



# ENERGY STAR 2010

## Program Update & Discussion

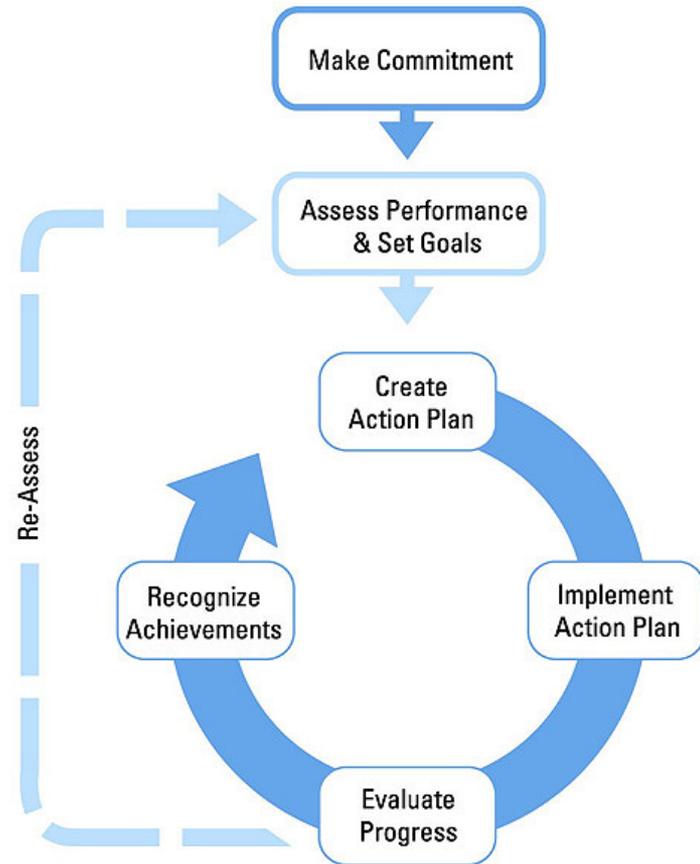
Monthly Partner Web Conference  
January 20, 2010

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

# 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



# Web Conference Logistics



- Phone will be Muted  
To ask a question use **# 6 to un-mute**  
and **\* 6 – to mute**
- Questions – use the chat window or ask question during the Q & A period.
- 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
- Mike Zatz – Commercial Sector
- Betsy Dutrow – Industrial Sector
- Maura Beard – Communications
- Questions & Discussion
- Announcements

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# ***ENERGY STAR***

## ***Commercial & Industrial***

### ***Branch Overview***

# ENERGY STAR Partnership



- State of the Partnership
  - STRONG
- Growth result of new partnerships bringing energy efficiency to their communities:
  - State and local governments
  - Associations
  - Service Providers
  - Public benefits programs

# A Decade of ENERGY STAR Buildings



# Success by the Numbers



Over the past decade, the ENERGY STAR Buildings program has experienced staggering growth by every measure:

- The energy performance of more than **120,000 buildings** (representing nearly 14 billion square feet) has been measured through ENERGY STAR.
- More than **5,000 organizations** have joined the ENERGY STAR buildings program as partners.
- Nearly **9,000 buildings** have earned the ENERGY STAR across all 50 states.
- ENERGY STAR partners in the commercial marketplace have helped prevent greenhouse gas emissions equal to the electricity use of **60 million American homes every year**.

# The ENERGY STAR Approach: Time-Tested and Poised for the Future



The ENERGY STAR approach has not changed in 10 years:

- The power of [collaborative partnerships](#)
- The importance of high-level [organizational commitment](#)
- The value of a good [plan](#)
- A [consistent and objective](#) way to measure [real-world](#) consumption and savings on a continuous basis
- [Recognition](#)

These core values will continue to be of great importance as challenges of an [economic recession](#), growing [concern about climate change](#), consumer [skepticism](#) of green claims by U.S. corporations, and [differing approaches](#) to evaluating a building's energy performance.

# A Decade of ENERGY STAR Buildings: Early Champions



**First ENERGY STAR labeled building:**  
Ridgehaven Green Building  
San Diego, CA



**First hospital:**  
Memorial Hospital of Carbondale  
Carbondale, IL\*



**First financial institution building:**  
114 West 47th Street  
New York, NY



**First hotel:**  
Sheraton Boston  
Boston, MA\*

# A Decade of ENERGY STAR Buildings



## 1900 K Street, Washington, DC

Facility managers raised the energy performance score of 1900 K Street from a 32 to a 75 in just three years.

# A Decade of ENERGY STAR Buildings



## Salt River Materials Group Phoenix Cement Plant, Clarkdale, AZ

Salt River Materials Group modernized its 1950s-era plant to achieve superior energy performance.

# A Decade of ENERGY STAR Buildings: Buildings with 10 Labels



**Phoenix Tower**  
Houston, TX



**6100 Wilshire**  
Los Angeles, CA



**US Airways Corporate Headquarters**  
Tempe, AZ



**10351 Santa Monica Blvd.**  
Los Angeles, CA



**10780 Santa Monica Blvd.**  
Los Angeles, CA

# Unique Market Conditions



- Climate Change
  - Draft legislation
  - EPA Mandatory Reporting Rule
  - Clean Air Act now covering carbon emissions
- Green Buildings:
  - Market expects good energy performers
- Energy Policy:
  - State and local governments require disclosure of energy use
- Financial Value:
  - Demonstrate doing well by doing good.

# Set the Stage for 2010



- ENERGY STAR can help you navigate these changes:
  - Powerful brand
  - Document energy performance and savings
  - New communications materials and media initiatives
  - Facilitate collaborations through ENERGY STAR
- Build upon what has been working for you

# Things to Look for in 2010



- New MOU with Department of Energy
  - Strengthen ENERGY STAR product testing
  - Establish National Building Rating Program
- Collaboration
  - Including internationally
- Reach new market sectors
- Make it easier to tap ENERGY STAR:
  - Portfolio Manager
  - Expanded communications Website

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# ***ENERGY STAR***

## ***Commercial Sector Update***

# Commercial Sectors 2009 Highlights

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- Engaged several new sectors:
  - Entertainment
  - Multifamily housing
- Commercial real estate and K-12 schools activity continues significant growth.
- State and local governments leverage ENERGY STAR resources to support voluntary campaigns and benchmarking mandates.
- ENERGY STAR tools used to support stimulus and other funding programs.

