



Your program,  
*powered by ENERGY STAR*

Make your energy program simple and effective  
with America's top energy efficiency brand

# Contents

1. The picture of success
2. ENERGY STAR ... your guide to energy savings
3. Why choose ENERGY STAR?
4. Choose your own adventure

# The picture of success

# The ideal ...

- clean air
- green jobs
- growing economy
- resilience



# The reality ...

- huge scope
- short timeframe
- limited resources
- resistance to change



# The path to success

1. Ways to motivate *people* to save
2. Broad reach
3. Transparency
4. Demonstrate results in 18 months or less

# ENERGY STAR ... your guide to energy savings

# ... more than just Portfolio Manager

## energy

Step 1:

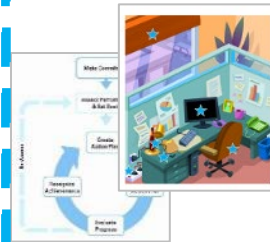
Collect the data



## transparency

Step 2:

Communicate the data to the right people at the right time in the right way to motivate action





# The biggest little label in energy efficiency



7 billion  
products



2.3 million  
new homes



41,000  
buildings



250 industrial  
plants

# And it's more than just a label...



ENERGY STAR ... your guide to energy savings





# Why choose ENERGY STAR?

ENERGY STAR is ...

low-risk

simple

cost-effective

low-risk

simple

cost-effective

An established program.

- 20-year track record
- Bi-partisan market support
- Proven results

low-risk

simple

cost-effective

Every year, ENERGY STAR certified buildings and plants save more than **118 MMTCO<sub>2</sub>e**.

That's equal to the emissions from nearly **18 million homes** every year (electricity).

... or from nearly **25 million passenger vehicles**

... or from **33 coal-fired power plants**

You'd have to grow **3 billion tree seedlings** for 10 years to sequester that much carbon.



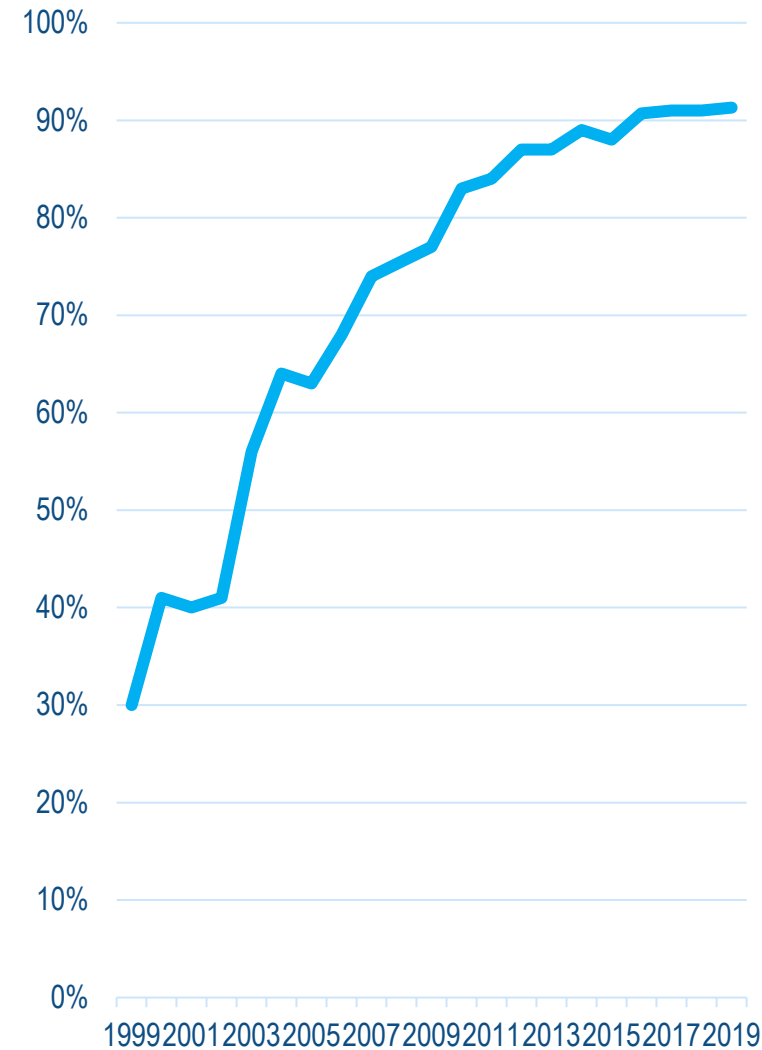
low-risk

simple

cost-effective

## A top American brand.

- ENERGY STAR enjoys wide trust and acceptance.
- You don't need to spend time or resources building awareness, understanding, or credibility.



