



# ENERGY STAR 2009

## Program Update & Discussion

Monthly Partner Web Conference  
January 21, 2009

Call-in number: 888 299 3188  
Conference Code 202 343 9965#

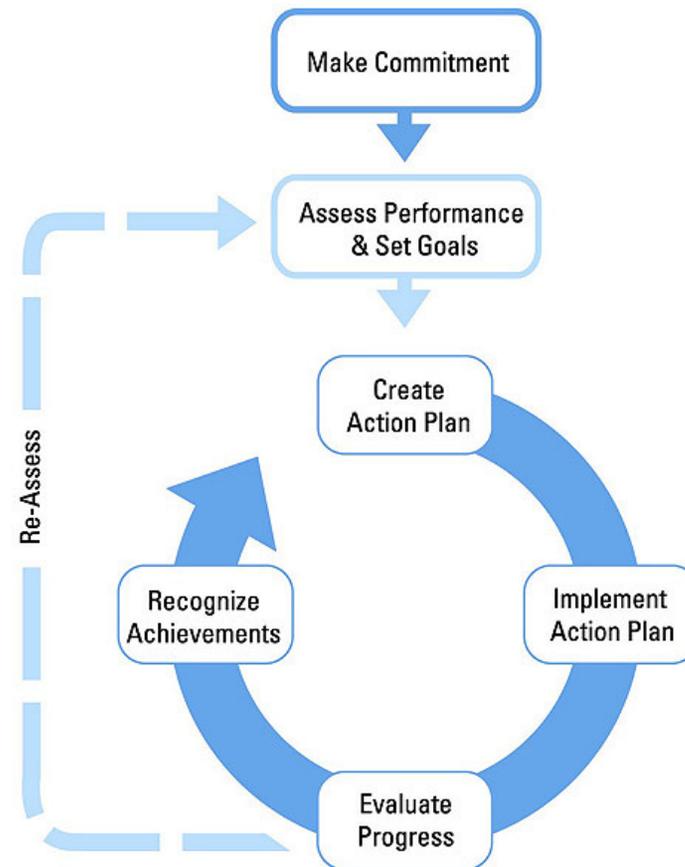


Learn more at [energystar.gov](http://energystar.gov)

# About The Web Conferences



- Monthly
- Topics are structured on a strategic approach to energy management
- Help you continually improve energy performance
- Opportunity to share ideas with others
- Slides are a starting point for discussion
- Open & interactive



# Web Conference Tips

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- Mute phone when listening! Improves sound quality for everyone.  
Use \* 6 – to mute and # 6 to un-mute
- Hold & Music – If your phone system has music-on-hold, please don't put the web conference on hold!
- Presentation slides will be sent by email to all participants following the web conference.

# Today's Web Conference

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- Welcome
- Jean Lupinacci – Overview of Achievements & Commercial Sector Updates
- Betsy Dutrow- Industrial Sector
- Questions & Discussion
- Announcements



In 2007, U.S. businesses and consumers saved \$16 billion in energy costs with the help of ENERGY STAR



Learn more at [energystar.gov](http://energystar.gov)



... and reduced GHG emissions equivalent to the emissions of 27 million cars



# Efficiency on the Horizon

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- **Economic Stimulus Package**
  - State and local governments lead energy efficiency retrofits
- **Climate Change Legislation**
  - Clean Air Act
  - New legislation
- **Strengthen financial value**
  - Reduce unnecessary expense from energy waste

# Trends in Energy Management



What you are accomplishing:

## ◆ Internal Management

- Energy disclosure through benchmarking
- Incentives from improvement
- Aggressive goal
- Aggressive improvements: 30% portfolio-wide savings
- Educating employees and customers
- Energy linked to climate strategy and green buildings
- Establish energy targets for new buildings

## ◆ Partnerships and Leveraging

- State and local energy efficiency initiatives
- Coordination with utility programs, association trainings and service providers
- Supplier networks