# Engaging New Commercial Sectors



- Entertainment – Significant interest from baseball teams, convention centers, and museums.
  - MLB Benchmarking Group led by St. Louis Cardinals
  - Convention Center Benchmarking Group led by VA Beach Conv. Ctr.
  - Large energy use and opportunity to educate customers on the benefits of energy efficiency at home, work, and play.
- Multifamily Housing - Launched benchmarking in Portfolio Manager.
  - Nearly a dozen optional attributes will help EPA learn more about the sector.
  - As of Oct 2009, **538 communities** comprising almost 70 million sq. ft. benchmarking.

# Commercial Real Estate and K-12 Sector Activity



- Green building movement driving Commercial Real Estate (CRE) sector to ENERGY STAR.
  - ENERGY STAR benchmarking required for LEED: EB O&M and Green Globes.
  - Numerous studies conducted showing that ENERGY STAR buildings are seeing higher rents, occupancy, and resale value.
- K-12 Sector activity driven by several active ENERGY STAR SPP partners.
  - Energy Education, Inc. and Schools for Energy Efficiency (Hallberg Engineering).
  - Both make ENERGY STAR benchmarking and labeling part of their standard services.
- Increased adoption of *Designed to Earn the ENERGY STAR* among active commercial partners.
  - Several key partners active for existing buildings now requiring new buildings be *Designed to Earn the ENERGY STAR*.

# State and Local Governments Leverage ENERGY STAR Resources



- State and local governments focusing on commercial building opportunities – seeking energy savings and emission reductions.
- Believe benchmarking is key first step.
- Some pursuing voluntary campaigns and some going legislative route.
- Recognizing that ENERGY STAR resources (Portfolio Manager in particular) can assist in their efforts.

# State and Local Benchmarking Legislation Summary



Location	Legislation / State Activity	Public Buildings	Private Sector
CA	AB 1103	X	X
DC	Clean and Affordable Energy Act of 2008	X	X
HI	House Bill 1464	X	
MI	EO 2005-4, 2005	X	
OH	EO 2007-02	X	
WA	SB 5854 - 2009-10	X	X
New York City , NY	Greener Greater Buildings Plan, Int. No. 476-A	X	X
Denver, CO	Executive Order 123	X	
Austin, TX	ECAD Ordinance for Owners of Commercial Buildings	X	X
Seattle, WA	Proposed benchmarking and disclosure, voting early 2010	X	X
Portland, OR	Pending benchmarking and disclosure (in planning phase)	X	X
San Francisco, CA	Pending benchmarking and disclosure (in planning phase)	X	X

# Promoting Energy Efficiency with ENERGY STAR



Successful Models:



## Louisville Kilowatt Crackdown

Over 240 Louisville commercial buildings participating (schools, CRE, healthcare, hospitality, and others)

## Chicago Green Office Challenge

Participants benchmarking in EPA's Portfolio Manager to track energy and water use and compile results at the end of the contest period.

**New for 2010:**

Central Florida Kilowatt Crackdown launched!

Successful Model:

## Wisconsin Lt. Governor ENERGY STAR School Challenge

State campaign to challenge 100 new WI school districts to join as **ENERGY STAR** partners and reduce energy use by 10 percent or more. Met participation goal! There are now 110 school district partners in WI.

**New for 2010:**

New Mexico Lt. Governor ENERGY STAR School Challenge launched!

# Louisville Kilowatt Crackdown



- “Louisville Energy Alliance” formed in response to Mayor Abramson’s launch of the ENERGY STAR Challenge to the community.
- The first joint EE campaign led by local chapters of major commercial real estate organizations in Louisville
  - BOMA (Building Owners and Managers Assoc.)
  - CCIM (Certified Commercial Investment Member)
  - ICSC (International Council of Shopping Centers)
  - IFMA (International Facility Management Assoc.)
  - IREM (Institute for Real Estate Management)



# Current Listing of Organizations Leveraging ENERGY STAR



Learn about governments leveraging ENERGY STAR in legislation *and* voluntary campaigns.

(Includes direct links to programs and policies)

POLICIES LEVERAGING ENERGY STAR TOOLS		
State/ Municipality	Policy	Summary
Borough of West Chester, PA	<a href="#">Borough Ordinance</a>	This Ordinance requires new commercial construction to be <b>Designed to Earn the ENERGY STAR</b> and benchmarked annually in EPA's <b>Portfolio Manager</b> .
City of Denver, CO	<a href="#">Executive Order 123</a>	Executive Order 123 requires new construction and major renovations of existing and future city-owned and operated buildings to be <b>Designed to Earn the ENERGY STAR</b> and benchmarked in EPA's <b>Portfolio Manager</b> .
District of Columbia	<a href="#">Green Building Act of 2006</a>	The Green "Designed system as annually in
District of Columbia	<a href="#">Clean and Affordable Energy Act of 2008</a>	The Clean eligible private <b>Manager</b> of a publicly a
State of CA	<a href="#">AB 1103, 2007</a>	Assembly B maintain an nonresident <b>Manager</b> . I or operator prospective
State of MI	<a href="#">EO 2005-4, 2005</a>	Executive O establish a Department government benchmark
State of OH	<a href="#">EO 2007-02</a>	Executive O <b>Manager</b> a baselines a
CAMPAIGNS AND INCENTIVE PROGRAMS LEVERAGING ENERGY STAR TOOLS		
State/ Municipality	Policy	Summary
City of Albuquerque, NM	<a href="#">Green Path Program</a>	This program encourages and facilitates the voluntary design and construction of energy-efficient buildings that meet measurable criteria, which includes earning <b>Designed to Earn the ENERGY STAR</b> through EPA's <b>Target Finder</b> .
City of Chicago, IL	<a href="#">Chicago Green Office Challenge</a>	Participants in the Chicago Green Office Challenge to track energy and water use during the contest period. Challenge will use EPA's <b>Portfolio Manager</b> and compile results at the end of the
City of Louisville, KY	<a href="#">Louisville Kilowatt Crackdown</a>	Participants in the Louisville Kilowatt Crackdown will track their building's energy performance using EPA's <b>Portfolio Manager</b> and work to improve performance during the campaign period. The competition is open to owners and managers of all commercial buildings in the city.
City of Portland, OR	<a href="#">BOMA Energy Showdown</a>	Participants in the BOMA Portland Office Energy Showdown will track their building's energy performance using EPA's <b>Portfolio Manager</b> and work to improve performance during the campaign period. The competition is open to owners and managers of commercial offices.
City of San Francisco, CA	<a href="#">Earth Hour 24x7 Energy Challenge</a>	Participants in the San Francisco Earth Hour 24x7 Energy Challenge will track their building's energy performance using EPA's <b>Portfolio Manager</b> and work to improve performance during the campaign period. The competition is open to owners and managers of office buildings, hotels, retail stores, hospitals, medical office buildings, supermarkets, and schools.
City of Seattle and King County, WA	<a href="#">BOMA Kilowatt Crackdown</a>	Participants in the BOMA Seattle/King County Kilowatt Crackdown will track their building's energy performance using EPA's <b>Portfolio Manager</b> and work to improve performance during the campaign period. The competition is open to <b>owners and managers of commercial offices</b> .
State of NM	<a href="#">HB 534: Sustainable Building Tax Credits</a>	To qualify for income tax credits, applicants must demonstrate that the commercial building is 50 percent more efficient than an average building of the same type using EPA's <b>Target Finder</b> .
State of NJ	<a href="#">NJ Pay for Performance Program</a>	Under the Pay for Performance program, commercial building owners are given technical assistance with developing and implementing an Energy Reduction Plan to reduce energy use by 15 percent or more. Participants benchmark energy use in EPA's <b>Portfolio Manager</b> to verify the required 15 percent threshold savings.