low-risk

simple

cost-effective

ENERGY STAR reaches  
**1.5 billion**  
people every month

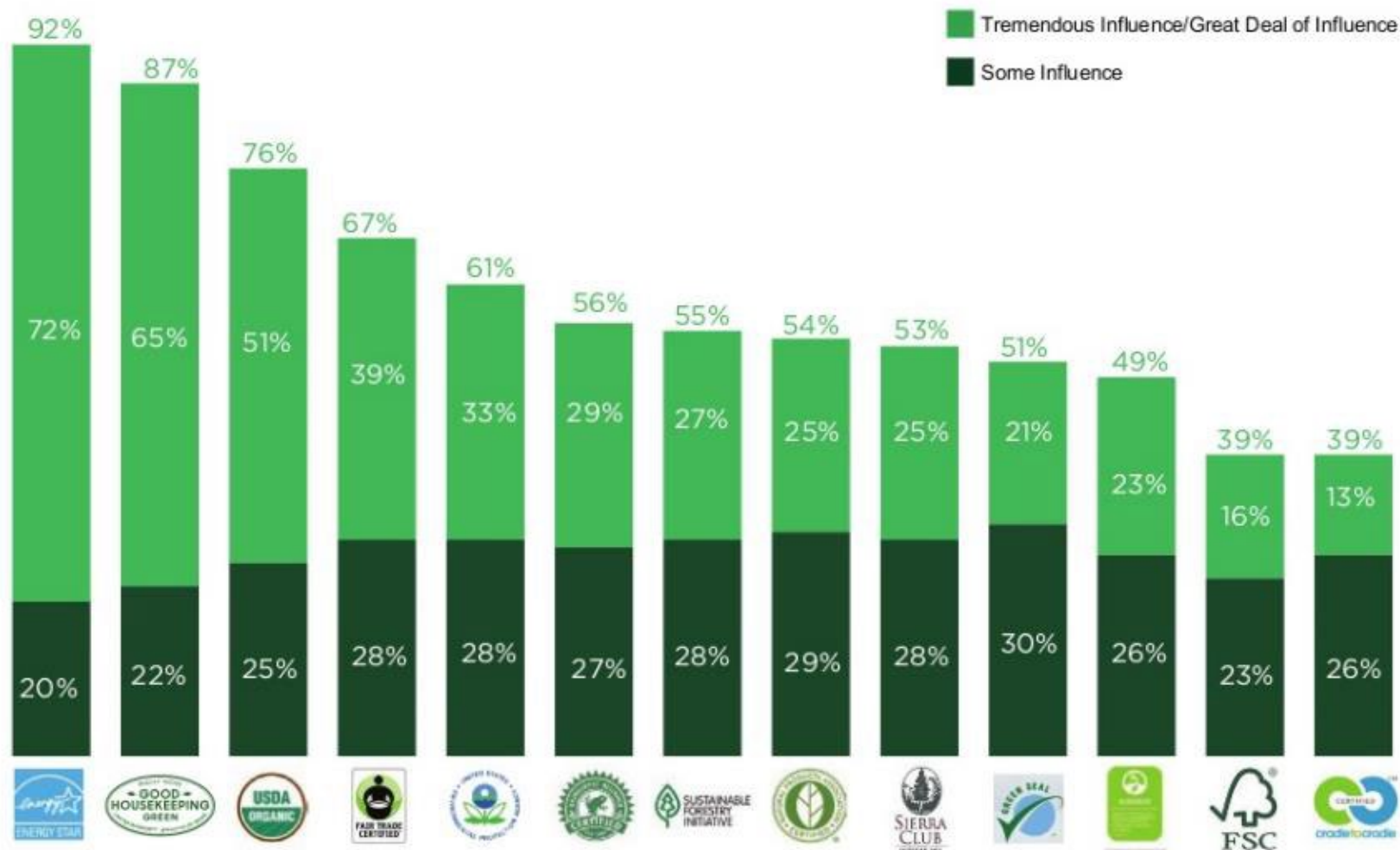


low-risk

simple

cost-effective

# Minimize risk



low-risk

simple

cost-effective



low-risk

simple

cost-effective



low-risk

simple

cost-effective

