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GOVERNMENT
BY EXAMPLE

It is my pleasure to announce that Deloitte and Kyoto Publishing are working together to produce a new thought leadership report.



This new report, with a working title of 'Government by Example – A Federal Regulatory Compliance Thought Leadership Report,' will focus on strategies for sustainability within the federal government including all aspects of the sustainability discussion (CO2 reduction, renewable energy, waste reduction, water conservation, sustainable environmental practices, high performance and sustainable buildings, etc.). The report will also serve as a forum for insight on interpreting and applying executive orders (E.O. 13514, 13423), on understanding leadership initiatives by groups such as the Interagency Sustainability Working Group (ISWG) and the Federal Energy Management Program (FEMP), and on communicating the results from COP15, etc.

Kyoto Publishing will print and distribute 15,000 copies of the report and launch a new website in Fall 2010.

We are extending to you an invitation to submit a white paper or case study for publication in the report. We are requesting content for the report to be loosely structured around Deloitte's 'Environmental Sustainability Continuum' framework which includes the following:

- Justification - Cost take-out, ROI, Business Case (Why go Green?)
- Assessment, Evaluation, Validation, Certification (How Green is it?)
- Data Collection, Data Repository, executive aggregation dashboards (Developing the data warehouse)
- Carbon, Thermal Calculations, Measurement (Determining the footprint, Key Performance Indicators (KPIs))
- Regulatory Compliance (EO's 13514, 13423, 13327-Item #25 FRPP; Energy Independence and Security Act (EISA); EFACT05; etc.)
- Best Practice, Policy, Standard Operating Procedures (LEED; Federal Green Building Council, Interagency Sustainability Working Group (ISWG); Federal Energy Management Program (FEMP); Green Building Engineer (GBE); Energy Star; Green Grid; EPEAT; GHG Protocol, etc.)
- System/Technology Solutions (Implementing/integrating IWMS, EAM, ITAM, BMS, EEMS, etc.)
- Offset Programs (Preparation for Cap and Trade)
- Carbon Marketplace (Preparation for Active Trading)
- Carbon Taxes (Preparation for Appropriate Payments)

If you wish to be published in 'Government by Example– A Federal Regulatory Compliance Thought Leadership Report,' simply review the writing specifications and complete the confirmation form. Please send your completed form to editorial@kyotopublishing.com. Kyoto Publishing's Managing Editor, Melissa Daley, will be assisting the confirmed authors as they prepare their content.

If you have any questions regarding this project please do not hesitate the Publisher Chris Smith (CSmith@kyotopublishing.com).

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'Government by Example– A Federal Regulatory Compliance Thought Leadership Report'

Editorial Agreement

Accordingly, in consideration of Kyoto Publishing undertaking to publish your Contribution on the terms set out below, Kyoto Publishing and the undersigned contributor agree as follows:

APPROVAL AND ACCEPTANCE: Publication of the Contribution is contingent upon its acceptance for the publication by the Report's editor and the written approval of the Report's Editorial Panel.

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Author Name

Organization

Date

Author Email

Telephone Number

Topics to be discussed in your submission:

Print Submission - Case Study and White Paper:

Overview of 2 Page Case Study

Case Study	Additional Pages	Logo/Image/Chart *Limit one per page
750 max total word count	In 400-450 words increments	For charts/images replace 50-80 words

General Writing Guidelines

A case study provides a systematic way of looking at events, collecting data, analyzing information, and reporting the results. A good case study is more than just a description. It is information arranged in such a way that the reader is put in the same position as the case writer at the beginning of the article – often a question is posed, or problem presented. Case studies are succinct. Unlike a white paper they do not go into extensive detail on methodology, or research. Rather, they present the solution or answer to the problem immediately, and briefly describe the ensuing results.

Formatting Guidelines

Please follow the format below for your case study.

Title

Name of Organization or Institution

Paper length and style: The paper should be no more than **750 words** in length, including title and main text and tables. Your case study should include a one paragraph introduction, followed by the body text, and results. Tables and figures must be placed in their proper location within the paper. Text should be in clear, concise, grammatical English, using US spelling. We suggest writing in a relaxed, conversational tone. This helps to make your article more accessible to the readers. Where acronyms are used, their full expression should be given when first used, with the acronym in brackets following.

Filenames: Please name the file “**Organization or Institution name**” _ case study. All files should be submitted in **word document format (.doc,.docx)**, with **image files attached seperatly in high resolution, 300 dpi or greater (.jpg, .tiff, .png, .eps)**.

Overview of 4 Page White Paper

White Paper	Author Bio	Additonal Pages	Logo/Image/Chart *Limit one per page	Long Tables/Vertical Images
2000 max total word count	75-85 words *included in the total word count	In 400-450 words increments	For charts/images replace 50-80 words	Longer tables or vertical images replace 80-150 words

Author Guidelines

This document provides general guidelines to authors in matters of style, formatting and other aspects of writing with the objective of ensuring uniformity of papers and easing the editorial process. Please read this document before submitting your white paper for inclusion in “Government by Example.”