[www.energystar.gov/government](http://www.energystar.gov/government)



# Use of ENERGY STAR Tools in Stimulus and Other Funding Programs

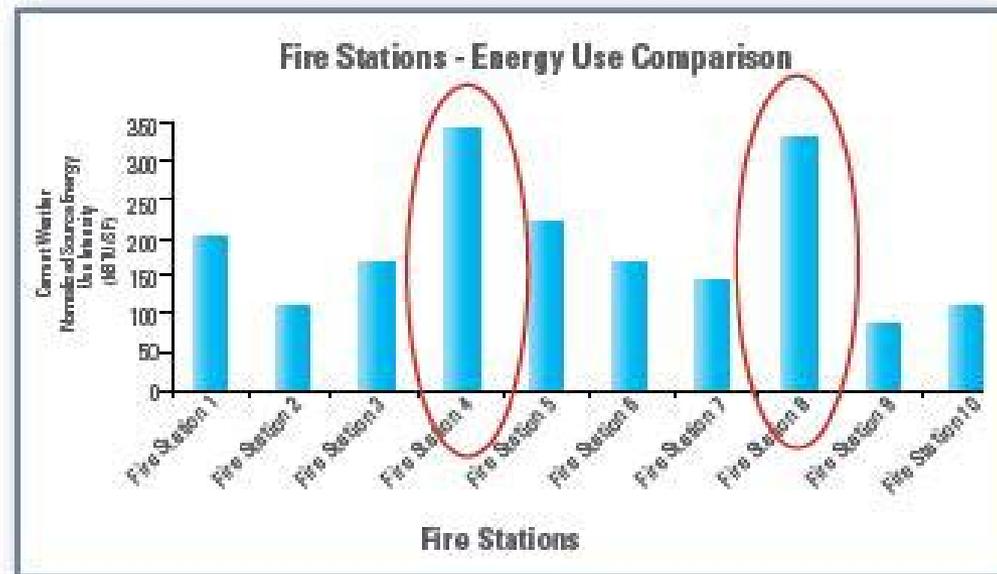


- Building projects account for large percentage of planned expenditures of Stimulus funding.
- Program sponsors need tools to measure and track program impacts.
- Existing Portfolio Manager functionality allows:
  - Identification of best opportunities.
  - Tracking progress over time.
  - Documentation of results.

# Identify Best Opportunities for Energy Efficiency Improvements



- Identify under-performing buildings to target for energy efficiency improvements.
- Establish baselines to set goals and measure



Prioritize efforts by identifying under-performing buildings.

# Track Progress Over Time



- Set a custom baseline and monitor energy efficiency improvements before, during, and after an upgrade project
- View percent improvement in weather-normalized energy use intensity.
- Track reductions in greenhouse gas emissions
- Monitor energy and water costs

Facility Name	Current Source Energy Intensity (kBtu/Sq. Ft.)	Change from Baseline Adjusted Energy Use	Change from Baseline Energy Use Intensity (kBtu/Sq. Ft.)	Change from Baseline GHG Emissions (MtCO <sub>2</sub> e)	Energy Cost per Sq. Ft. (US Dollars [\$])
Fire Station 1	180.1	-12.3	-6.1	-275.86	\$0.50
Fire Station 2	172.6	-17.2	-10.7	-488.62	\$0.37

Download in Excel  
Results 1 - 2 of 2

Search Facility Name:  Search  
All # A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

View and compare energy performance and GHG metrics.

# Document Results



- Provide *transparency* and *accountability* to help demonstrate strategic use of capital improvement funding.
- Quickly and accurately demonstrate savings for an individual building or entire portfolio:
  - Energy use
  - GHG emissions
  - Water use
  - Energy costs
- Print reports and Statements of Energy Performance to document results.

# Portfolio Manager in ARRA-funded State Programs



State	Program
Iowa	Iowa SEP Grant Program
Maine	Efficiency Maine Commercial Project Grant Program
New Mexico	EECBG Grant Program
New York	New York Energy Efficiency Program
Pennsylvania	Pennsylvania Conservation Works! Program
Utah	Utah Advanced Energy Efficiency Strategies for Buildings Program

# Portfolio Manager 2009 Highlights

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- New rating launched for Houses of Worship.
- New standard and custom reporting features introduced.
- New User Training Materials
- Added on-site wind and solar, and RECs tracking.

# New Rating in 2009



- Houses of Worship can now receive an ENERGY STAR rating and qualify for the ENERGY STAR label.
- Available for any house of worship with normal seating capacity under 4,000.
- First label awarded to Plantation Baptist Church in Florida.
- Required inputs include: seating capacity; # of weekdays in operation; weekly operating hours; # of PCs; presence of cooking facilities; # of commercial refrigeration/freezer units.

