



HELPFUL

HARMFUL

INTERNAL ORIGIN

### *STRENGTHS*

- Personnel
- Educational reference
- Interest /momentum
- Team approach
- Technical depth
- Wholesale benefits
- Communication Infrastructure
- Faculty Energy Research
- Student interests in Energy Research
- EWG authority / expertise and diversity
- We have data
- Leadership buy-in
- Supply chain upsets
- Managing “Plug loads”
- HVAC management

### *WEAKNESSES*

- Human nature / apathy
  - Habits
- Decreasing budget
- Financial priorities
  - First cost vs. Life cycle cost
- Energy focus vs. water conservation
- Institutional inertia
- EWG (staff heavy) , need more diversity
- Information flow to students
- Decentralize IT infrastructure
- Purchasing policies
- Aging infrastructure

EXTERNAL ORIGIN

### *OPPORTUNITIES*

- Educating upper management / campus
- UNC Standards
- Going green is “COOL”
- Learn from others / benchmarking
- Raleigh re-use water
- Energy Star
- Regional example
- Vendor partnerships (CREE et al.)
- By law / State and federal
- Project Greenlight (IT)
- Carbon credits revenue
- Water perception
- Grants available
- U.S. legislation

### *THREATS*

- Monetary silos
- Current economy – funding
- GHG inventory / lack of standardization
- Time
- Technology rapid changes
- Financing models
- Industry Best Practices vs. Innovation
- Supply chain upsets