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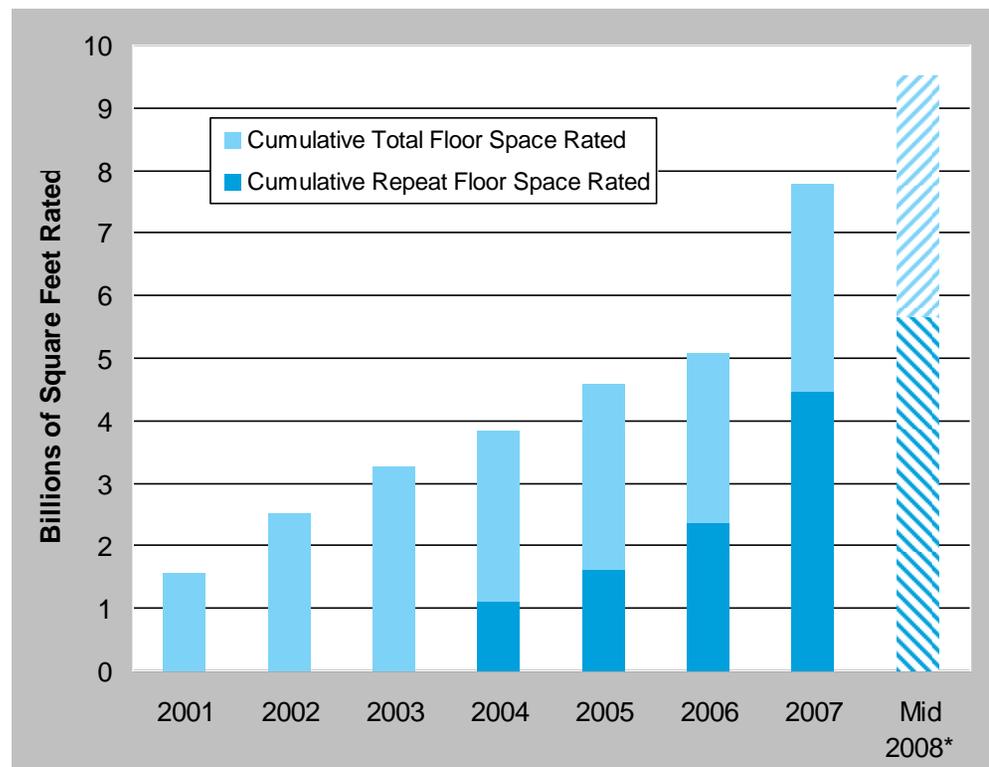
# Commercial & Institutional Sectors News

# Building Rating Activity Gains Momentum



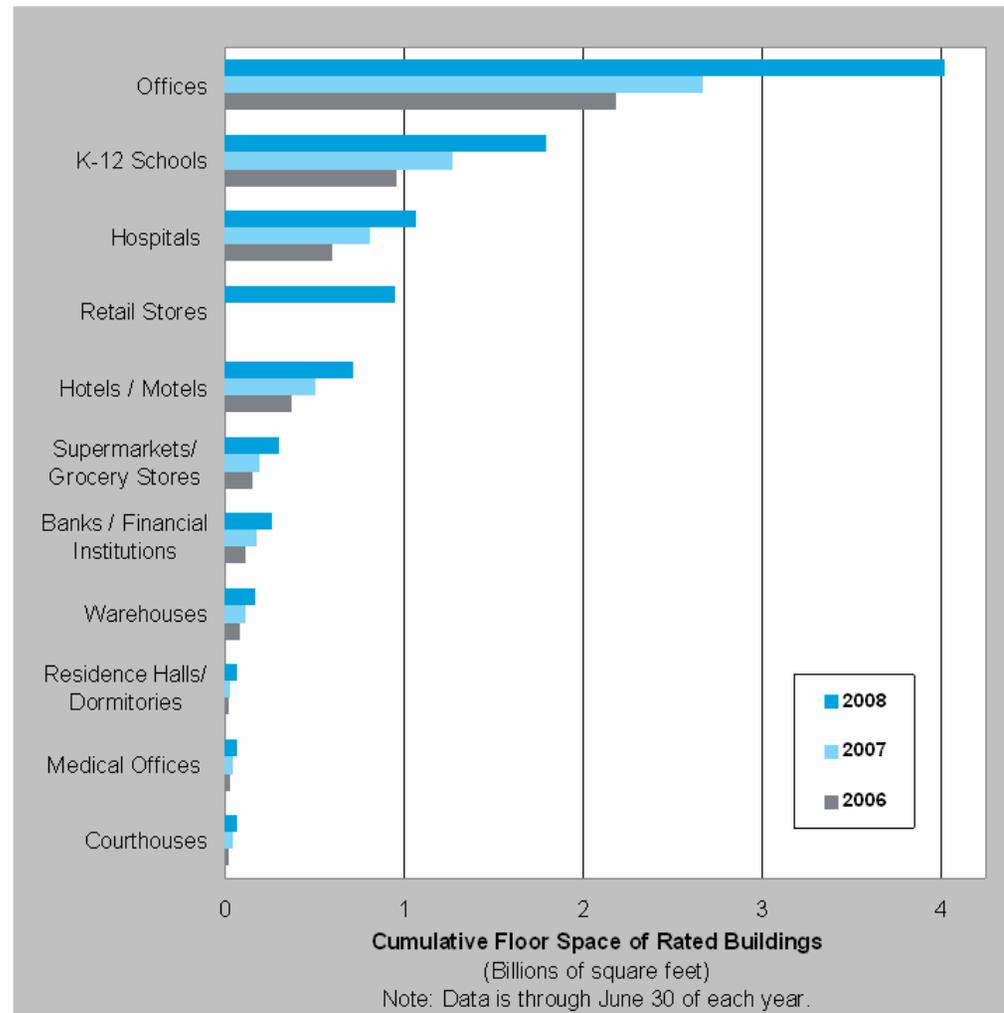
## Trends:

- ~9.5 billion square feet rated through June 2008
- 25% increase in 6 months
- More than 13% of commercial floor space



\* Note: 2008 data through June 30, 2008

# Cumulative Floor Space of Rated Buildings



# ENERGY STAR Label 2008



- Number of buildings and plants earning the ENERGY STAR doubled
- More than 6,200 facilities bear ENERGY STAR label
- 1 billion square feet of space top energy performers
- New ENERGY STAR decals

# ENERGY STAR Decals



First-ever ENERGY STAR qualified facility door decal



# ENERGY STAR Leaders



- **65 partners** recognized as ENERGY STAR Leaders for making 10, 20, 30% improvement or top portfolio.
- Reduced greenhouse gas emissions equal to those from more than 35,000 homes
- Organizations achieving new milestones; 30% milestone level achieved
- K-12 school districts lead recognition.

# ENERGY STAR in Your Community



1,500  
individuals and  
organizations  
take the  
ENERGY  
STAR Challenge



# Voluntary Initiatives: Influence Schools and Communities



Wisconsin Office of the Lt. Governor - Issue Spotlight - Windows Internet Explorer

http://ltgov.wisconsin.gov/issues\_view.asp?issueid=27&locid=126

File Edit View Favorites Tools Help

Google G wisconsin lt governor Go

Wisconsin Office of the Lt. Governor - Issue Spotlight

**Office of the Lieutenant Governor**

JOIN OUR MAILING LIST

Choose County

**"We have entered the new energy economy. Already in Wisconsin, energy efficiency and locally produced, renewable fuels are helping businesses grow and create new jobs."**  
~ Lt. Governor Barbara Lawton

| Home | Welcome | About Barbara | About the Office | Blog | News | Services | For the Media | Photos | Contact Us |

**Lt. Governor Lawton's Energy Star School Challenge**  
Thursday, April 24, 2008

**100 school districts. 10% more efficiency. 1 year.**

*"Some Wisconsin school districts have already taken the lead in energy efficiency, reducing their carbon footprint and redirecting money not spent on energy to the classroom. I challenge 100 Wisconsin school districts to repeat their success, to commit to improve each district's energy efficiency by 10 percent."* – Lt. Governor Barbara Lawton

According to the Environment Protection Agency, U.S. schools currently spend \$6 billion a year on energy costs, more than they spend on textbooks and computers combined. Inefficient technologies and building design rob them of an average of

Internet 100%

Slide 7 of 24 6\_es\_template\_052008 English (U.S.)

start Jean Lupinacci - In... Instant Messaging ... Wisconsin Office of ... PIMA presentation ... Chamber of comme... 10:32 AM