Your stakeholders  
**know and trust**  
ENERGY STAR

low-risk

simple

cost-effective

## Instant credibility.

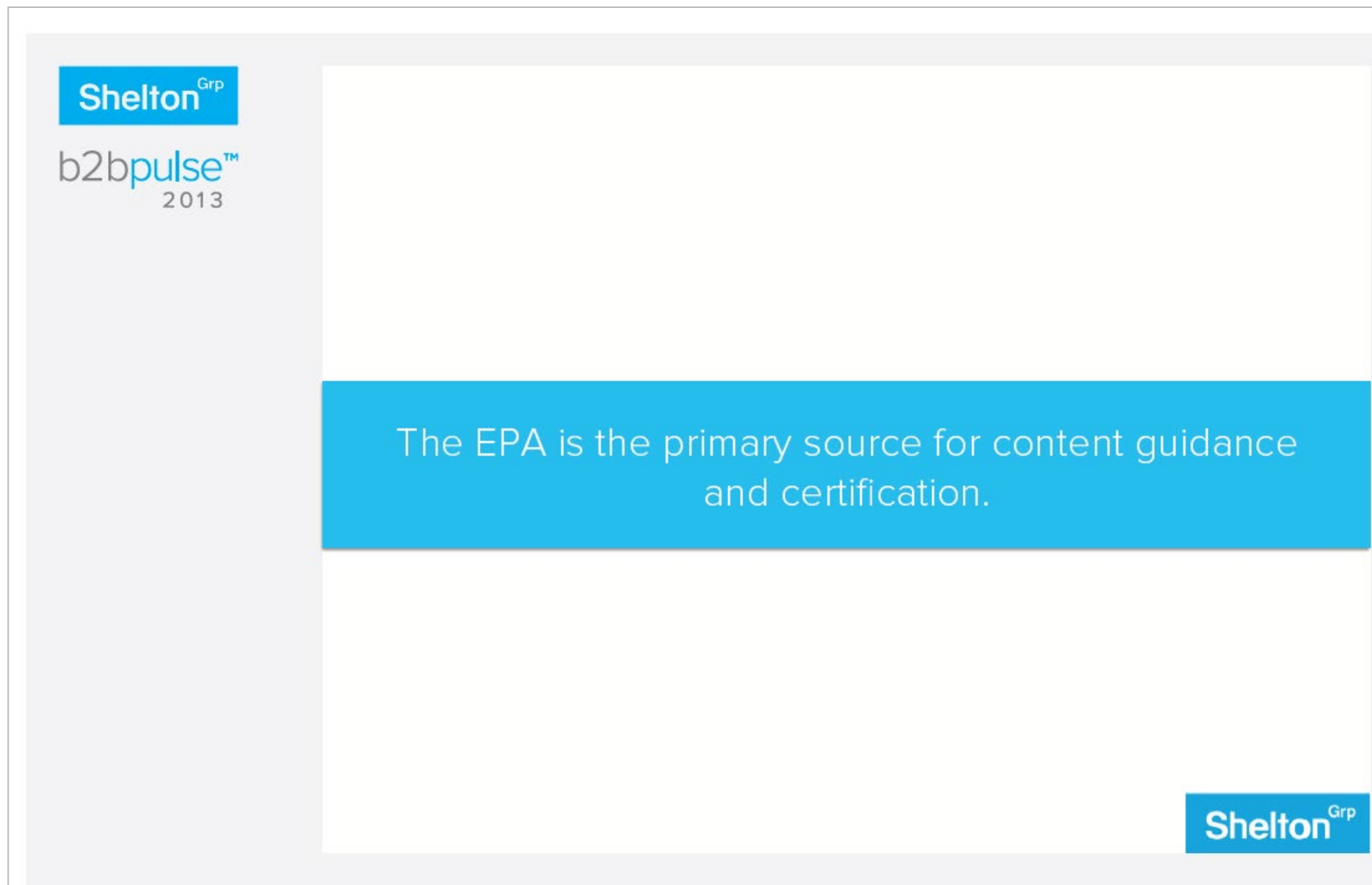
- Backed by the U.S. EPA
- Conveys objectivity and transparency



low-risk

simple

cost-effective



low-risk

simple

cost-effective



A common language.

