

Energy efficiency gains fund shopping centre improvements



Sustainability



94 shops



Brazil



Energy efficiency; Improving comfort and safety

KEY HIGHLIGHTS

- Franca Shopping urgently needed to improve its infrastructure but had no budget to do so
- Energy saving initiatives were identified as offering the potential to improve the cash balance and finance the improvements needed

SOLUTION

- Using their own management and maintenance skills, the **Franca Shopping** team analysed and implemented energy saving initiatives that generated significant cost savings
- The savings were used to fund a range of renovation projects in the mall and external areas
- The outcome was extremely well-received by tenants and other stakeholders

KEY NUMBERS

€31,000
annual savings
generated through
energy efficiency
projects

€31,000
invested improvements
to the benefit of tenants,
visitors and shopping
centre staff

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Franca Shopping



Franca, São Paulo, Brazil



18,578m²



94 shops



1,100 parking spaces



Sustainability

Abstract

To maintain its competitiveness and meet the evolving requirements of its tenants and visitors, **Franca Shopping** urgently needed to improve its aging infrastructure to deliver a higher quality mall area. However, the centre had no budget with which to proceed.

Then **Franca Shopping's** management team had a bright idea: implementing no-cost energy efficiency measures offered the potential to unlock a portion of the shopping centre's operating expenses budget to fund improvements to the mall whilst simultaneously supporting **Franca Shopping's** sustainability commitment.

With collaborative spirit and diligent planning, the project team analysed and implemented energy saving initiatives that generated cost savings of over €31,000 per year, which in turn enabled **Franca Shopping** to fund a range of improvements to the asset's exterior landscaping and

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interior decoration and facilities which were very well-received by stakeholders.

Introduction

Against a backdrop of economic crisis in Brazil, major investments to expand and improve **Franca Shopping** and its infrastructure had to be put on hold.

Nonetheless, visitors and tenants of **Franca Shopping** were making it clear that they wanted to see improvements to the indoor mall environment to increase their comfort and safety conditions and boost their retail sales.

Without any available investment capital, the **Franca Shopping** team started to look for alternative means to fund the improvements needed. The spark of an idea was ignited – could cost savings from energy efficiency initiatives be sufficient to pay for the infrastructure projects that the team had envisioned?

Background

Franca Shopping started by planning an effective Energy Management Programme. In order to gain a comprehensive understanding of energy consumption in different areas and systems of the building, they carried out an energy mapping project, categorising energy uses into different types. The results enabled the team to pinpoint the largest energy consuming systems and equipment that could be prioritised for energy management actions, including **Franca Shopping's** internal and external lighting systems.

Challenge

Franca Shopping faced a seeming impossible challenge. The team had identified that there was significant potential to deliver cost savings through improvements to the centre's lighting systems, but they couldn't afford to purchase new equipment. And as the purpose of their endeavour was to unlock funds for shopping centre

improvements by reducing energy spend, this approach hardly seemed practical.

Furthermore, the capacity of the operations team was reduced during the course of the project, meaning that individual team members had to take on extra work to monitor lighting energy use and identify improvement opportunities in addition to their day-to-day duties.

Solution

With sound judgement, creativity and motivation, the **Franca Shopping** team found a way forward. They identified that using their own maintenance skills they could relocate light reflectors to more strategic areas of the shopping centre and optimise the electricity consumption of the water pumps in the lake area and exhaust system. With no investment required, these measures generated a combined efficiency improvement of 25% (161,000 kWh per year), equivalent to just over €31,000 in annual energy costs. The positive effect on the shopping centre's cash balance meant that funds could be skilfully reallocated to several different projects with demonstrable impact on the ambience and amenities offered by **Franca Shopping**:

- The renovation of the WCs and food court, offering a more aesthetic finishing and increased visitor comfort
- The revitalisation of the centre's lake area, including the installation of a filter and chlorine generator with salt base for water treatment to keep the water crystal clear and odour free
- The renovation of entrances and walkways, including new, attractive external landscaping
- The renovation of the dining hall, with new fans and furnishings
- The sweeping of the parking lot, and better signage and demarcation of spaces.

The results were extremely well-received by tenants and other stakeholders, and the success of the initiative was celebrated in digital media and local print press.

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Conclusion

In spite of the small size of its management team and lack of financial resources available, **Franca Shopping** proved that team work and original thinking can go a long way in delivering positive, practical solutions.

Franca Shopping was able to deliver the improvements the shopping centre needed with no capital investment, and by focusing on energy efficiency as a means to unlock funds, **Franca Shopping** succeeded in beating its energy efficiency target; increasing its resource management know-how and generating greater interest among stakeholders all at the same time.

Drawing inspiration from the strategy implemented at **Franca Shopping**, other centres with similar constraints can see that seemingly impossible barriers can be overcome with people's energy, creativity and determination.