# Portfolio Manager Reports



- NEW Reporting Feature: Use report templates or create custom reports
  - 8 Standard reports
  - Create custom reports by choosing from key indicators
  - Download data in Excel, CSV, PDF, and XML formats
  - Create time series graphs (line and bar) for a single building or a group of buildings.
  - Share custom report templates with others.

# New User Training Materials

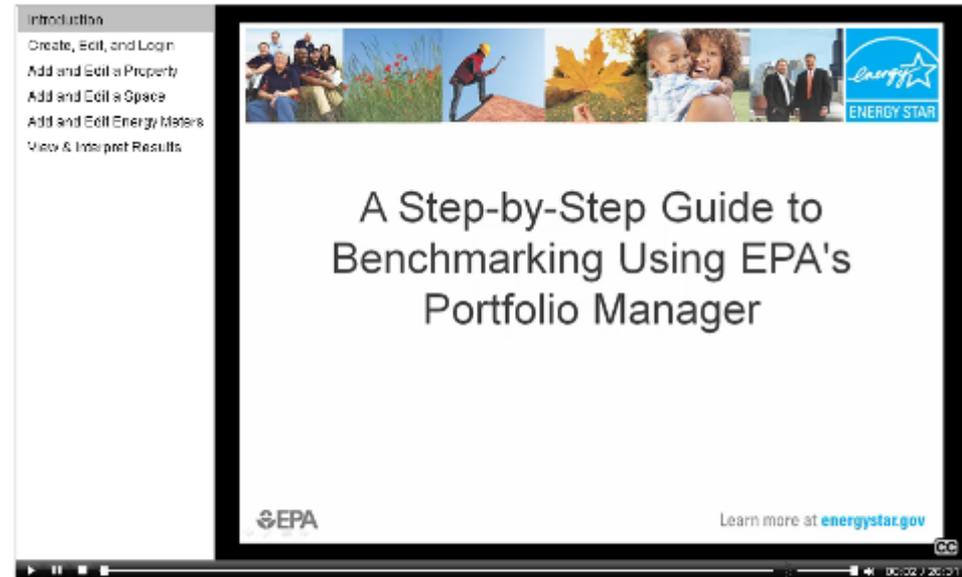


- Benchmarking Starter Kit
- Step-by-step “Quick Reference Guides”
  - Benchmarking in Portfolio Manager
  - Benchmarking Buildings Not Eligible for a Rating
  - Benchmarking Multifamily Housing
  - Portfolio Manager Reports
- Animated training on Portfolio Manager benchmarking.
- Increased resources for non-EPA trainers.

# User Support: Benchmarking Starter Kit



- Animated Portfolio Manager training
- Data Collection Worksheet
- Step-by-step Quick Reference Guide



Available at [www.energystar.gov/benchmark](http://www.energystar.gov/benchmark)

# Quick Reference Guides



http://www.energystar.gov/ia/business/downloads/PM\_QuickRefGuide.pdf - Windows Internet Explorer provided by EPA

http://www.energystar.gov/ia/business/downloads/PM\_QuickRefGuide.pdf

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http://www.energystar.gov/ia/business/downloads/P...

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Find

## PORTFOLIO MANAGER QUICK REFERENCE GUIDE

Portfolio Manager is an interactive energy management tool that allows you to track and assess energy and water consumption across your entire portfolio of buildings in a secure online environment. Use this Quick Reference Guide to identify opportunities for energy efficiency improvements, track your progress over time, and verify results.

### IDENTIFY ENERGY EFFICIENCY PROJECTS

Use Portfolio Manager to identify under-performing buildings to target for energy efficiency improvements and establish baselines for setting and measuring progress for energy efficiency improvement projects over time.

STEP	ACTIVITY	ACTION
1	Access Portfolio Manager. <i>(step not shown)</i>	Visit <a href="http://www.energystar.gov/benchmark">www.energystar.gov/benchmark</a> . Scroll down to the <b>Login</b> section on the right-hand side in the middle of the page.
2	Access your account. <i>(step not shown)</i> • Create a new account. • Login to an existing account.	• Click <b>REGISTER</b> , and follow instructions. • Enter user name and password, and click <b>LOGIN</b> .
3	Review system updates and enter account. <i>(step not shown)</i>	Click <b>ACCESS MY PORTFOLIO</b> , located below <b>Welcome to Portfolio Manager</b> .
4	Add a new facility. <i>(step not shown)</i>	Click <b>ADD a Property</b> , located in the upper right portion of the screen.
5	Select property type and enter general facility information. <i>(step not shown)</i>	Select the option that most closely resembles your facility and click <b>CONTINUE</b> . Enter general data and click <b>SAVE</b> . For more information on facility space types, see: <a href="http://www.energystar.gov/index.cfm?c=eligibility.bus_portfoliomanager_space_types">www.energystar.gov/index.cfm?c=eligibility.bus_portfoliomanager_space_types</a> . From the <b>Facility Summary</b> page, shown above, go to the <b>Space Use</b> section, located half way down the page, and click <b>ADD SPACE</b> .

Done

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# Resources for Non-EPA Trainers



ENERGY STAR Trainer Resources : ENERGY STAR - Windows Internet Explorer provided by EPA

http://www.energystar.gov/index.cfm?c=business.trainers

File Edit View Favorites Tools Help

ENERGY STAR Trainer Resources : ENERGY STAR

**ENERGY STAR** SUPERIOR ENERGY MANAGEMENT CREATES ENVIRONMENTAL LEADERS  
U.S. Environmental Protection Agency

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## ENERGY STAR Trainer Resources

As trainers, you play a critical role in educating individuals on the proper use of Portfolio Manager, Target Finder, and other tools, and on the ENERGY STAR program in general. To assist you in your efforts, EPA is pleased to provide this web page for your use. On it you will find links to past trainer-focused webinars, and other key resources such as technical materials and stock PowerPoint slides you can use in your own presentations.

To keep up-to-date, be sure to attend each quarterly trainer webinar. We also invite you to provide your suggestions for additional trainer resources that you would find valuable, as well as your feedback on this webpage. Stay tuned for future updates and resources that will be featured on this page.