Understood, accepted, and actionable by consumers, businesses, utilities, tenants, managers, and the media

low-risk

simple

cost-effective

- **Real savings:** ENERGY STAR certified buildings use, on average 35% less energy
- **Environmental benefit:** They cause, on average, 35% fewer greenhouse gas emissions
- **Higher Rent:** ENERGY STAR certified buildings rent for 6.5% more
- **Higher Selling Prices:** ENERGY STAR certified buildings sell for 12.9% more
- **Financial Performance:** A \$1-per-sq. ft. savings in office buildings increases cash flow by \$0.95 and asset value by \$13 per square foot



low-risk

simple

cost-effective



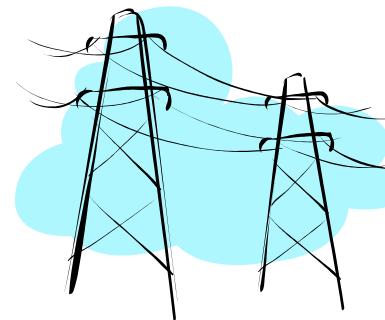
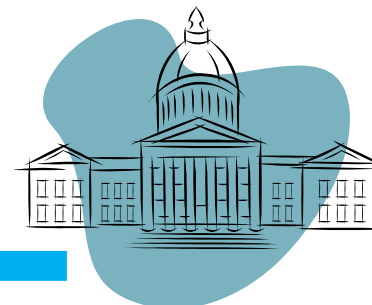
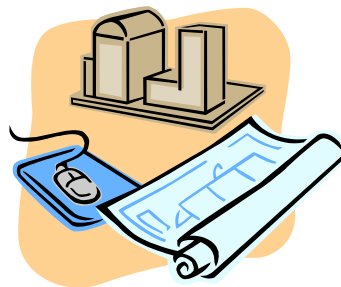
A common platform.

- Free
- Performance metrics and information
- Industry-standard benchmarking tool

