



# ECO-POWR: GET AHEAD OF THE COMPETITION

IHRSA 2018 – SAN DIEGO

Sponsored by:

**SportsArt**  
THE GREEN FITNESS COMPANY

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Outbreak of the Green Market











Clothing brand Patagonia gives 1% of its sales "to support environmental organizations around the world"



New Belgium monitors and records all of its energy use, waste production and emissions and recycles, reuses or composts more than 75% of the waste it produces in manufacturing. It also makes bikes and a Prius available to employees to run local errands.



Nudie Jeans repairs, reuses and recycles its denim products, as well as using organic cotton to produce them in the first place.



## LEED PROJECTS AS OF 2018

- » 2.2 million+ square feet certified per day
- » More than 40,000 commercial and institutional projects have been certified worldwide
- » Nearly 6.5 billion square feet of commercial & institutional have been certified worldwide



**Location & Transportation**  
**Sustainable Sites**  
**Water Efficiency**  
**Energy Efficiency**  
**Materials & Resources**  
**Indoor Environmental Quality**

Source: <https://new.usgbc.org/leed>



Duke Energy and Schneider Electric have collaborated on several microgrids. Above is a representation of what a microgrid would contain, including solar panels, battery storage, a power control unit, converters, and distribution lines



Apple uses 100% renewable energy across all data centers

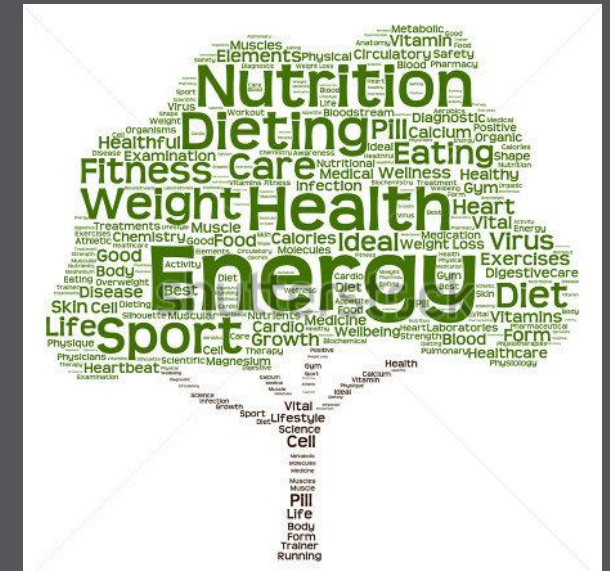


Carpet-maker Interface takes an "aggressive approach" to reach its goal to source 100% of its "energy needs from renewable sources by 2020".



# WHAT DOES BEING GREEN REALLY MEAN?

FOLLOW OUR “STEP BY STEP” PROCESS ON HOW GYM FACILITIES CAN MAKE BETTER SUSTAINABLE, GREEN ENERGY CHOICES.





## FOLLOW OUR GOING GREEN FITNESS PROGRAM:

- » Pre-workout - Motivate yourself and determine your “green” goals for your gym
- » Warm-up - Includes lower cost energy conservation measures/tips that are easy to implement
- » Workout - Includes higher cost measures that can make a big impact to your gym’s carbon footprint and savings
- » Cool down - Capture energy savings and create a sustainable/profitable gym experience for your members