This document has two sections: general writing guidelines and formatting guidelines.

General Writing Guidelines for a White Paper Submission

The target audience of this book is senior executives from the industry and other influencers such as industry analysts and the media. Please keep this audience in mind while writing your paper. The paper should be well-researched and interesting and provide opinions/view points that are not commonly available elsewhere.

General guidelines below:

- Please Keep your writing informal and concise.
- Please avoid statements promoting products offered by your company.
- Please ensure you attribute sources and abide by copyright laws to avoid copyright violations.
- In writing, use the active voice whenever possible.
- Please Write in Third-Person rather than First-Person Narrative when possible. Exceptions of course include instances where you are describing research or studies that you have conducted or in which you participated, for example.
- To avoid redundancy, please read your article carefully and ask yourself whether each sentence and paragraph adds to the article or simply duplicates a point you’ve already made.
- Many writers find it useful to put their article aside for a few days after the first draft to better help with revision.
- Another suggestion: Ask a peer to read and comment on your paper.
- Please ensure that every Figure or Table is referred to somewhere in the article.
- Please refrain from using underlining, quote marks, punctuation, or italics for emphasis.
- By addressing a current issue, you will help to engage readers. That said, please avoid statements that may become outdated (e.g.: “this summer” or “as of Sept. 12”).
- If you use “tracking” while writing your story, please make sure all changes have been finalized and the tracking has been turned off before submission.

Formatting Guidelines

Please follow the format below for your white paper.

Paper Title

Author 1, Author 2

Name of Organization

Abstract: An abstract of no more than 200 words should be provided here. Simply replace this italics text with your Abstract.

Body Text: This is the preferred file format for submission of your paper. Please prepare your paper in **MS Word .doc format**. This document defines the preferred style to be used to format your paper for submission to Government by Example.

Paper length and style: The paper should be no more than **2000 words** in length, including title and main text and tables. Tables and figures must be placed in their proper location within the paper. Text should be in clear, concise, grammatical English, using US spelling. We suggest writing in a relaxed, conversational tone. This helps to make your article more accessible to the readers. SI units should be used. Where acronyms are used, their full expression should be given when first used, with the acronym in brackets following. The standard paragraph format is 10 pt Arial with preceding 6 pt space.

Filenames: For ease of identification, please use the **principal author's surname as the filename** for your paper

Footnotes: Generally, try to avoid footnotes by including attribution within the context of your article. If you include footnotes, place them at the END of your article. Footnotes should be numbered consecutively with superscript Arabic numerals. We prefer the humanities style for endnotes, as in the Chicago style manual.

Author details: Please include a 50-word biography about the author(s) at the bottom of the story (included in 2000 wordcount). It should include name, title, company, and background. For co-authors, allow a total of 80 words.

Quotations: If the quotation is less than 2 or 3 lines, then it should be included in the main text enclosed in single quotation marks. If the quotation is more than 2 or 3 lines, then it should be separated from the main text and indented.

Bulleted lists: Sometimes a bulleted list will help readers understand a series of statements. Please keep such lists brief, and limit bulleted lists to one or two short lists per article.

- Item 1
- Item 2
- Item 3



Figures and tables:

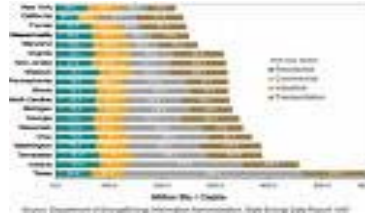


Figure 1: Captions and titles for figures and tables

We encourage the use of 1-2 graphics with each story. If you would like to deviate from that, please consult with an editor prior to submission. Please include a short caption describing the image and citing the source of your data. Illustrations should be numbered consecutively throughout the text. If using copyright material from a third party, please include their written permission for use with your article. The paper's length should be adjusted for the number of illustrations.

Please also submit images/charts/graphs as separate high resolution image files (jpg., gif.,png., tiff, eps.).

References: Please use the author-date citation system and include an alphabetical reference list of all works cited. References should be listed in alphabetical order in the reference list.

An example is as follows:

Style for book:

Chandler, Alfred (1977). *The Visible Hand*. Cambridge: Belknap Press.

Style for report:

Federal Trade Commission, Bureau of Economics (1979). *The Economic Structure and Behavior of the Natural Gas Production Industry*. Staff Report.

Style for journal article:

Henderson, J.S. (1986). "Price Determination Limits in Relation to the Death Spiral." *The Energy Journal* 7(3): 150-200.

Style for book with an organisation, association or corporation as author:

Institution of Civil Engineers (1993) *ICE Conditions of Contract*. 6th edition. London: Telford.

Style for chapter or article in a book:

Porter, M.A. (1993) *The modification of method in researching alternative energy*. In: Burgess, R.G. (ed.) *The research process in educational settings: ten case studies*. London: Falmer Press, 35-47.

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Hastings, William (2004) *Renewable Energy*. Available from <http://www-304.ibm.com/isv/tech/validation/energy> [accessed 5 January 2009].