low-risk

simple

cost-effective



low-risk

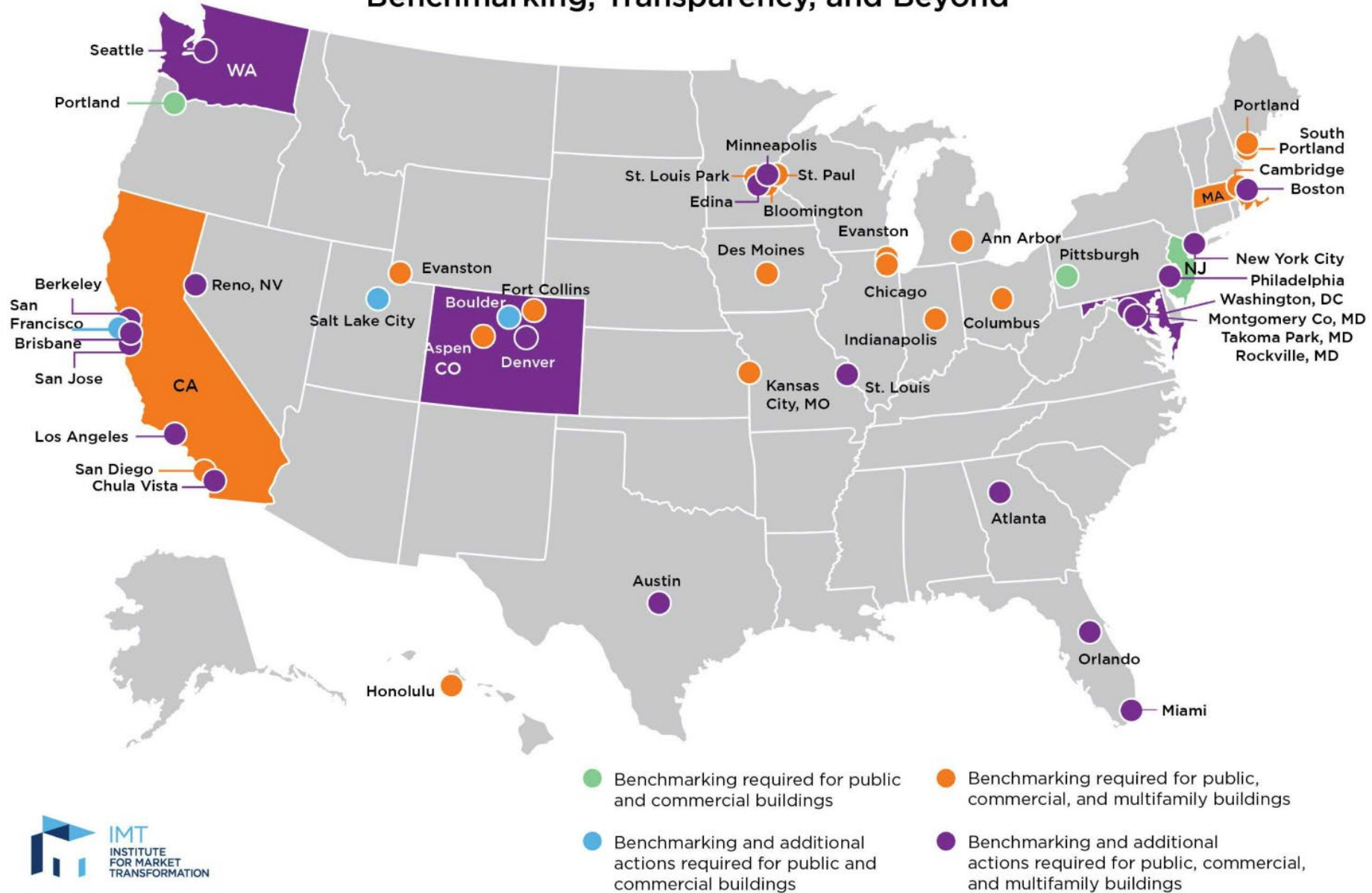
simple

cost-effective

## An active network.

- A network of peers who can help you avoid pitfalls and costly mistakes
- A ready-made network of supporters, on the ground, in your state or city