### Latest Portfolio Manager Major Release – August 31, 2009

(Next release scheduled for Spring 2010)

- New rating model and label eligibility – House of Worship
- Updated rating model – Warehouse
- Addition of on-site wind and on-site solar as fuel types
- New hotel optional operating characteristics
- Expanded definition of retail and new guidance for entering mixed use properties
- Renewable Energy Certificates (RECs) Tracking

### Webinars and Monthly Updates

- [Register](#) for the next trainer webinar by using your page access password (Registering does not apply to EPA staff/contractors.)
- Review past trainer quarterly webinars
  - June 11, 2009
    - [Listen to the Recording](#)
    - [Review the PowerPoint Presentation](#)
  - August 26, 2009
    - [Listen to the Recording](#)
    - [Review the PowerPoint Presentation](#)
- [View monthly updates on the latest Portfolio Manager operation and maintenance\(O&M\) changes](#)

### Key Technical Resources

- [Learn](#) how Portfolio Manager works
- Use the [Benchmarking Starter Kit](#), which contains step-by-step instructions and an animated demonstration of how to benchmark a building, as well as a Quick Reference Guide
- See the [eligibility criteria](#) for rating building energy performance

Done

start Re: Trainers Website... ENERGY STAR Trainer... 9:33 AM



# Renewable Energy in Portfolio Manager



- Added on-site wind and on-site solar energy generation as new fuel types.
  - Provides more complete energy accounting.
  - Specify whether environmental benefits are owned.
  - Specify if electricity is sold back to the grid.
- Added the ability to track REC purchases at the building level.
  - Does not impact rating or emissions calculations.
- EPA – Quantified “avoided emissions.”

# Commercial Sectors 2010 Plans



- Focus efforts on target geographic areas (state and local).
- Build stronger linkages between Commercial Building Partners, Service and Product Provider Partners, and utilities.
- Promote and support use of the new ENERGY STAR rating for data centers.
- Promote ENERGY STAR to consumers through work in the retail, hospitality, and entertainment sectors.
- Engage congregations to use the new house of worship rating and pursue the label.

# Portfolio Manager 2010 Plans



- Launch new rating for data centers in Spring 2010.
- Data collection and possible new rating for senior living facilities.
- Begin work to incorporate Canada-specific information into Portfolio Manager.

# Data Center Rating Launch



- Release Portfolio Manager data center rating in June for stand-alone facilities and data centers in larger buildings.
- Develop Web site, supporting documents (e.g. Quick Reference Guide), and benchmarking trainings.
- Provide benchmarking support to data center industry new partners and existing partners
- Work with industry leaders and industry associations to determine and define common energy efficiency metrics

# Senior Living Rating Development



- Senior living sector includes assisted living, skilled nursing, and related facilities.
- Industry expressed interest in 2009 in developing ENERGY STAR rating, but no comparative data set available.
- Several industry associations (led by Assisted Living Federation of America) jointly surveying members to gather data for EPA use.
- Data collection currently underway, with completion later in January.
- Possible rating development and launch later in

# Enhanced Functionality for Canadian Buildings



- New partnership being finalized between EPA and Natural Resources Canada (NRCan)
  - NRCan will develop ENERGY STAR-type ratings using Canadian building energy survey. Initial focus on offices and schools.
  - Ratings will serve as basis for national building energy use labeling system.
  - Canadian rating models will be housed within Portfolio Manager.
  - Portfolio Manager will be available in metric units and in French language.
- Initial phase of work – Canadian weather data and emission factors – to be launched in early 2011.

