

**How your laptop  
costs Starbucks  
\$0.5M in  
electricity bills?**

REPORT FROM  
NADIR SAMET, AFTER  
HAVING A CUPPA



**HOW "CHOPE"  
CAUSES  
STARBUCKS TO  
LOSE MORE**



**URA PUSH FOR  
MORE GREENERY  
FIND OUT HERE**



**LAUNCH EVENT  
(NEW VENUE)  
19 JUNE 2014  
@ IKKI (METROPOLIS)**

# SUN DAY NEWS



**THIS LAPTOP  
COULD COST  
STARBUCKS (up to)  
\$0.5M per  
year in  
electricity bills**



## “Congrats to Rob for having the most energy efficient laptop”

- NADIR SAMET, 28.

*NOTE: The following article and research came about one day while we were having a cuppa at a Starbucks cafe and noticed that almost everyone around us, including us, was plugged into Starbucks power plugs and happily using the power supply while enjoying their coffee.*

Imagine if 4 of us (Rob, Nadir, Pierrick, Alvin) were camping 7 days a week at Starbucks, 8 hours a day at Starbucks, with our laptops plugged in.

It would mean Starbucks would be spending a lot of money for its electricity bills just to power the laptops in its cafe. In fact, it could cost up to 1/2 million dollars a year!

Here's the calculations:

Consumption of Rob's mac air:  $45 \times 8 \times 260 = 93.6\text{kWh}$  - electricity bill = SGD 24.08

Nadir's macbook:  $60 \times 8 \times 260 = 124.8\text{kWh}$  - electricity bill = SGD 32.11

Pierrick's macbook pro:  $85 \times 8 \times 260 = 176.8\text{kWh}$  - electricity bill = SGD45.49

Alvin's acer aspire:  $90 \times 8 \times 260 = 187.2\text{kWh}$  - electricity bill = SGD48.17

So, first, congratulations to Rob for having the highest energy efficient laptop amongst the four of us.

Thus, if 4 of us were camping at Starbucks all the year (Assumption: Using 260 days for the entire year, and not including the weekends, though we might actually still be in Starbucks lol), it would have an impact of SGD149.85 on its electricity bills.

Starbucks stores currently have an average of just over 500 customers per day.

Let's take 100 customers per Starbucks store in Singapore. On Feb 14, 2014, Starbucks opened its 100th store in Singapore.

If we were all working in Starbucks in Singapore with laptops as efficient as Rob's:

$100 \times 100 \times 93.6 = 936,000\text{kWh} = 936\text{MWh}$ .

It would have an impact of more than SGD240,000 on Starbucks electricity bills for the Singapore market.

If we were using the likes of Alvin's computers, it would be almost 1/2 million Singapore Dollars!

Ps: We need to provide Alvin a more efficient laptop! lol

(ARTICLE & RESEARCH BY NADIR, SOLARPVEXCHANGE BUSINESS DEVELOPMENT MANAGER)

The following article just demonstrates how else we siphon off Starbucks' juice/profits :)

Note: we are not related to Starbucks in any way and the articles are merely meant for a fun read with no malice intended.

## “Students shouldn't hog seats at restaurants while 'pretending' to study”

- STOMPER KINGKONG

**S**TOMPer kingkong is peeved

at seeing students hogging seats for long periods of time at food outlets such as Starbucks and McDonald's, on the pretext of studying. The STOMPer feels that this is a selfish act on the part of the students as it deprives genuine customers from getting a seat to have their meal. kingkong said: "I am sick and tired of seeing

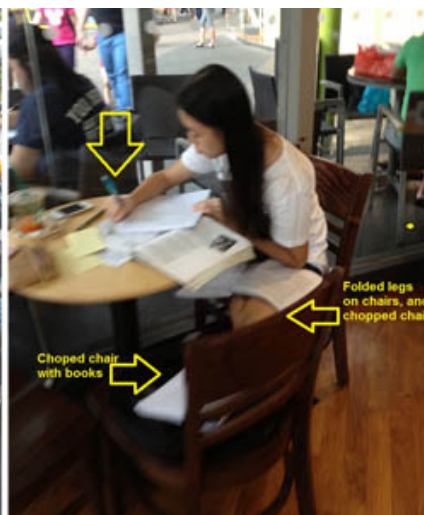


people taking up limited seats at various food outlets such as Starbucks, McDonalds and etc. for an unreasonably long period of time in the name of 'studying' when they are mostly socialising or doing things other than studying at the expense of genuine customers looking for seats to have a meal." "If these people wish to study, there are plenty of libraries around Singapore where they can study their brains out for as long as they wish, or they can study at their own home." "It is just pure selfishness for people to be spending hours at such popular outlets and depriving genuine customers of a seat." "Don't they feel any guilt when they are sitting there for hours taking up seats when they have already long finished their meal and there are people desperately looking for seats to have a meal?" "Especially during peak hour periods, such as lunchtime." "Are they just going to put on their headphones and pretend (or at least very inefficiently), to be studying with books spread across the table but playing with their iPhone.