## U.S. City, County, and State Policies for Existing Buildings: Benchmarking, Transparency, and Beyond





HANES  
Brands Inc



TARGET



USAA Real Estate Company

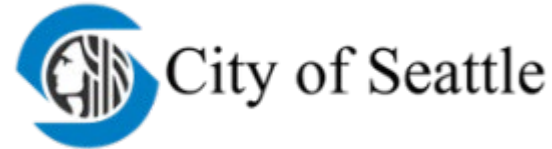
Hines

VORNADO  
REALTY TRUST

sears



CORNING



STAPLES



3M



CBRE

KOHL'S



verizon



low-risk

simple

cost-effective

## Save time, effort and money.

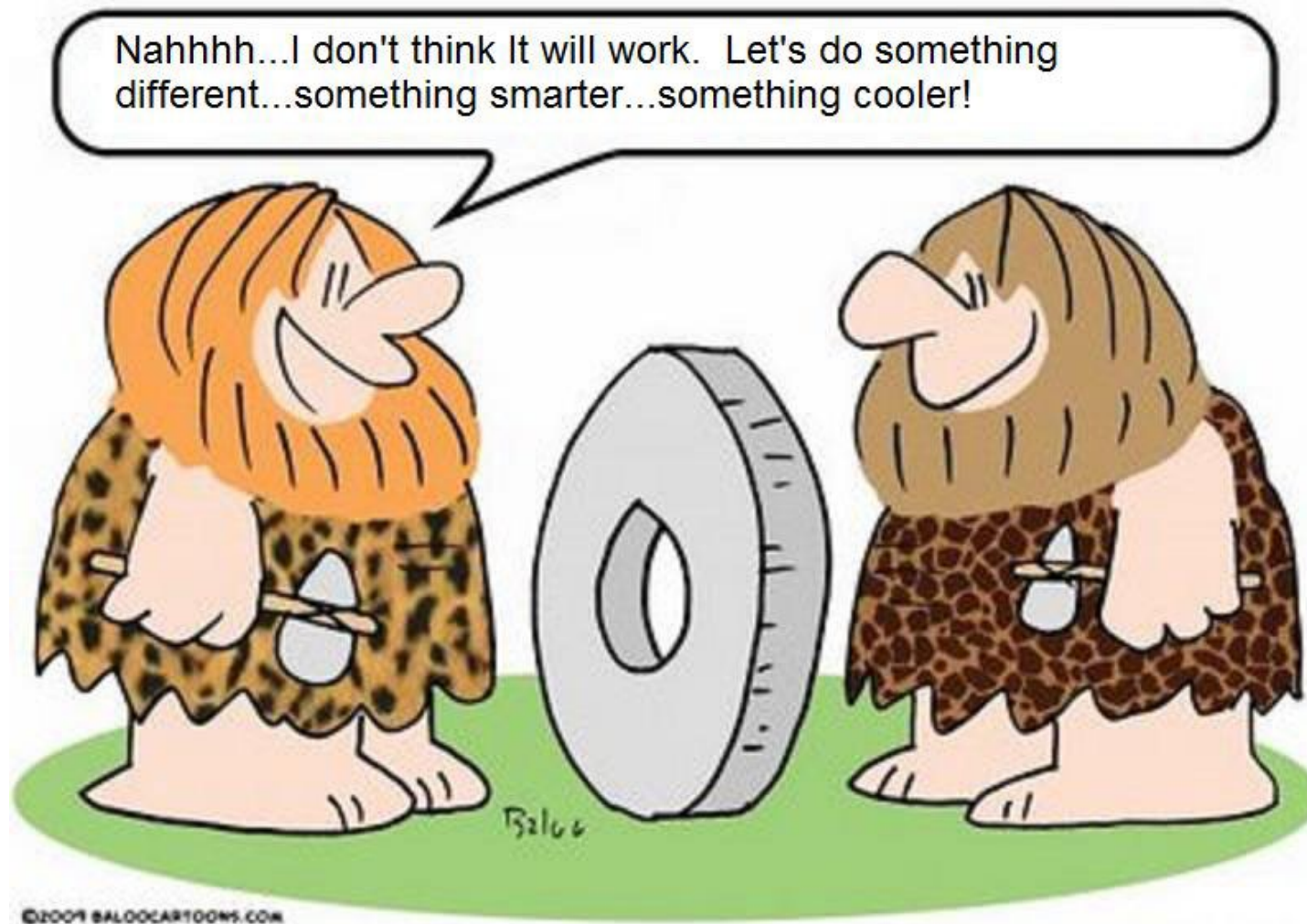
- A proven platform that works
- The largest, most highly leveraged government-sponsored energy program in history
- We've helped cities like yours do the same



low-risk

simple

cost-effective



low-risk

simple

cost-effective

We are here to help you.  
We have no other agenda.





Choose your own adventure

# What do you want to do?

## Unlock the power of information

Recommendations/best practices:  
benchmarking programs

ENERGY STAR Portfolio Manager

1 – 100 ENERGY STAR score, plus 80  
other metrics

ENERGY STAR brand

## Go Beyond Benchmarking

*Unlock the power of information, plus:*

Template energy mgmt. plan

EPA co-branded recognition

Off-the-shelf building improvement  
tools and resources

Harness ENERGY STAR service and  
product provider network

## Transform your market

*Unlock the power of information, Go  
beyond benchmarking,  
plus:*

Recommendations/best practices:  
communicating and motivating

Energy efficiency competition

Recommendations/best practices: get  
utilities to help

Harness ENERGY STAR utility  
network

## Unlock the power of information

Recommendations/best practices:  
benchmarking programs

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ENERGY STAR brand

Recommendations & best  
practices: Implementing voluntary  
or mandatory benchmarking  
programs