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# ***ENERGY STAR***

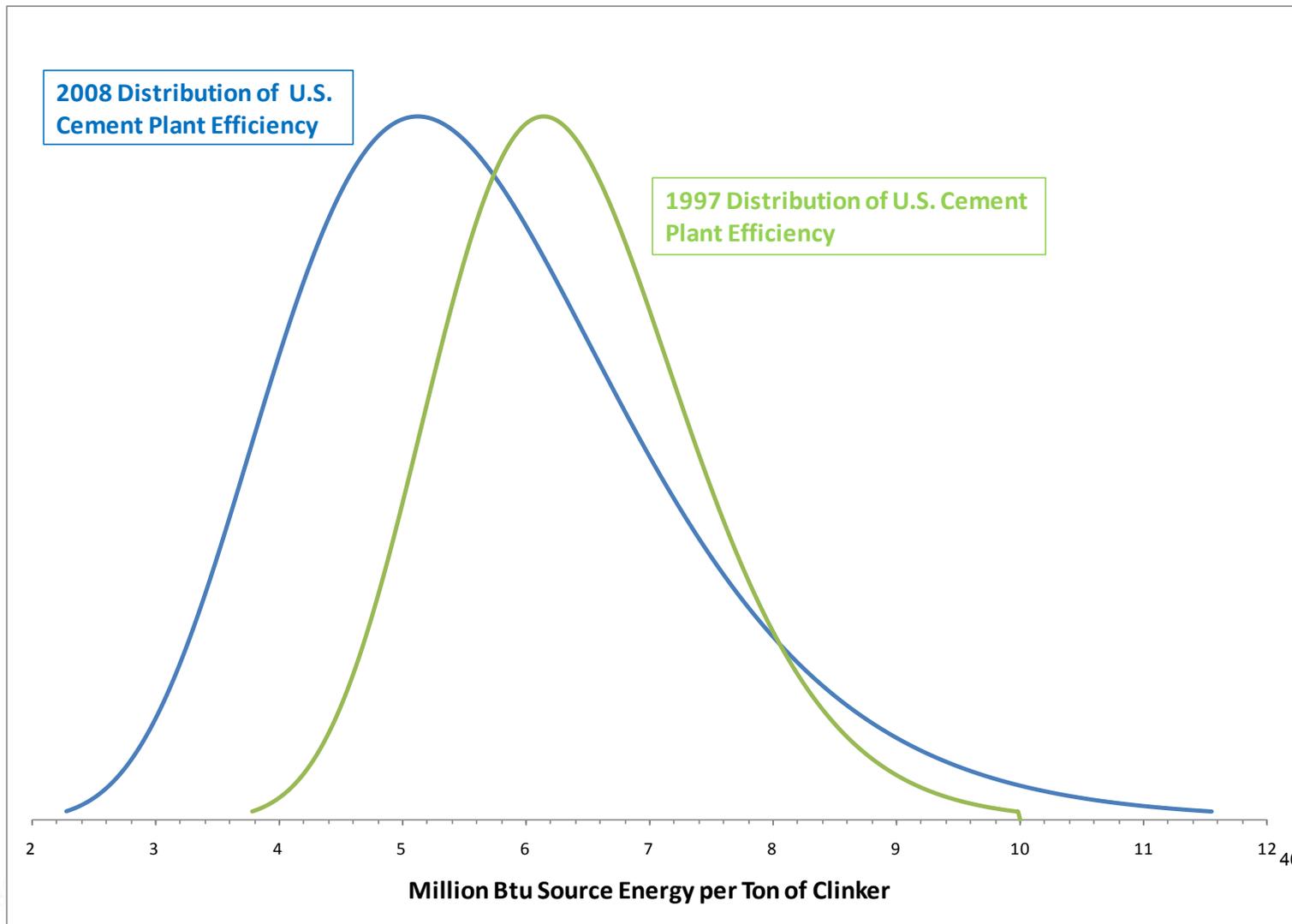
## ***Industrial Sector Update***

# 2009 in review

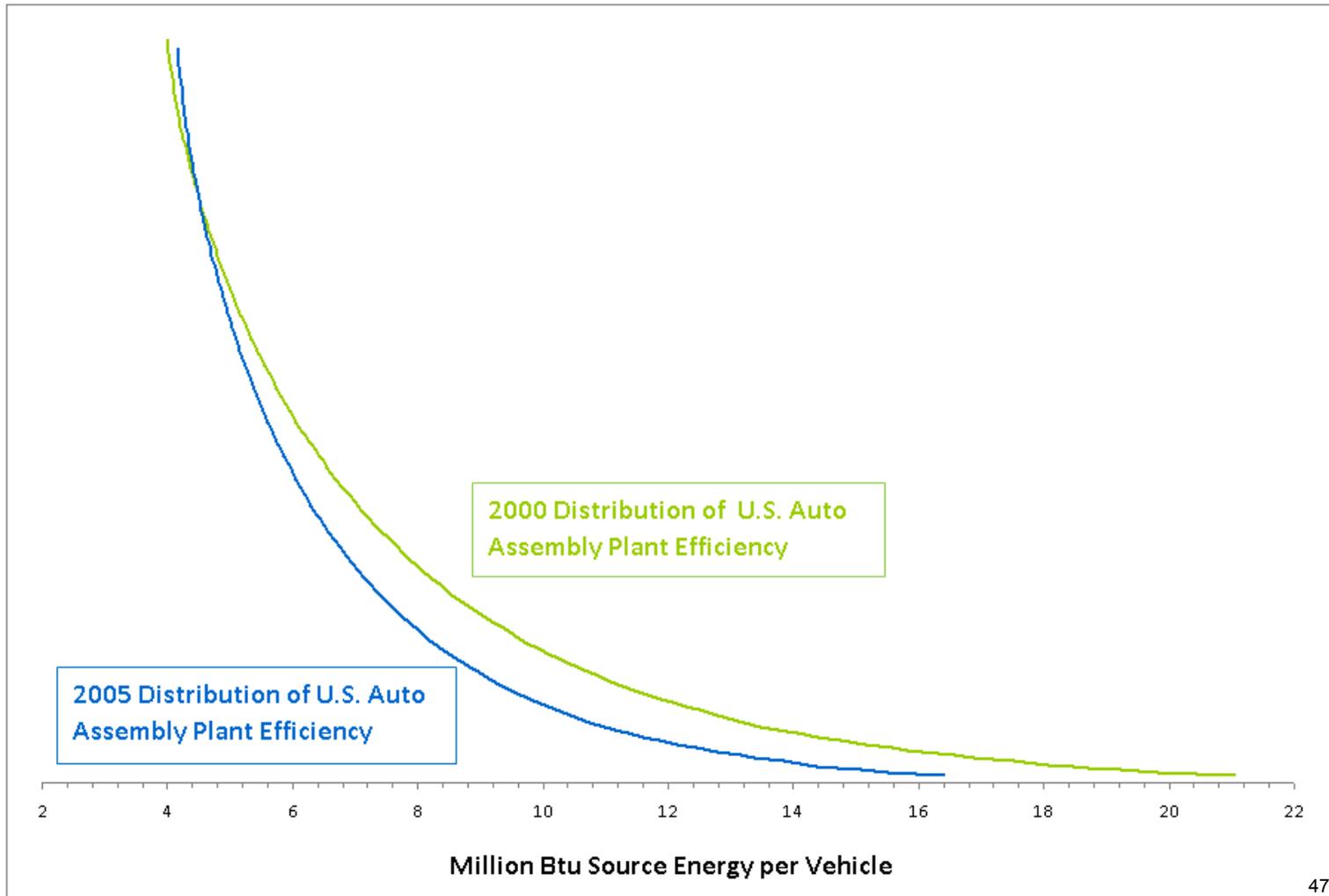


- First pharmaceutical plants labeled
  - Allergan, AstraZeneca, Schering-Plough
- Four new plant energy performance indicators
  - Container and flat glass; frozen fried potato and juice
- New focus industry: metalcasting
  - Agreement signed with American Foundry Society to support metalcasting companies
  - Approach departs from previous focus industries due to size of industry
- Close to 600 partners from industry
  - Substantial partnership growth among companies supplying products and services to our partners
  - New focus companies

# 2009 in review – cement plants advanced forward



# 2009 in review – auto plants advanced, too



# Onward to 2010

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- New industries
- New tools
- Expanded toolset for ENERGY STAR Challenge for Industry

# Industrial focuses for 2010



- Continue to build out metalcasting
- Continue work on existing focuses
- New: dairy processing
  - Cheese, milk and ice cream
  - Agreement with International Dairy Foods Association to support processors
  - Similar in size to metalcasting
  - Normal tool set to be provided

# More focuses

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- Expanded cement focus
  - Related industries will become involved
    - Concrete
    - Stone, sand and gravel
  - Logical extension of cement focus
    - Requested by cement producers
    - These industries work together closely
  - Large industries
    - Support model will differ from other industries

# ENERGY STAR Challenge for Industry



- ENERGY STAR Challenge has been around for several years
  - Many industrial partners ask for recognition when they have met the 10% reduction
  - Will provide a platform to support these requests

# New tool

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- Bring Your Green to Work interactive training tool
  - Will focus on common plant systems (compressed air, lighting, etc.) to identify easy steps to take to improve
  - We are pleased to have you volunteer to work with us on the content and background information