65  
Districts  
Partner

225  
ENERGY  
STAR  
Labels

2 ENERGY  
STAR  
Leaders

# Voluntary Initiatives: Influence Schools and Communities



- **Louisville example pilot city with EPA**
  - Improve own buildings
  - Reach out to business community
  - Mayor Abramson hosts all metro real estate associations at energy efficiency meeting
  - State coordination
- **Kilowatt Crackdown**
  - Year-long competition;
  - Report monthly energy usage, and reduce
  - Utility (LG&E) provide energy bills
  - Entire school district entered (150 schools)
  - State energy office involved
  - Recognition and prizes



January 2009- January 2010

# Legislation: Reach Beyond State Buildings

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## District of Columbia:

- The Green Building Act of 2006 requires District-owned commercial buildings to be “Designed to achieve 75 points on the EPA national energy performance rating system as determined by the ENERGY STAR Target Finder tool” and be benchmarked annually using EPA’s Portfolio Manager.
- Clean and Affordable Energy Act of 2008 requires that, beginning in 2010, eligible privately-owned commercial buildings be benchmarked using Portfolio Manager on an annual basis. Statements of energy performance will be published on a publicly available online database.

# Online Media Outlets



Nearly 5.5 million impressions in first eight weeks of coverage!

# ENERGY STAR PSA Campaign



**Name:** TRANSWESTERN

**name and mission:** Reducing energy efficiency and reducing property operating costs for 200+ corporate clients, 11,000 accounts, and thousands of individual customers.

**impact to date:** 30% energy savings | \$40 million in utility bills

**next project:** Getting local chains for the best

**JOIN TRANSWESTERN IN THE FIGHT AGAINST GLOBAL WARMING.** Transwestern is one of thousands of organizations saving energy with help from EPA's ENERGY STAR Program. That means lower energy bills for TRANSWESTERN's clients and a cleaner environment for all of us. Learn how your organization can be a part of the solution at [energystar.gov](http://energystar.gov).



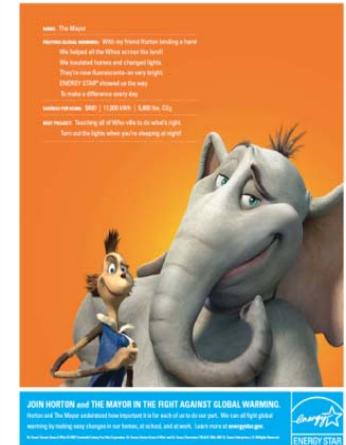
**Name:** PepsiCo Green Team

**FIGHTING GLOBAL WARMING BY:** Empowering employees to help make their facilities and manufacturing processes more energy efficient.