## QUICK AND EASY ENERGY SAVING TIPS TO HELP YOUR POCKET & THE ENVIRONMENT!

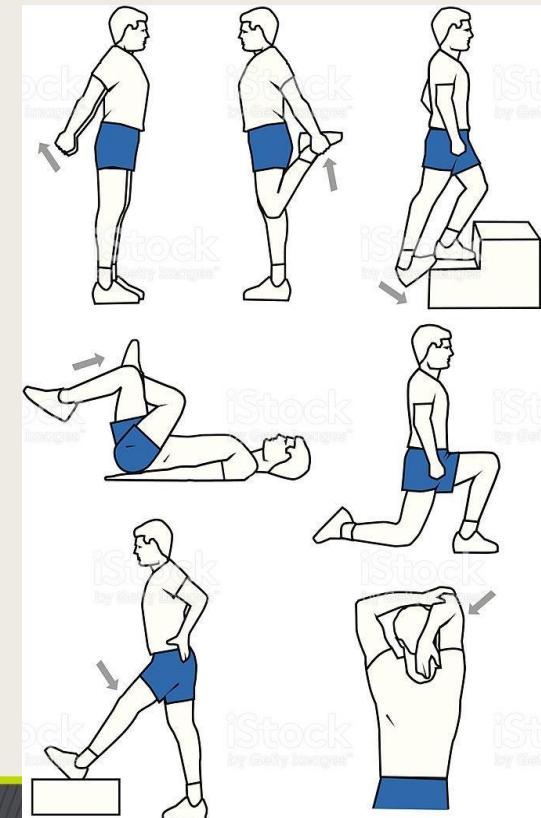
### » Indoor Air Quality

- » Maintain current HVAC system
- » Add fans to supplement or reduce AC loads
- » Install Programmable Thermostats

### » Timers on Saunas

### » Water Reduction

- » Shut-off nozzles for hoses
- » Choose a landscape that doesn't require significant watering
- » Add bricks to displace water in tank of toilet





## HIGHER COST ENERGY SAVING MEASURES THAT MAKE A BIG DIFFERENCE!!!

### » Energy Efficient Cardio Equipment

- » Climbers, cycles, and elliptical machines do not require external power
- » SportsArt Fitness Equipment incorporates a EcoPowr

### » Lighting Efficiency

- » Install skylight or Solatube

### » Renewable Alternatives

- » Solar installations on roof, ground, canopy

### » Recycled or Organic Products

- » Select mats, barbells, and other equipment from recycled products



## CAPTURE ENERGY SAVINGS AND CREATE A SUSTAINABLE/PROFITABLE GYM EXPERIENCE FOR YOUR MEMBERS.

### » Choose Energy Efficient Cardio Equipment

- » No external power machines - To put this in perspective, 45 minutes on non-electric machine can save 0.8 kWh of energy, the same as running seven miles!
- » In addition, SportsArt Fitness EcoPowr motors, use 32% less energy.

### » Lighting

- » Lighting retrofits save 20-30% off conventional lighting

### » Water Reduction

- » Installing low-flow toilets, showerheads, and faucets (or aerators) can save 2.5 gallons of water per min.





## FAMILIARIZE YOURSELF WITH GREEN BASICS!

- » Green: The adjective used to describe people, behaviors, products, policies, standards, processes, places, movements or ideas that promote, protect, restore or minimize damage to the environment.<sup>1</sup>
- » Green Image Marketing & Green Product Marketing
- » Beware of Green Washing
- » Every time you need to replace or upgrade equipment, repair or renovate spaces or perform routine maintenance, you have an opportunity to make your facility greener.
- » A green facility can attract new members, help retain existing members, contribute to sustainable goals within your company and community and help your business save money over time.

