



1A. Using Competitions and Voluntary Campaigns to Motivate Change

*ENERGY STAR Commercial & Industrial
Buildings Partner Meeting
October 11, 2012*

Why Competitions?



Because to the average person,

ENERGY EFFICIENCY IS BORING!!!!

“Energy Efficiency . . . has an image problem. It lacks pizzazz, that certain je ne sais quoi, that ooh la la sex appeal that makes us pay attention and act.”

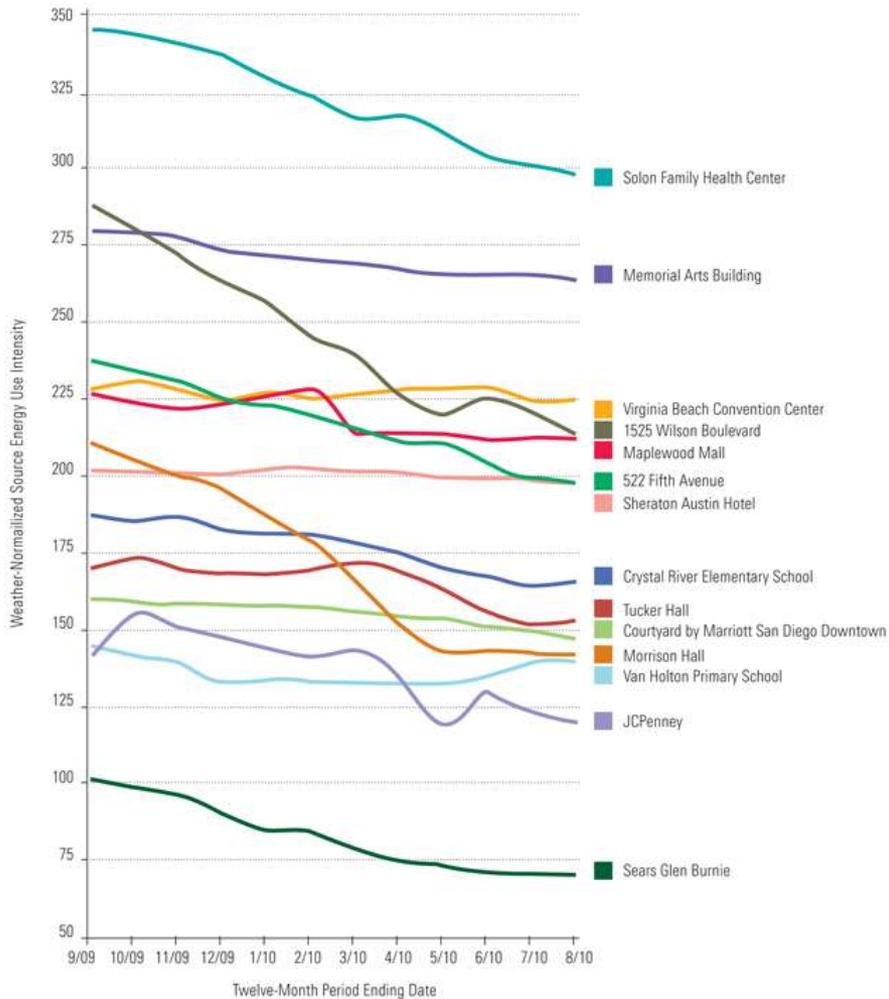
-- Renewable Energy Alaska Project (REAP) Energy Efficiency is “Sexy” Photo Contest

Why Competitions?