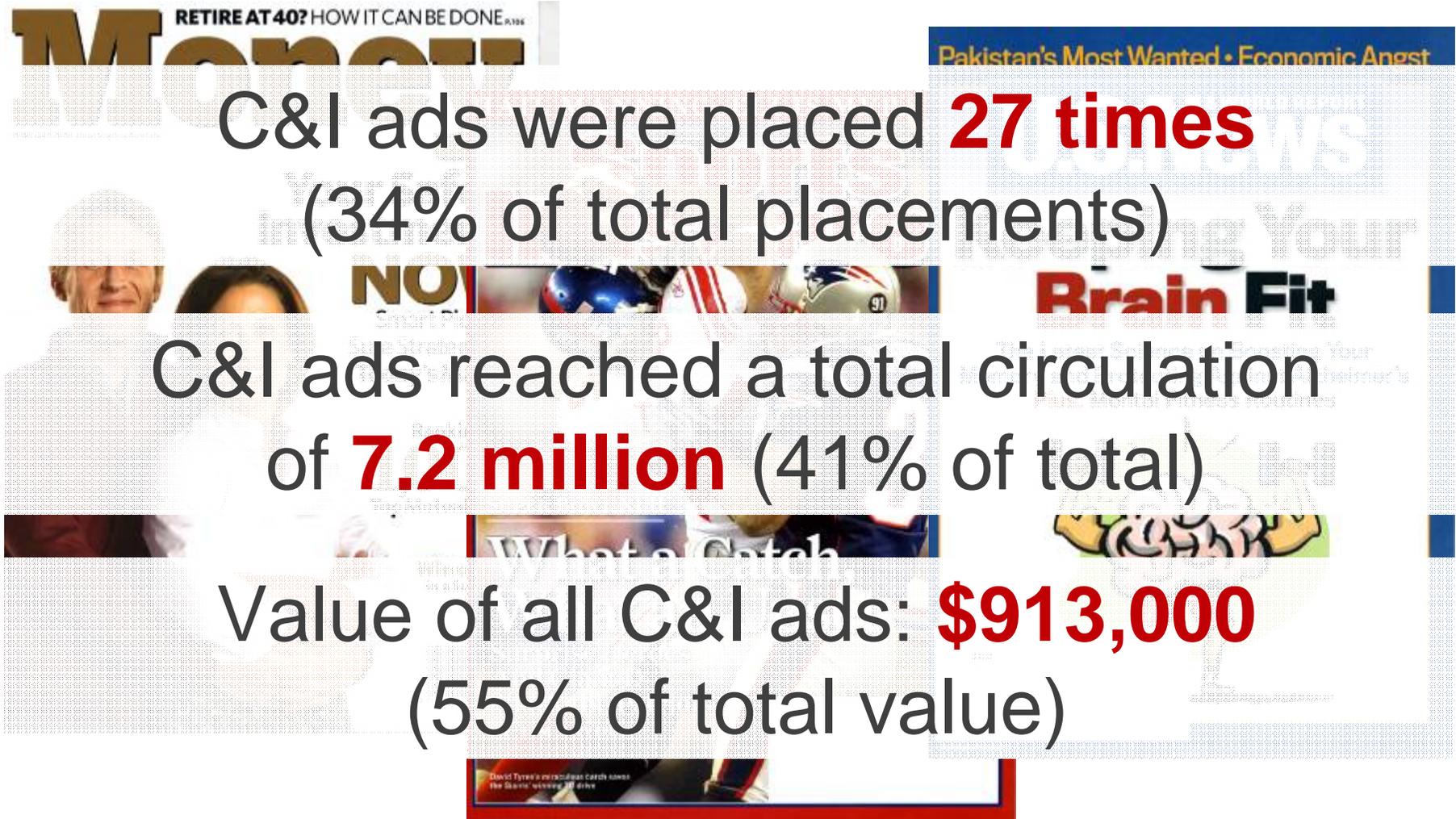
**SAVINGS SINCE 1999:** \$179 million | 20 trillion Btu | 3 billion lbs. CO2

**NEXT PROJECT:** Winning the softball championship

**JOIN PEPSICO IN THE FIGHT AGAINST GLOBAL WARMING.** PepsiCo is one of thousands of organizations saving energy with help from EPA's ENERGY STAR Program. That means lower energy bills for PepsiCo and a cleaner environment for all of us. Learn how your organization can be a part of the solution at [energystar.gov](http://energystar.gov).



# Valuable PSA Placements Across Consumer & Business Magazines



C&I ads were placed **27 times**  
(34% of total placements)

C&I ads reached a total circulation  
of **7.2 million** (41% of total)

Value of all C&I ads: **\$913,000**  
(55% of total value)

# Change the World, Start with ENERGY STAR tour



Kick-off at Plano Balloon Festival  
co-sponsored by JCPenney



# In 2009

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- Look for ENERGY STAR program enhancements

# Portfolio Manager Enhancements



- **Increased Reporting Features**
  - Sharing information from EPA's system
  - Reports for energy management; local government
- **Additional Ratings**
  - From private data sources:
    - Data centers (1/10)
    - Assisted Living (7/10)
    - Other potential: automobile dealership
  - From CBECS:
    - Religious worship (7/09)
  - International
    - Canadian rating
- **Incorporate Target Finder into Portfolio Manager**
  - Save building energy use targets to manage design to operation
- **Support/improve Automated Benchmarking Services**

# Community Initiatives

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- Expand State and Local Government initiatives:
  - Additional community events/campaigns
  - Economic stimulus projects
  - Launch additional Kilowatt Crackdown type competitions
  
- Watch for mandates to drive efficient buildings:
  - Executive Orders (CA, OH, VA)
  - Legislation for new construction, energy performance disclosure, top performance (DC, MN)

# Communicate Energy Performance



## ENERGY PERFORMANCE STATEMENT

### 2008

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One Washington Plaza  
1234 New Hampshire Avenue, NW  
Washington, DC

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Building ID: DC00001

**U.S. Environmental Protection Agency's Energy Performance Scale**  
 The energy use of this building has been measured using the U.S. Environmental Protection Agency's (EPA's) Energy Performance Scale of 1–100, with 1 being the least energy efficient and 100 the most energy efficient. For more information, visit [energystar.gov/buildingrating](http://energystar.gov/buildingrating).