(ARTICLE TAKEN OFF STOMP SITE: Posted on 04 July 2012)



Folded legs on chair



Chopped chair with books

Folded legs on chairs, and chopped chair

**OTHER WAYS WHICH STARBUCKS IS LOSING MONEY - THROUGH 'CHOPE\* (Pic taken from STOMP website)**

\*CHOPE is a Singapore term which means reserving seats or space with the use of tissues, bags, etc.

Next, on a more serious note, we found an article taken off from ChannelNewsAsia website, which might spell good news for building owners wishing to go green.

<http://www.channelnewsasia.com/news/singapore/green-elements-a-must-for/1149126.html>

## Green elements a must for more developments in Singapore: URA

SINGAPORE: In its push to introduce more greenery in the Republic's urban landscape, the Urban Redevelopment Authority (URA) on Thursday (June 12) unveiled enhancements to its Landscaping for Urban Spaces and High Rises (LUSH) programme.

In a statement, the URA said LUSH 2.0 will cover more geographical parts of Singapore, and include more development types from the original scheme.

Come Sept 12 this year, new private buildings and redevelopments will be required to replace the greenery they have displaced in building their projects, it said.

For instance, the landscape replacement policy originally applied only to new developments in areas around Marina Bay, Kallang Riverside and Jurong Gateway.

With the enhancement, the policy will extend to all new developments and redevelopments in:

### *Marina South*

#### *Part of Orchard Planning Area*

*Two mixed-use parcels along Orchard Boulevard in Paterson Hill*

*Subzone Woodlands Regional Centre*

*Punggol Creative Cluster*

*Tampines Regional Centre*

*Paya Lebar Central*

*Commercial and mixed-use developments within 19 Town Centres, including Sembawang, Yishun, Ang Mo Kio, Bedok, Clementi and Bishan*

*Qualifying developments will need to incorporate green landscaping on at least 40 percent of the land area they occupy.*

Commercial and residential developments elsewhere in Singapore will also have to set aside at least 30 per cent of their land area for green spaces.

The URA will extend its Bonus Gross Floor Area (GFA) for Outdoor Refreshment Areas (ORAs) on landscaped rooftops beyond developments that converted their existing roof into a roof garden or green roof. This originally applied only to existing buildings in the Orchard and Downtown Core planning areas. Now, it will extend to new developments and redevelopment proposals, as



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well as commercial and mixed use developments in parts of the Singapore River.

"This encourages new building owners to incorporate rooftop ORAs and required landscaping as part of their overall designs of the development from the start. In this way, we will be able to realise more of such green rooftop features," said the URA statement.

URA CEO Ng Lang said the enhanced programme is an effort involving many partner agencies, developers and building owners. "Through LUSH 2.0, we hope to bring greenery literally to greater heights in Singapore," he said.

National Development Minister Khaw Boon Wan had on Thursday lauded the impact LUSH had on the urban landscape, noting that the programme has added more than 40 hectares of green spaces within Singapore's urban environment.



## Upcoming Event: (NEW VENUE)

19 June 2014 (Thursday)

7-9pm @ **IKKI Japanese Restaurant & Bar**  
(@Metropolis, drop off @ BuonaVista MRT Singapore)

This coming Thursday, we will be launching our brand new site with new features for our initiators, installers, partners and media at IKKI Japanese Restaurant & Bar (@Metropolis, which also happens to have a solar PV roof & a BCA Green Mark Platinum Award)



For those of you who have RSVPed, remember to turn up early and have a chat with others who have already installed solar about their experience. Also you will meet some of the established solar installers who can share with you some of their past projects and last but not least, speak to Dr Thomas and his team from SERIS (*Solar Energy Research Institute of Singapore*), who can share more on solar PV best practices.

At the event, you can also learn how you can use the platform to get an instant quote on your solar PV installation and find credible installers for your roof.

FYI, we have changed our venue to IKKI Japanese Restaurant & Bar due to the overwhelming response we received. Thanks to all who have RSVPed and see you this Thursday.

So far, our invitations are closed but we think we can still squeeze in a few more, given that we have moved to a bigger venue.

1. [pierrick@solarpvex.com](mailto:pierrick@solarpvex.com)

2. [nadir@solarpvex.com](mailto:nadir@solarpvex.com)

3. [alvin@solarpvex.com](mailto:alvin@solarpvex.com)

*Coming up in our next newsletter...*

*What if the World Cup was competed on alternative energy? Who would go to the finals and win?*

*Can I sell my unused solar energy back to the grid? How much can I actually save? (sorry, I know we were supposed to feature this article in this newsletter but we promise to put this article in our next newsletter... no more delays, we promise)*

*Solar Finance your Solar PV installation and pay nothing upfront... Is that possible? (We will feature this in our August/Sep issue along with our solar financing tool on our site)*



*Last but not least, if you have any questions about solar, or would like us to come to your school or workplace to explain to you or your friends/colleagues on how we can do our part to reduce our carbon footprint through the use of sustainable energy, email me [rob@solarpvex.com](mailto:rob@solarpvex.com) and I will do the rest :)*

*Till the next time and thanks for reading,*

*Rob Khoo, Managing Director (SolarPVExchange)*

Tell your friends about [www.solarpvexchange.com](http://www.solarpvexchange.com) and see how easy it is to get an estimate costs on your solar PV installation and your savings.

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