

# PRINCIPAL FINANCIAL GROUP (THE PRINCIPAL)



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### COMPANY PROFILE

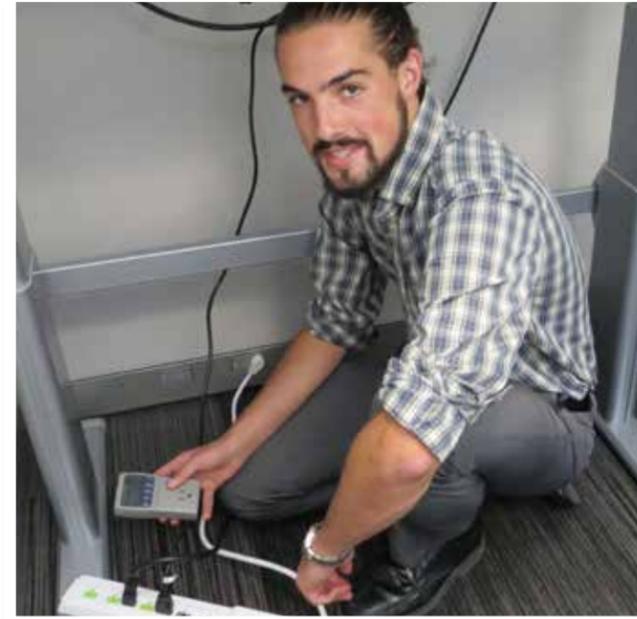
Founded in 1879, the Principal Financial Group® (The Principal) is a global investment management leader. The Principal offers businesses, individuals and institutional clients a wide range of financial products and services including retirement, asset management and insurance. As a member of the FORTUNE 500®, The Principal has \$519.3 billion in assets under management, serves some 20.1 million customers worldwide and is headquartered in Des Moines with 14,900 employees worldwide.

### PROJECT BACKGROUND

The Principal has tasked its Pollution Prevention intern with identifying energy efficiency opportunities at its field office locations, and benchmarking the energy performance of a newly renovated corporate office in Des Moines. With this information, the intern will be able to make recommendations that will reduce energy usage and subsequent carbon emissions generated by The Principal.

### INCENTIVES TO CHANGE

“Our company’s core value of integrity drives its commitment to being an industry leader in sustainability. It’s important to us because we know it’s important to our shareholders, our customers, our employees and the communities where we operate,” says Larry Zimpleman, chairman. The Principal strives to be a leader in sustainability by reducing carbon emissions and water usage and by increasing solid waste recycling.



### RESULTS

During the first 12 weeks, the intern conducted energy audits at several field offices, compiled existing energy data from meters and bills, and began to research and test options for increasing energy efficiency throughout The Principal.

**Field Office Energy Efficiency:** The Principal leases more than 100 offices in the United States alone, six of which are located in Iowa. Although there are areas in which energy efficiency can be increased, it is difficult to apply efficiency measures across all offices because each office varies in size, design, lease type and other factors. The intern tested for efficiency increases in lighting, office plug loads and data center cooling units. In commercial office buildings, lighting often makes up nearly one third of energy usage. Adjusting lighting schedules and retrofitting current lighting with more efficient lighting will yield significant energy savings. Another major energy consumer at commercial offices is the electrical plug load. Implementing the use of smart power strips can reduce electric drain through plug loads that are not in use outside of normal office hours. Smart power strips can sense either load or occupancy to power off non-essential devices to save energy. Supplemental cooling units that serve data centers can also be large consumers of energy. Regularly servicing the units and verifying the unit is sized correctly for the heat load of the data center can yield significant energy savings.

**Campus Blueprint Benchmarking:** The Principal is currently undergoing a campus-wide renovation for its corporate offices in Des Moines. The first building to be renovated, 750 Park Avenue, was fully commissioned in early 2015. The intern is benchmarking the current energy performance of the building to determine where additional areas for energy efficiency improvements can be found. The benchmarking process includes accounting for changes in energy usage due to variables like weather, data center size, occupancy and space utilization. By benchmarking this building, additional recommendations for energy efficiency can be made for future building renovations.

**Next Steps:** With most of the data collection process completed, the intern can begin to further test and research specific energy efficiency opportunities to develop a set of detailed recommendations for The Principal. A key part of the next 12 weeks will be to develop a process that project managers or future interns can follow to ensure that The Principal continues to improve upon its energy efficiency and sustainability performance.