- Flexible platform
- Fun
- Camaraderie and stronger relationships
- Source of momentum
- Positive publicity and media exposure
- **THEY WORK!!!!!!**

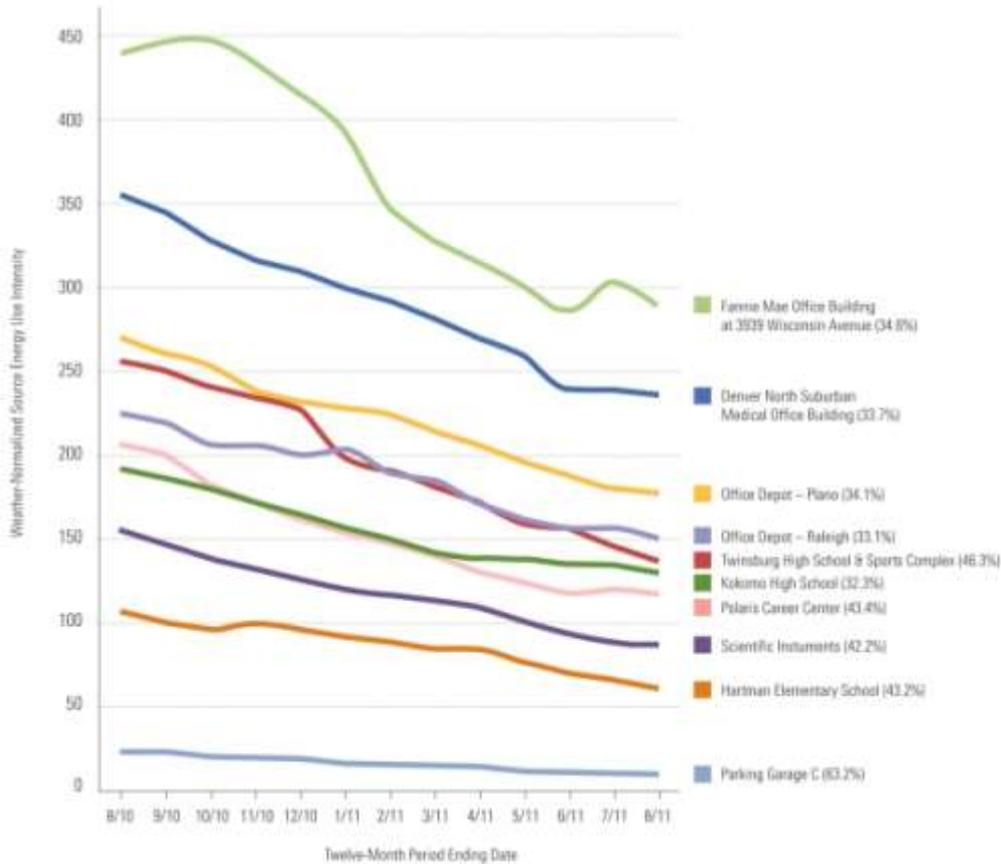


2010 Results



- Together, in one year, the 14 competitors saved:
 - 44 million kBtu
 - Nearly 5,000 metric tons of greenhouse gas emissions
 - More than \$950,000

2011 Winners



In 2011:

- 245 competitors saved **240 million kBtu** of energy and **\$5.2 million** on utility bills
- Top 10 finishers saved **30% or more**
- 75 competitors saved **10% or more**

Remember:

- 30% of energy consumed in commercial and industrial buildings is wasted
- Reductions of 10% in energy use can be possible with little or no cost

