



Sustainable Solutions for Sustainable Future

As sustainability becomes the driving force of monumental changes businesses are putting in place, it is crucial for businesses to examine sustainability in a holistic manner where relevant efforts and goals are channelled towards outcomes that not only involve impacting the environment, but also its people and processes. These integrated efforts should be intended to achieve long-term value and longevity for the business.

However, many companies face challenges in doing so due to lack of clarity on suitable mechanism and roadmap in achieving sustainability, or difficulty in determining immediate and long-term action plans. Businesses often find themselves needing to convince various stakeholders that sustainability cannot be addressed on its own like an added module to existing business strategies and development plans. There is clear need for business leaders to establish as early on as possible in this journey, the direct relationship of sustainability, both conceptually and practically, to material value generation.

Sustainability efforts should stem from the core belief that by achieving optimal efficiency in its systems, processes and people, the business will eventually reap guaranteed profits in decades to come, harmonising the

efforts of today for the generations of tomorrow.

The first step in commencing this journey is for businesses to identify discrepancies between their existing strategy and their ultimate sustainable state of operation – where most business leaders find the need for high financial investment and large-scale changes daunting enough to delay or avoid taking real steps towards long-term sustainability. Yet as technology and innovation disrupt the way we do things repeatedly, these daunting pre-requisites for businesses to adopt sustainability-focused solutions are a thing of the past.

REDEFINING SUSTAINABILITY AT BBP

Together with its unique business model, BBP's innovative offerings are here to redefine the nature and accessibility of sustainable solutions. Sustainable from take up to pre- and post-implementation and for

long-term sustenance. Sustainable with its environmental impact as well as lengthening the returns of each investment dollar of customers' assets.

BBP's sustainable solutions aim to set its customers up for guaranteed long-term success in today's climate where energy usage in buildings continues to rise given improved access to energy in developing countries and rapid growth in global buildings floor area. Global energy usage in buildings makes up over one-third of global final energy consumption and nearly 40% of total direct and indirect CO2 emissions. Cooling specifically, which accounts up to 40% of energy usage in semiconductor facilities and data centres, will be an area of opportunity which businesses can tap on to address their sustainability goals.

BBP is grounded on the belief that achieving optimal efficiencies within its systems, both tangible and intangible, is something to be considered holistically rather than through fragmented piece-meal efforts. Most importantly, to pursue optimizations of its various systems, businesses are given ease of accessibility where they pay minimal to zero fees to achieve optimization.

While such accessibility may sound far-fetched for some, the reality of long-term sustainable businesses is so – it takes nothing more but a business leader who has the vision of future and the conviction to chart sustainable pathways, to embark towards guaranteed success.

SYNERGIZE FOR THE BETTER

With these ambitions for a sustainable future, the work cannot be done solely by the business community. It must be a priority and



a common goal across public and private sectors where governments, trade unions, businesses come together to transform and redefine sustainability ambitions.

One instance is how NEA's MEES (Minimum Energy Efficiency Standard) regulation has become an opportunity for businesses in Singapore to review its environmental impact. Businesses like Lumileds who have engaged BBP, has successfully achieved continued optimized energy efficiency without experiencing any downtime or major upfront cost more than a decade ago, even before energy efficiency regulation was implemented locally.

Sustainable solutions provider like BBP makes it possible for buildings to achieve optimal energy savings with least possible amount of cost, including corresponding government grants – contributing to a more sustainable ecosystem at large.

Despite so, the government can and must continue to help small and mid-sized businesses to identify suitable actions and relevant available solutions to address their business sustainability gaps, and possibly provide further financial incentives and rebates to motivate bulk of businesses to progress along the adoption spectrum of sustainability driven actions.

ABOUT BBP

BBP is an award-winning energy efficiency company that enables businesses to achieve their carbon neutrality and sustainability goals.

Founded in 2012, BBP has since enabled multiple blue-chip and Fortune 500 companies to achieve up to 40% of energy and cost savings using patented HVAC optimization technologies, Internet of Things (IoT), proprietary software algorithms, Artificial Intelligence (AI) and machine learning.

BBP's customers pay \$0 to enjoy energy and cost savings. All investment costs associated with implementation and delivery of energy savings solutions are borne by BBP. Cost savings across all sites are independently verified by third party auditors like TUV and DNV.

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