## Unlock the power of information

Recommendations/best practices:  
benchmarking programs

**ENERGY STAR Portfolio Manager**

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ENERGY STAR brand



## Unlock the power of information

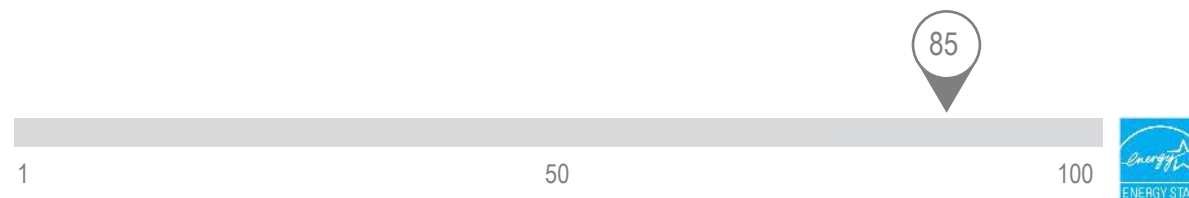
Recommendations/best practices:  
benchmarking programs

ENERGY STAR Portfolio Manager

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ENERGY STAR brand

## The 1-100 ENERGY STAR score



...plus 80 other metrics!

## Unlock the power of information

Recommendations/best practices:  
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ENERGY STAR Portfolio Manager

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other metrics

**ENERGY STAR brand**

## ENERGY STAR brand

- Your program name
- Your program name, powered by  
**ENERGY STAR**
- An ENERGY STAR program

## Go beyond benchmarking

*Unlock the power of information,  
plus:*

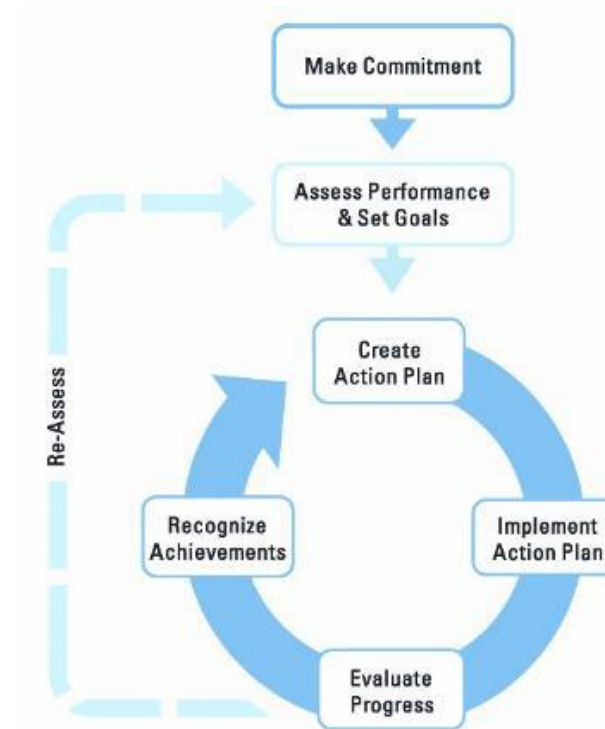
**Template energy mgmt. plan**

EPA co-branded recognition

Off-the-shelf building  
improvement tools and resources

Harness ENERGY STAR service  
and product provider network

## Template energy management plan



## Go beyond benchmarking

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Template energy mgmt. plan

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## EPA co-branded recognition





## Go beyond benchmarking

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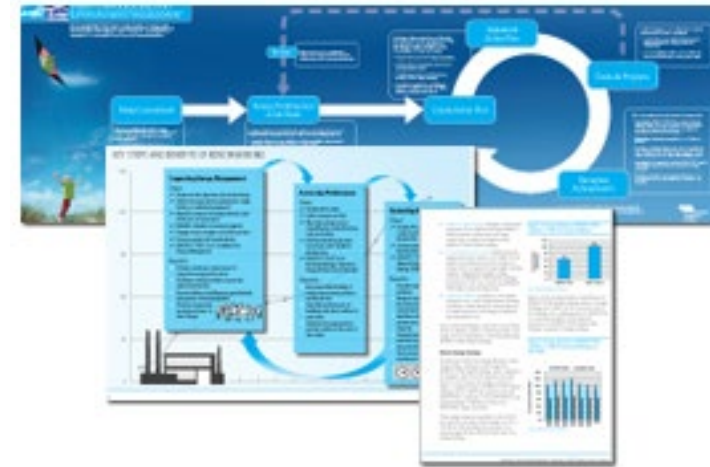
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## Off-the-shelf building improvement tools and resources



## Go beyond benchmarking

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Off-the-shelf building  
improvement tools and resources