2011 Winners



**University of
Central Florida,
Parking Garage C**
Orlando, Fla.
63.2%



**Twinsburg High
School &
Sports
Complex**
Twinsburg, Ohio
46.3%



**Polaris Career
Center**
*Middleburg
Heights, Ohio*
43.4%



**Hartman
Elementary
School**
Wylie, Tex.
43.2%



**Scientific
Instruments**
*West Palm Beach,
Fla.*
42.2%



**Fannie Mae
Office Building
at 3939
Wisconsin Ave**
Washington, D.C.
34.6%



**Office Depot,
Plano**
Plano, Tex.
34.1%



**North
Suburban
Medical Office
Building**
Thornton, Colo.
33.7%



**Office Depot,
Raleigh**
Raleigh, N.C.
33.1%

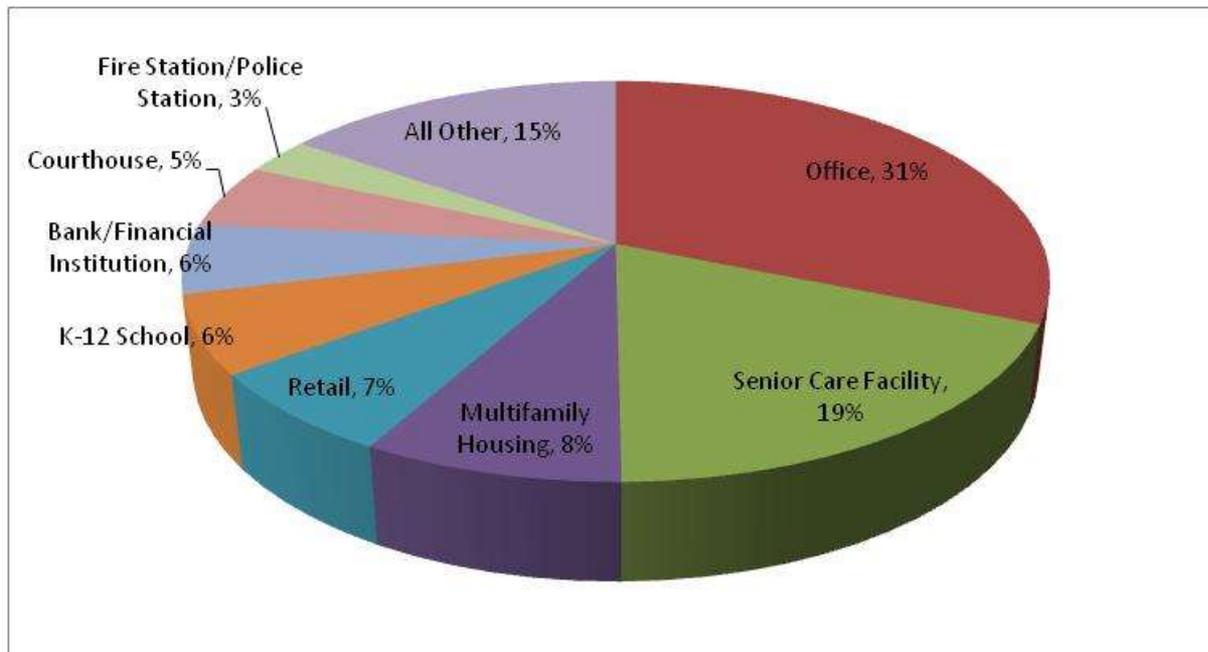


**Kokomo High
School**
Kokomo, Ind.
32.3%

2012 National Building Competition Applicant Summary



- More than 3,000 buildings were entered into the 2012 competition, compared to 245 in 2011
- Roughly one-third of 2011 competitors returned for another year of competition



2012 National Building Competition Applicant Summary



- Applicant Statistics:
 - All 50 states and several territories are represented in the competitor pool, with greatest representation from TX, CA, FL, AZ, CT, NY
 - Roughly 40 building types are represented, with greatest representation from office, senior care, multifamily residential
 - Several organizations submitted portfolios of more than 100 buildings, including GSA, Webster Bank, JCPenney, City of Phoenix, Brookdale Senior Living, and Sunrise Senior Living

Energy Efficiency Competitions are Everywhere



“We all know that energy efficiency makes good business sense as well as good environmental sense, but a contest like this is a great way to help companies get started.”

- Judy Pofert, president and CEO of Northern States Power Co.- Minnesota, an Xcel Energy company (March 2012)





ENERGY STAR Guide to Energy Efficiency Competitions for Buildings & Plants

www.energystar.gov/competitionguide



U.S. Environmental Protection Agency
ENERGY STAR® Guide to Energy Efficiency
Competitions for Buildings & Plants



Guide Outline

- The guide will help you understand how to:
 1. Set Goals
 2. Define the Playing Field
 3. Dedicate Resources
 4. Recognize Participants
 5. Keep Score
 6. Plan the Launch
 7. Get the Word Out
- ENERGY STAR Resources for Competitions
- **Appendix:** ENERGY STAR Competition Workbook