# What else would you like to see?

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- Always interested in new ideas
- Contact us to share ideas you would like us to consider or areas where you need further help

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# ***ENERGY STAR C&I Communications Update***

# 2009 Year in Review

# C&I Media Efforts Reach Millions



**San Francisco Chronicle**  
ENERGY  
EPA honors Bay Area buildings

**Los Angeles Times**  
L.A. tops rankings in energy efficiency

**USA TODAY**  
L.A., San Francisco, Houston are stars of energy efficiency

**Top cities**  
By most efficient buildings, with annual energy cost in dollars:

City	Annual energy cost (in millions)
1. Los Angeles	\$11.8
2. San Francisco	\$11.6
3. Chicago	\$11.2
4. New York	\$10.8
5. Houston	\$10.4
6. Dallas	\$10.0
7. Phoenix	\$9.6
8. Atlanta	\$9.2
9. Washington, D.C.	\$8.8
10. Denver	\$8.4
11. Minneapolis-St. Paul	\$8.0
12. Portland	\$7.6
13. Seattle	\$7.2
14. Boston	\$6.8
15. San Jose	\$6.4
16. San Diego	\$6.0
17. Philadelphia	\$5.6
18. Detroit	\$5.2
19. St. Louis	\$4.8
20. Salt Lake City	\$4.4
21. San Antonio	\$4.0
22. Memphis	\$3.6
23. Kansas City	\$3.2
24. Cincinnati	\$2.8
25. Pittsburgh	\$2.4
26. Sacramento	\$2.0
27. San Jose	\$1.6
28. San Francisco	\$1.2
29. San Diego	\$0.8
30. San Antonio	\$0.4

- Ad equivalency (\$)\*

**Approximately \$6 million**

- Impressions\*

**Approximately 87 million...up 23% from 2008!**

- Percentage of all ENERGY STAR articles

**6% in 4Q 2008 to 11% in 4Q 2009**



\*Only includes Q1-Q3 2009

# Major Media Placements



- 2009 ENERGY STAR Labeled Buildings and Plants Press Release
- AIA Convention and Designed to Earn the ENERGY STAR
- Bring Your Green to Work Video Podcast
- Back-to-School Outreach
- A Decade of ENERGY STAR Buildings



# Empowered Employees



- 4-minute video
- Interactive cubicle
- Tip card
- Green Team checklist
- Energy quiz
- Fast Facts
- Poster

*...and more!*

# Supported Partners



- First Ever Bring Your Green to Work Earth Day Employee Gift Pack
- Business and Industry Newsletter
- Communications Webcasts
- Co-branded Collateral
- Partner of the Year Presentation



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# The Road Ahead: Plans for 2010

# 2010 Objectives



**Boldly position** ENERGY STAR as a clear, critical, and compelling solution to the problem of global warming

- 1) Build awareness, understanding, and demand for ENERGY STAR qualified buildings and plants among consumers and organizations
- 2) Firmly position ENERGY STAR qualified buildings and plants as a critical step toward reducing greenhouse gas emissions
- 3) Increase partner communication efforts around promoting their achievements with ENERGY STAR

# Key Strategies

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1. Launch breakthrough media initiatives
2. Activate and leverage partners
3. Develop new creative materials, update & leverage existing
4. Continue partner support

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# Media Initiatives

# High Profile Media Initiative



EPA presents

## The National **BUILDING COMPETITION**

Working off the Waste  
with **ENERGY STAR®**

# The National Building Competition: Overview



- Competition among buildings to increase energy efficiency
- Winner is building that reduces its energy use the most on a percentage basis
- Outreach to media at launch of competition, weigh-in, and conclusion
- Updates on the buildings' progress on [energystar.gov](http://energystar.gov) microsite
- Culmination event with national and regional media; winner receives a visit from a green celebrity and/or Administrator Lisa P. Jackson.

# The National Building Competition: Planned Timeline

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- Jan 14: Application released
- Feb 12: Applications due
- Mar 8: EPA selects & notifies competitors
- Apr 27: Competition announced / media event
- July 21: Mid-competition weigh-in and outreach
- Oct 26: Competition results announced / media event

# The National Building Competition: Benefits to C&I



- Engages C&I audiences in a national event
  - Building owners
  - Facility managers
  - Tenants
  - Employees
- Takes C&I on the road
- Provides brand recognition for ENERGY STAR C&I program and ENERGY STAR qualified buildings
- Encourages building owners to earn the ENERGY STAR
- Provides opportunities for existing partners/building owners to participate

