

## ZARA

*A visually exciting, high impact retail environment can be extremely energy demanding. Lighting plays a key role and maintaining comfort conditions for shoppers also comes at a price, so retail clothing specialist Zara invested in an all encompassing energy management contract to manage its energy costs.*

Zara maintains a high brand profile in the retail clothing sector with a network of almost 900 stores in privileged positions in major city centre locations in over 60 countries.

### Shop window on managing energy costs

In the UK, Zara was keen to ensure that its energy costs were properly controlled and in 2002 was one of the first organisations to enter into a unique energy contract called Performance Partnerships. This contract ensured a competitive fixed price energy procurement solution via Utilities provider EDF, combined with guaranteed reductions in energy consumption and emissions delivered by Dalkia.

Originally covering 13 major UK stores and later extended to 19, the Performance Partnerships package provided Zara management with predictability and flat-line forecasting, by capping utility costs for an initial fixed period of 3 years. Within the terms of a 5 year energy management contract, Dalkia undertook to deliver a guaranteed 5% reduction in energy consumption through a strategic approach to eliminating waste and the application of energy efficient devices and technology.



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## PERFORMANCE PARTNERSHIPS

### Applying technology and expertise

The 5-year contract period afforded Dalkia a sufficient timescale to invest in appropriate energy saving measures to ensure pay-back and deliver the required consumption savings to the client during the contract period.

Extensive capital investment in a Trend BMS system with a controller in each store, provided Dalkia with the means to remotely monitor and control energy usage from plant, air conditioning and lighting.



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## CONTRACT DELIVERABLES

- Effective management of Energy costs against current market levels
- A single contract integrating energy supply services – flat line billing
- Robust and simple billing process
- Provision of long-term fixed cost for Energy Services
- Reduced carbon emissions (energy rating)
- Capital expenditure ability
- BEMS (Building Energy Management) installation and management
- Heating & Lighting control improvements
- Improved environmental conditions
- Best-in-class commercial solution
- Lighting improvements

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Lighting engineers from Dalkia's sister company Parkersell, introduced new lighting solutions in-store, installing energy efficient alternatives that did not compromise the ambient and high impact accent lighting that create the overall mood so important within the Zara store environment.

New door curtain controllers were installed across all locations to reduce heat loss and enhance planned preventative maintenance regimes implemented for M&E services to ensure optimised running of plant and equipment.

### Competitive edge

The retail sector is highly competitive, witnessing in recent years the erosion of margins from increased High Street competition and the internet. To succeed, retailers need excellent products, quality service and a firm handle on their cost base. Performance Partnerships has helped Zara manage one important part of this equation.

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