This building's score

22

1

Least Efficient

50

Average

100

Most Efficient

This building uses 342 kBtu per square foot per year.\*  
\*Based on source energy intensity

Buildings with a score of 75 or higher may qualify for EPA's ENERGY STAR®.

I certify that the information contained within this statement is accurate and in accordance with U.S. Environmental Protection Agency's measurement standards, found at [energystar.gov](http://energystar.gov).

Date of certification

United States Environmental Protection Agency

In compliance with the District of Columbia Clean and Affordable Energy Act of 2008  
 For more information, visit [www.dc.gov](http://www.dc.gov)



In compliance with the District of Columbia Clean and Affordable Energy Act of 2008  
 For more information, visit [www.dc.gov](http://www.dc.gov)

# Utilities Offerings

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- Offer incentives for energy efficiency:
  - Retro commissioning programs
  - Technical assistance
- Utility bill data access:
  - Establishing best practices for providing billing data for customers
  - Automating billing transfer into Portfolio Manager- expand providers

# Service and Product Providers

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- Enhance ability to find service and product providers that have done the most:
  - Benchmarking services
  - Portfolio-wide improvements
  - ENERGY STAR labeling
    - Improving performance
    - Verifying application

# Outreach

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- Provide networking, benchmarking data and tailored resources:
  - Multifamily
  - Restaurants
  - Data centers
  - Hospitality/stadiums

# Technical Guidance

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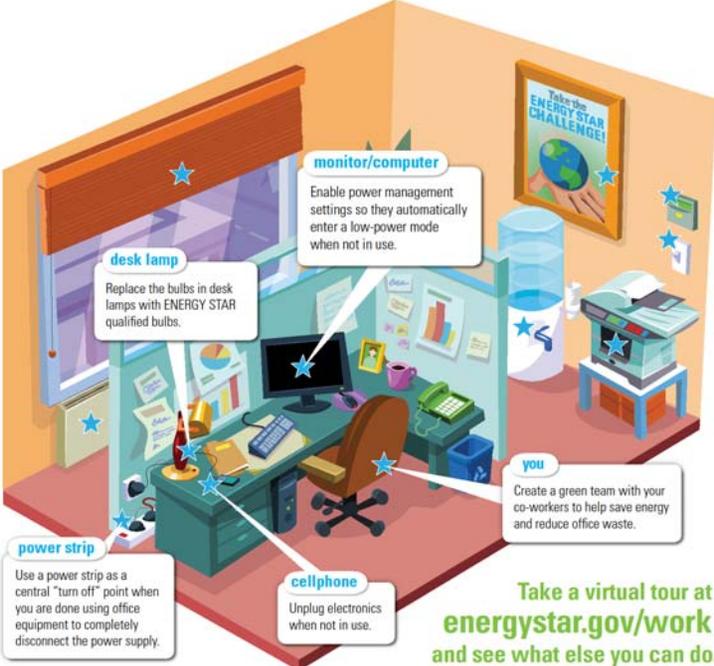
- What Next? How to Improve Low Ratings
- Networking Sessions
- Revamped training modules
- PE Training

# Bring Your Green to Work Poster



 **Bring Your GREEN TO WORK**  
ENERGY STAR  with ENERGY STAR®

The small steps you take at work to save energy can make a big difference in the fight against global warming.



**desk lamp**  
Replace the bulbs in desk lamps with ENERGY STAR qualified bulbs.

**monitor/computer**  
Enable power management settings so they automatically enter a low-power mode when not in use.

**power strip**  
Use a power strip as a central "turn off" point when you are done using office equipment to completely disconnect the power supply.

**cellphone**  
Unplug electronics when not in use.

**you**  
Create a green team with your co-workers to help save energy and reduce office waste.

**Take a virtual tour at [energystar.gov/work](http://energystar.gov/work) and see what else you can do.**

ENERGY STAR® is a U.S. Environmental Protection Agency program helping businesses and individuals fight global warming through superior energy efficiency.

