



How a restaurant group managed their carbon footprint to achieve tangible business results

The Harmony Group partners with Energy Advantage to develop an energy sustainability plan

The Harmony Group Profile

The Harmony Group Restaurants, which include Earls, Joey, Town Hall, Saltlik, OPM and Local offer what is best described as famously enjoyable dining experiences accessorized with memorably addictive dishes and drinks.

A combination of fresh, innovative menus, smart service, and luxurious décor create a unique ambiance in their restaurants.

With 106 restaurants (and growing) The Harmony Group is rapidly expanding its unique restaurant experience across North America.

A New Business Challenge

Beyond their award winning flare and flavors, The Harmony Group restaurants has a passionate ambition to become environmental leaders in their industry. Key drivers such as volatile energy prices, emerging carbon regulations and most importantly a profound recognition of their customers' and employees' sensitivity to climate change issues, contribute to this passion.

“No other restaurant in North America had the sort of comprehensive program I wanted to put together that not only included energy but also a composting and recycling program in every store.”

Leslie Burns, Energy Manager

Case Study: The Harmony Group

In response, building upon their existing energy management activities, they determined that energy sustainability be included as a core element of their overall restaurant operations strategy.

With a core operating principle of 'in-house' development and a focus on internal adoption The Harmony Group sought a partner they could truly collaborate with, provided comprehensive energy sustainability services and a total program framework. In January of 2008, The Harmony Group turned to Energy Advantage as this partner to help create and implement their highly aggressive, company-wide, energy program. Energy Advantage brought its comprehensive energy management services and most significantly its highly collaborative approach to total energy and environmental management- TEEM, to support The Harmony Group in fulfilling their energy sustainability goals.

A Collaborative Solution

With TEEM as the foundation approach, Energy Advantage assigned an Energy Manager and full support team to work with The Harmony Group. An Energy Committee was formed to govern the development and execution of the program, with cross-functional representation from both Energy Advantage and senior leadership from the Harmony restaurant concepts. Once created, the total energy sustainability program was presented to BC Hydro, who provided their endorsement and partial financial support.

To create a clear and comprehensive picture of The Harmony Group's energy sustainability impact (including key performance indicators such as, electricity, natural gas, waste, emissions, water, etc), Energy Advantage performed a baseline analysis and initial assessment of each restaurant's current state of energy and environmental data.

“It is our hope for other corporations in the restaurant industry to follow in the reduced footsteps of The Harmony Group, and to see this very important initiative for the opportunity that it is...an opportunity to greatly reduce controllable costs that are often mistaken for fixed, to shrink the amount of harmful gases and garbage businesses dispose of every day, and to have the benefit of keeping the world a clean and safe place for future generations to live and break bread in.”

Leslie Burns, Energy Manager

Case Study: The Harmony Group

Then, by performing walkthrough audits on a sample of The Harmony Group's facilities, Energy Advantage identified and quantified specific, energy savings opportunities for The Harmony Group to target. Once gathered, this information was analyzed through a customized Life Cycle Cost Benefit Analysis (LCCBA) solution. Using the LCCBA model, The Harmony Group and Energy Advantage were able to set meaningful strategic, short and long term goals as part of a complete action plan for the energy sustainability program.

Other plans for future initiatives, also in development, include the use of alternative energy technologies, and review of new building designs. Most importantly, the entire restaurant team have embraced the program and adopted it within their core operations.

The Harmony Group and Energy Advantage continue to nurture this program, with a focus on delivering tangible results in cost management, reduced environmental impact, and the enhancement of The Harmony Group's reputation as an environmentally responsible business leader.

Measurable & Tangible Results

Preliminary, first year results from the implemented energy awareness program and standardized operating procedures are showing energy savings in the range of 5% to 8%. Additionally, re-commissioning and retrofit opportunities could add another 20% to these savings, even further reducing the company's carbon footprint if implemented.

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Energy Advantage Inc. provides total energy management solutions to our customers' sustainability challenges, delivering them 'best results' in managing their risk, reducing their costs, and enhancing their reputation within the markets and communities they serve.