- Water-saving showerheads & toilets
- Composting equipment for dining halls
- New insulation in campus buildings
- Renewable energy generation, like solar or wind
- Converting vehicles to run on biofuels
- Whole building & laboratory energy retrofits



Why Join The Challenge?

By joining the Challenge, institutions gain access to a network of peers and the following benefits:

Consulting throughout the life of the fund

- SEI expertise and knowledge in developing charter documents, fund proposals, and project guidelines.
- Connections to technical advisers at similar institutions for help with building institutional buy-in, starting the design process, and managing the fund.

Project tracking, identification, and organization

The **Green Revolving Investment Tracking System (GRITS)** web tool (GreenBillion.org/GRITS) is a customizable web-based project management tool for planning, tracking, and organizing GRF projects. With it you can:

- Research potential project ideas using the Project Library which lists the projects of other institutions using GRITS.
- Explore proposed projects by calculating expected financial and energy performance.
- Manage and track your projects' energy and financial savings and data throughout the life of the project.
- Benchmark and contrast projects against ones at other institutions using the Project Library.
- Allow staff and students to collaboratively manage the fund through multiple user accounts and communicate on projects through the Notes feature.
- Create and print customizable graphs based on aggregate and project specific financial, energy, and carbon savings data with the new Reporting feature.

Recognition of leadership and positive media attention

- Reputational benefits from being part of a leading group of schools who publicly commit to energy efficiency.
- Inclusion in continuous outreach and social media by SEI to promote The Challenge and GRFs.
- Individual press releases and assistance with your institution's communications department to highlight your fund's successes.

Supporting staff with an engaged network and resources

- Highly engaged and supported Challenge-participant network including conferences, webinars, the Green Billion newsletter, and expert conference calls.
- Professional peer network and collective knowledge base supports the sharing of best practices, troubleshooting fund management and implementation, and networking and professional development.

For more information and to see which schools have already joined the Billion Dollar Green Challenge, visit GreenBillion.org or email info@GreenBillion.org.

About the Sustainable Endowments Institute

The Sustainable Endowments Institute was founded in 2005 as a special project of Rockefeller Philanthropy Advisors. The Boston-based nonprofit has pioneered research and education to advance sustainability in higher education.