

## Aurora Winslade

### Category: Rising Star of Energy Efficiency Award – Student

Aurora Winslade is currently a full-time MBA student at Duke University Fuqua School of Business enrolled in the Cross Continent Program (expected graduation May 2016). She is nearly one year into her role as the Transformational Program Manager at Hawaii Energy, the ratepayer funded energy conservation and efficiency program for Honolulu, Hawaii, and Maui Counties in the state of Hawaii that is overseen by the Public Utilities Commission and administered by Leidos Engineering.

Aurora has been dedicated to improving sustainability for more than a decade. In the last two years she has focused specifically on energy efficiency in her desire to contribute to a healthier world. She has done this through her role as a student at Duke and in her professional life. In 2014 Hawaii Energy hired Aurora as the statewide Transformational Program Manager after more than a year of partnering with them to improve the energy efficiency at the University of Hawaii (UH).

Over the last few years Aurora has:

- Co-founded the UH Sustainability Strategy that led to the establishment of specific energy efficiency goals and a Policy for the University that commits to carbon neutrality and specific EE targets.
- Authored the 2014 Energy Solutions Report for the University of Hawaii that laid out specific goals for improving energy efficiency related to financing, coordination, policy, communication, implementation, and management to generate a Strategic Energy Plan for the University.
- Hosted and contributed to numerous strategic events that have helped align the UH community around energy efficiency including:
  - The 2012-2015 Annual Hawaii Sustainability in Higher Education Summit
  - The May 2014 Energy Solutions Leadership Reception
  - The July 2014 Energy Efficiency Training and site visit for facilities managers from the University of Hawaii to the University of California
  - March 2015 meeting of University leaders, UH Foundation board members, and members of the Public Utilities Commission to develop energy efficiency financing.
- Initiated discussions for what is now a new degree program in facilities management at the University of Hawaii West Oahu (launching fall 2015).
- Served as a lead for the statewide Energy Dashboard for the Aloha+ Challenge, a commitment signed by Hawaii's Governor, the four mayors, the head of the Office of Hawaiian Affairs, and the UH President that commits to six sustainability goals, including energy efficiency. The Dashboard creates a public website for tracking energy efficiency progress and informing statewide leaders and the public on progress.
- Through Hawaii Energy, launched the first statewide Community-Based Social Marketing (CBSM) campaign to improve energy efficiency in apartments and condominiums in Hawaii.
- Served as a founding Co-Chair of the Social Impact Club for the Duke University Fuqua School of Business Cross Continent Program.

Prior to her work at Hawaii Energy and with the University of Hawaii, Aurora worked as an undergraduate student and a staff member at the University of California Santa Cruz (UCSC) to improve the sustainability and energy efficiency of UCSC. During that time she helped establish green building guidelines for the University, an annual Carbon Fund to support energy projects, and oversaw the development of the UCSC Climate Action Plan. As the founding director of the UCSC Sustainability Office, Aurora also housed what was then the local Green Campus Program (now PowerSave). She mentored hundreds of students over the years to become engaged with energy efficiency and make a difference in their communities. Aurora also sat on the city/county Climate Action Compact committee and helped ensure that the campus was fully engaged in setting and meeting its energy efficiency goals.

Aurora realizes the critical role that energy efficiency plays in achieving broader sustainability goals and has consciously turned her attention to that field. She decided to pursue an MBA so that she would be equipped to make the business case and do the financial and data analysis required to be effective. Aurora took the job at Hawaii Energy so that she could continue to support the University of Hawaii in developing a Strategic Energy Plan and expand her scope and skills to serve business and residential ratepayers across sectors. In her work, Aurora always strives to put in place systems that enable projects to take place consistently and effectively by people at all levels of the institution, ensure there is adequate funding, and that engage the community in achieving energy efficiency goals. Aurora looks forward to continuing to build her skills and to saving energy for many years to come.