

NW Cannabis Market Perspectives on Energy Efficiency



RESOURCE INNOVATION INSTITUTE

# Agenda

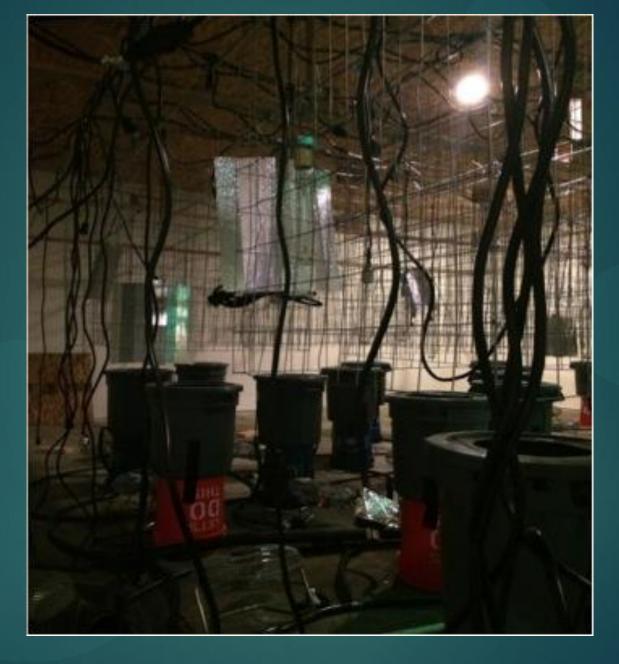
- Growers- Where does Efficiency Fit
- Utility Engagement- Individual Approaches
- Manufacturers-Solutions or Not
- Retail/Distributors- Untapped Resource for Savings
- Introduction of the Resource Innovation Institute
  - Action Plan



#### Growers

- Growers in WA/OR fall along a broad continuum of engagement on energy issues.
- Growers that do energy efficiency want a fast payback. They want data to back up savings claims.
- Growers have to learn how to engage on the hook up side of the utility
- Growers would like customers to be educated on the value of energy efficiency











### Utilities

- Utilities are taking a variety of approaches to this newly regulated sector.
- Utilities need to develop and implement customized approach to this new customer.
- Some utilities are experiencing a back log on new customer hook ups and this can really slow down planned facility build outs.
- Recommend working with RII to help increase project conversion rates on existing buildings.



### Manufacturers

Growers in newly legalized recreational cannabis space are being inundated by technology companies that claim to deliver significant energy savings.

- Lighting (LED)
- HVAC
- Solar



# Retail/Distributor Channels

- Home growers are going to Home Depot and Lowes for non-energy efficient lighting solutions.
- Grow Shops- equivalent of ACE/TrueValue for Growers
- Grow Shops could be a great channel to generate education and awareness on energy efficient products







#### Our mission

The Resource Innovation Institute provides certification standards, technology reviews and a platform for best practices on resource conservation in the cannabis industry.

- ▶ Initial focus: Energy management in indoor grow operations
- ▶ Next focus: Water
- ▶ Organized as non-profit to serve the public good and the growing cannabis industry with objectivity



## Resource Innovation Institute Board & Executive Director

- ▶ Sara Batterby- CEO, HiFi Farms
- ▶ Margi Hoffmann Principal, Hoffman Consulting
- ▶ Jesce Horton- Founder, Panacea Valley Gardens
- ▶ John Morris CEO, Morris Energy Consulting
- ► Alex Tinker Attorney, Tonkon Torp
- ▶ Elizabeth Whalen LEED, global certification systems

Derek Smith - Co-Founder & Executive Director of RII



## Key Activities

#### 2016

- ▶ Technical Advisory Committee
- ► Creation of Design Principles to Outreach/coordination with CO, CA, WA, OR
- Seattle Cannabis Conference
- ▶ Denver Cannabis Conference

#### 2017

- ► Assembly of Technical Advisory Committee
- ▶ Development of certification standard