<https://www.envirocitizen.org/resources/eco-friendly-terms>



## WHY NOT CROSS-SELL?

Co-locate Like-minded Tenants

Organic Meal Plans i.e. vegan, paleo

Home Utility Program 101

Ethical Active Wear Brands

Supermarket Co-marketing

Discounts for Green Purchasing i.e. EV's

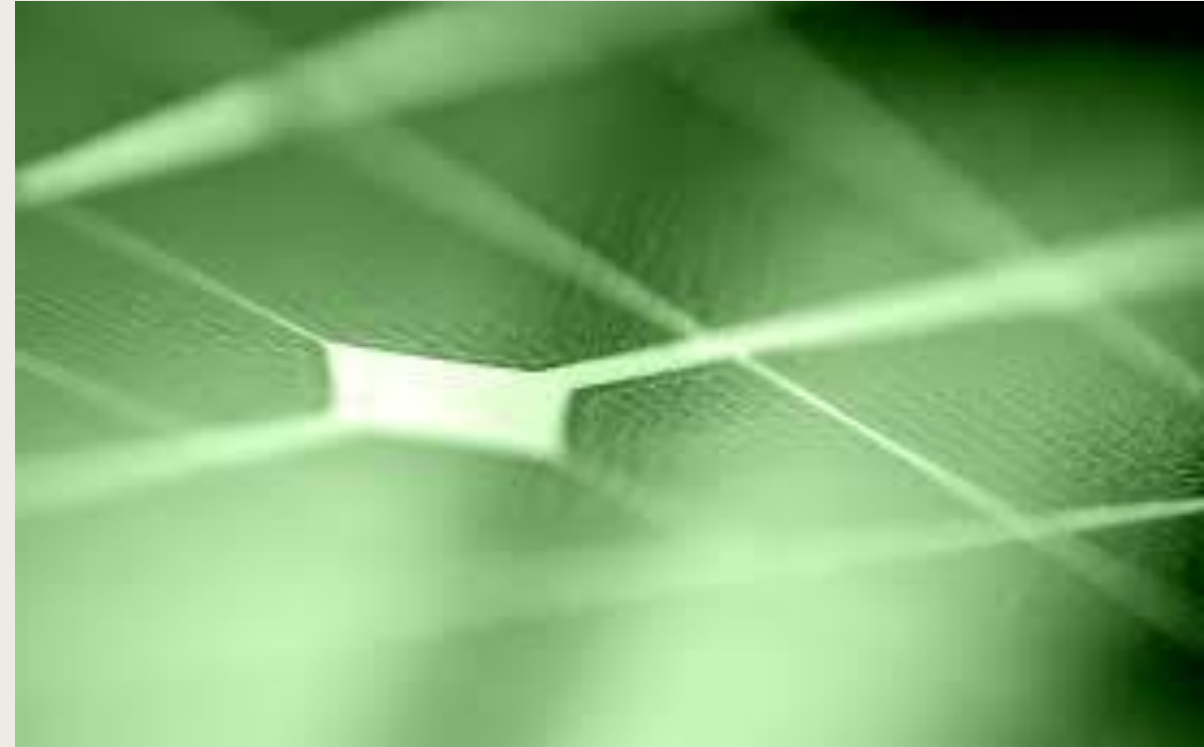




- » Energy Independence
- » Energy Efficient Choices
- » Energy Purchasing (choose where to buy power -green renewable, electricity, and gas)
- » Tax Credits
- » Rebates for Equipment
- » Grants for Demonstrating Sustainability in your Community
- » Lower Utility Bills



1. “Low Hanging Fruit” like lighting equipment
2. Regional Programs: Federal, State, Local
3. Utility Programs
4. Reduce Environmental Impact
5. Energy Savings/Energy Procurement
6. DSIRE Incentives Page: <http://www.dsireusa.org/>





- » How do we take the who / what / where / when / why of Green and Resiliency and make it happen and work for us?
- » How to build – green buildings and the type of operational savings
- » How to operate – classes, green stuff, food, cooking, information about how to take care of yourself at home – organic, no VOC
- » How to maintain – monitoring, engaging the community (new membership), programming and being proactive
- » This market is going to change and you can change with it, help others to change with it, and use your gym as a place for people to come together and understand what it all means to them.