**Harness ENERGY STAR  
service and product provider  
network**

## Harness ENERGY STAR service and product provider network



# Transform your market

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plus:*

**Recommendations/best practices:  
communicating and motivating**

Energy efficiency competition

Recommendations/best practices: get  
utilities to help

Harness ENERGY STAR utility  
network

Recommendations/best practices:  
communicating and motivating



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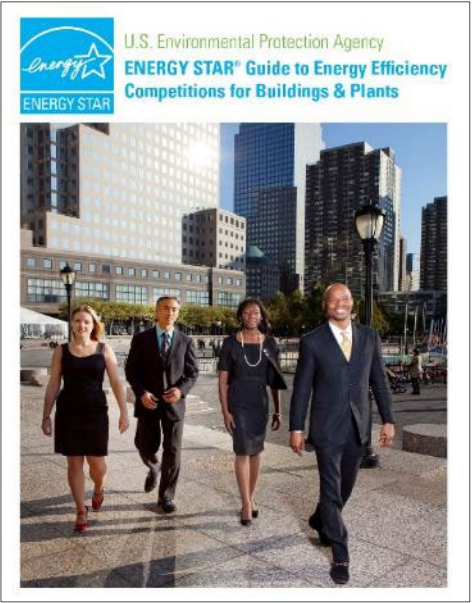
## Energy efficiency competition

Recommendations/best practices: get

Recommendations/best practices: get utilities to help

## Harness ENERGY STAR utility network

## Energy efficiency competition

[illegible]

# Transform your market

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Recommendations/best practices:  
communicating and motivating

## **Energy efficiency competition**

Recommendations/best practices: get  
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Harness ENERGY STAR utility  
network

# Energy efficiency competition

[Your Organization] Presents



## YOUR COMPETITION NAME HERE

An ENERGY STAR®  
Battle of the Buildings™ Competition



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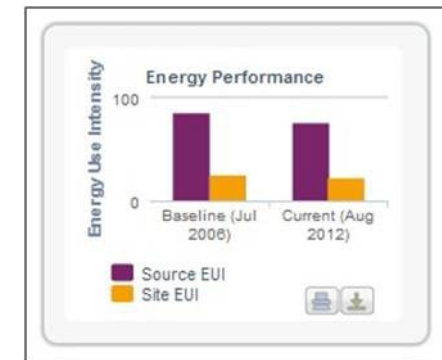
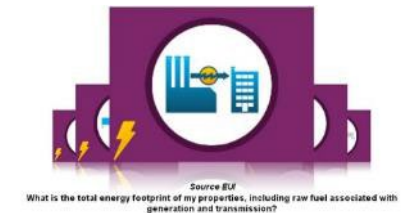
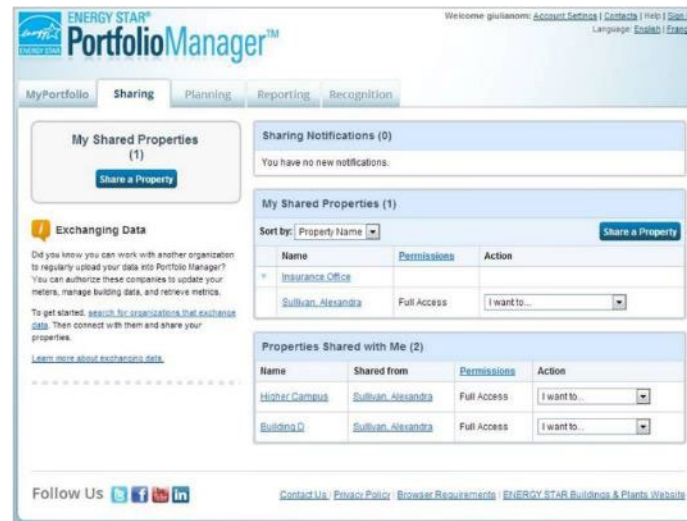
Recommendations/best practices:  
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Recommendations/best practices:  
get utilities to help

Harness ENERGY STAR utility  
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## Recommendations/best practices: Get utilities to help





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Energy efficiency competition

Recommendations/best practices: get  
utilities to help

**Harness ENERGY STAR utility  
network**

## Harness the ENERGY STAR utility network





# Customize your program

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## Go Beyond Benchmarking

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