 Office of Air and Pollution • For more information [www.energystar.gov](http://www.energystar.gov) • call 1-888-873-8849 • 60522 EPA 430 01 00-02 • December 2009 • Recycled/Recyclable • Printed with Vegetable Oil Based Ink on Recycled Paper (Minimum 75% Post Consumer Content)



# A Sneak Peek at 2009 Communications



ENERGY STAR Labeled facilities press release

Quarterly communications webinar

“Designed to Earn” press release

“Bring Your Green to Work” Web quiz

“Green Team” checklist

Reorganize Web site communications resources

Stadium and transit terminal backlit posters

Small Business/Congregations press release

Leaders press release



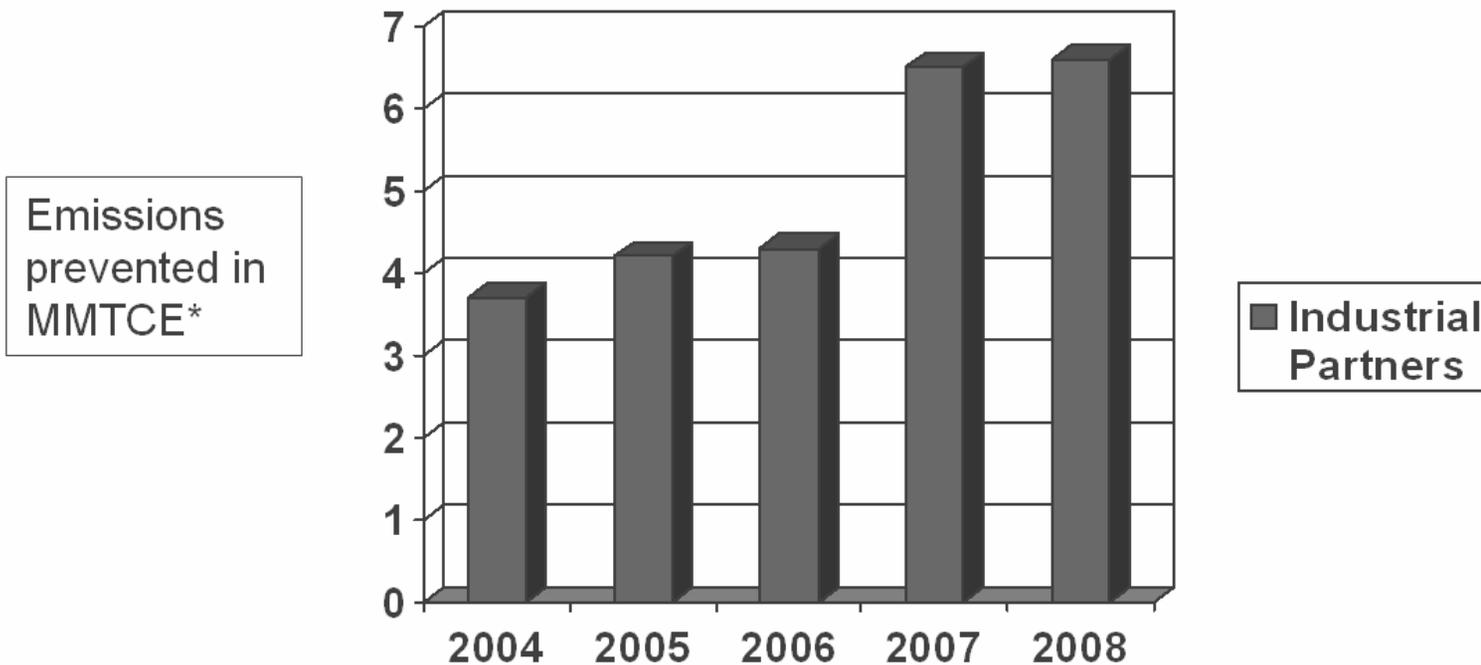
# Industrial Sector News

# ENERGY STAR

## industrial partner achievements



Industrial partners continue to reduce GHG through greater energy efficiency.