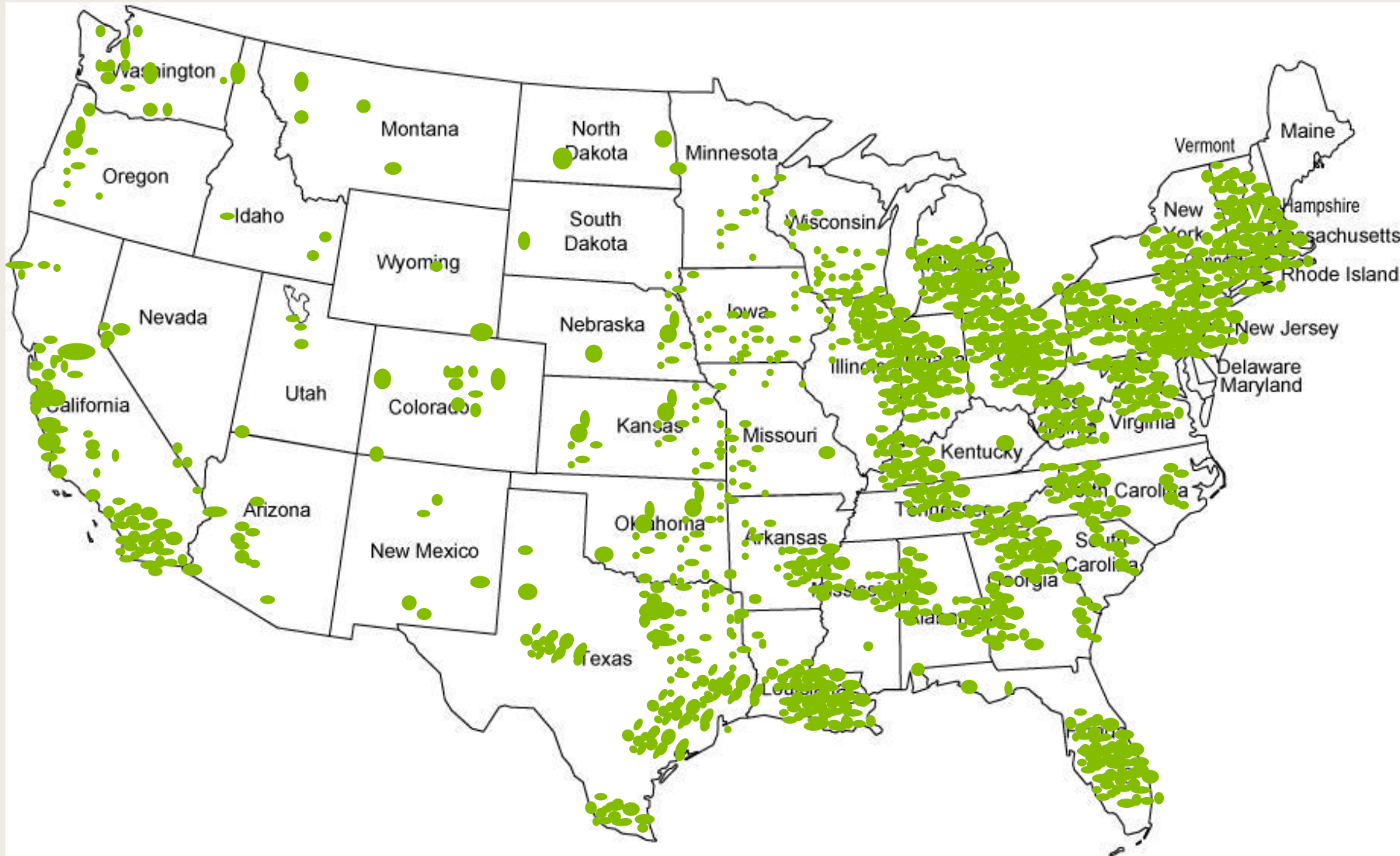
# GYM ENERGY CONSERVATION MEASURES

GOING GREEN = MORE PROFITS, QUICKER ROI AND MORE INCENTIVES





# OUTBREAK OF GREEN MARKETS



<https://globalwarmingisreal.com/2014/01/09/review-u-s-energy-efficiency-2013/>

- » Increase brand recognition
- » Increase company's self-worth
- » Increase membership satisfaction while reducing operational cost
- » Certify your green-building
- » Why not? Sustainable Practices are the right thing to do!





THANK YOU!