

Table 3**Theory: Matching Corporate Attributes to Energy Management Strategies**

	<i>Fundamental Viability</i>	<i>Replication Capacity</i>	<i>Energy Champion</i>	<i>Energy Market Capability</i>	<i>Leadership Intensity</i>	<i>Pride Intensity</i>	<i>Fiscal Protocol</i>	<i>Engineering Protocol</i>
Strategies for Single-site Energy Reduction								
Do Nothing								
Price Shop				Required				
Capital Projects	Required				Required		Required	Required
Occasional O&M Projects	Required				Required	Required		
Sustained Energy Management	Required		Required		Required	Required		Required
Strategies for Replicating Energy Reduction at Multiple Sites								
Do Nothing								
Price Shop		Required		Required				
Capital Projects	Required	Required	Required		Required		Required	Required
Occasional O&M Projects	Required	Required	Required		Required	Required		
Sustained Energy Management	Required	Required	Required		Required	Required		Required

Source: Alliance to Save Energy