\*million metric tons of carbon equivalent

# Industrial focuses



- Existing focuses continue to make progress
- We launched a new focus in 2008: steel



Steel focus  
kickoff,  
October 2008

# Focus industries



Focus Industry	Year in Progress	Peer Exchange Forum	Energy Guide	Energy Performance Indicator	Plant recognition?
Cement	5	Annual	Complete	Complete	yes
Corn Refining	6	Annual	Complete	Complete	yes
Food Processing	4	Annual	Complete	Under testing	
Glass	4	Annual	Complete	Under testing	
Motor Vehicle	7	Annual	Complete	Complete	yes
Petrochemicals	2	Annual	In development	Under testing	
Petroleum Refining	4	Annual	Complete	Complete	yes
Pharmaceuticals	4	Annual	Complete	Complete	Yes
Pulp & Paper	2	Annual	In development	Under testing	
Steel	1	Annual	In development	Exploring options	



General session



Petrochemicals

**Focus Meetings & Annual Industrial Networking – 2008**



Vehicle assembly



Glass



Cement

# New EPI

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- Pharmaceutical manufacturing plants
  - Released December 2008
  - Applications for the ENERGY STAR being accepted now
  - Press event planned to recognize first labels March 2009

# The ENERGY STAR for Plants



- 31 industrial plants awarded ENERGY STAR in 2008
- Eligibility
  - 75 or better rating based on EPI
  - Certified Statement of Energy Performance
  - Clean environmental record



# New web page

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- Set Goals with ENERGY STAR
  - New page off of [energystar.gov/industry](http://energystar.gov/industry)
  - Shares industrial energy programs' energy efficiency goals
  - Ties to implementation of the Guidelines for Energy Management

# New resources

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- Supply chain working group supporting partner outreach efforts
  - E.g. PepsiCo's expanding supplier program
- New resources for small and medium manufacturers planned for 2009
- Labs benchmarking initiative underway

# Look for in 2009



Plant labeling to be extended to industries with newly completed EPIs

- Completed EPIs anticipated for food and glass sectors



# Networking 2009



## ENERGY STAR at AEE's World Energy Engineering Congress (WEEC)

- Washington, DC, November 2 – November 5, 2009
- ENERGY STAR industrial focuses meet November 2 - 3 for annual meetings and industrial energy manager networking:
  - Cement, motor vehicles, pharmaceuticals, food, petroleum refining, petrochemicals, corn refining, glass, steel
- Open to all focus industries **and industrial partners**
- WEEC technical sessions begin on November 4<sup>th</sup>
  - ENERGY STAR will organize sessions for the conference, presentations by industrial participants
  - Reduced attendance rate at [www.energycongress.com/ENERGYSTAR](http://www.energycongress.com/ENERGYSTAR)
- This will be a great opportunity for networking among a variety of industries

# Industrial brownbags will start up again

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- Industrial Energy Efficiency in Tough Times – February 11<sup>th</sup>
- Industrial partners should provide suggested topics for brownbags to Rebecca Hindin at [hindin.rebecca@epa.gov](mailto:hindin.rebecca@epa.gov)

# New resources & directions: 2009

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- Expanded “In Practice” stories within the Guidelines and in a database format
- Examining potential new focuses for 2009:
  - Metalcasting or printing

# The ENERGY STAR Challenge



- National call to action to improve energy efficiency
- Industrial energy managers a key part of the solution
  - Expanding list of those who want to help support other manufacturers
- National Association of Manufacturers and the ENERGY STAR Challenge
- Partners can leverage the campaign to raise awareness of the need for energy efficiency

# More in 2008

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- Emphasis on partners communicating ENERGY STAR
  - more industrial brownbags
  - new opportunities
  
- What are we missing?????
  - Email ideas to: [dutrow.elizabeth@epa.gov](mailto:dutrow.elizabeth@epa.gov)



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# Questions, Comments, & General Discussion



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Thank you for participating!

# 2009 Web Conferences



<b>Month</b>	<b>Topic</b>
January	ENERGY STAR Update
February	Designing Energy Efficient Buildings
March	Datacenter Energy Management
April	Disclosing and Communicating Energy Performance Leading Energy Management Programs – The ENERGY STAR Partners
May	Or the Year
June	Solar Strategies
July	Engaging Sites With Performance Data
August	Lighting Technology & Strategies
September	TBA
October	Energy and GHG Management
November	TBA
December	No web conference



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- Thank you!