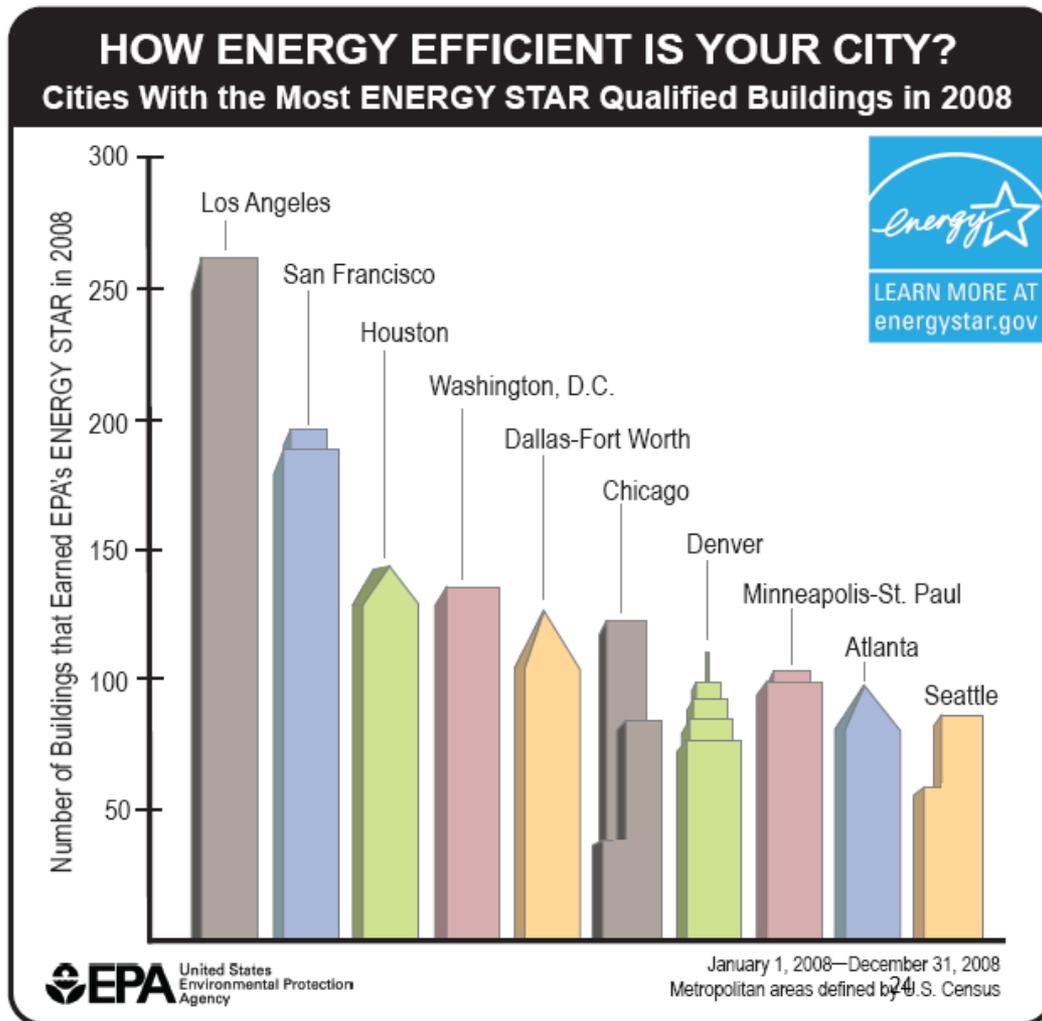
# The National Building Competition: Benefits to Partners/Building Owners

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- Provides local and national media attention
- Offers Bring Your Green to Work (BYGTW) engagement strategy to rally tenants and employees to take part in the event
- Offers recognition from peers at culmination event
- Offers recognition from EPA

# Top 10 Cities with ENERGY STAR Qualified Buildings and Plants



**News Release:  
March 16, 2010**

# Bring Your Green to Work HR Toolkit



## Bring Your Green to Work with ENERGY STAR®

*How to save energy and fight global warming  
—all without leaving your desk!*

LEARN MORE AT  
[energystar.gov](http://energystar.gov)

### Bring Your GREEN TO WORK

with ENERGY STAR®

**Dear COMPANY/ORGANIZATION NAME ASSOCIATE-EMPLOYEE-STAFF MEMBER,**

Many of us are already taking steps to be greener at home by choosing energy-efficient lighting, appliances, electronics, and heating and cooling systems. But did you know that the buildings where we work are responsible for nearly half our nation's energy consumption and greenhouse gas emissions that contribute to global warming? On average, the energy we use during a typical day at work causes more than twice as many greenhouse gas emissions as driving to and from work.

Saving energy not only helps protect the environment, it also saves money that can be spent on equipment, salaries, and other benefits. The good news is that the opportunity to reduce energy costs and the associated emissions is significant—nearly one-third of the energy used in the workplace is often wasted by lights, equipment, and heating and air-conditioning systems that are left on in empty spaces. Small steps can make a big difference. And you can help!

Please join us on DAY, MONTH X, at TIME for a 40-minute brown bag session to find out how we can save energy, save money, and fight global warming when we bring our green to work. ENERGY STAR®, the U.S. Environmental Protection Agency's program for superior energy efficiency, will show us how.

[Back to Top](#)

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## Bring Your GREEN TO WORK

with ENERGY STAR®

Help our company take action in the fight against global warming! Learn how you can take small steps at work to save energy and make a big difference.

What: [Insert]  
Date & Time: [Insert]  
Location: [Insert]

There are plenty of ways to save energy at work, from powering down your computer to replacing your desk lamp light with an ENERGY STAR qualified bulb. Join us to find out what else you can do.

Upload Your  
Company Logo

Take a virtual tour at  
[energystar.gov/work](http://energystar.gov/work).

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

# A Decade of ENERGY STAR Buildings



**CELEBRATING A DECADE OF ENERGY STAR BUILDINGS**  
1999-2009

The Environmental Protection Agency awarded the first ENERGY STAR® to a building in 1999, an innovation that has helped bring thousands of organizations in the commercial building marketplace to the forefront of energy efficiency and climate stewardship. The evolution of ENERGY STAR for buildings is a compelling story of eliminating barriers, driving demand, and delivering excellence. Celebrate a decade of ENERGY STAR buildings with this historical retrospective of how it all began, where we are today, and a glimpse of the exciting future that lies ahead.



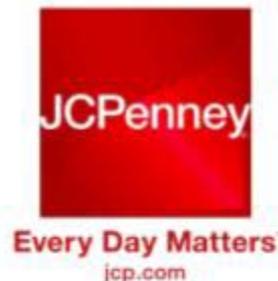
# Seasonal Outreach



- **Memorial Day** – Travel with ENERGY STAR



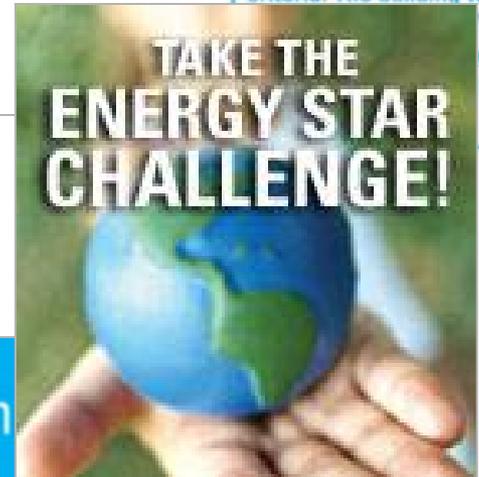
- **Labor Day** – Back to School Shopping with ENERGY STAR



# Additional Media Outreach



- Leaders Press Release
- ENERGY STAR Challenge for Industry
- Building Performance with ENERGY STAR Pilot Launch
- Small Business Awards
- Designed to Earn the ENERGY STAR (DEES)
- New Ratings and EPIs



# Ongoing Media Initiatives



## Eco-Intel Column

The screenshot shows a web page with a header for 'ENERGY STAR' and a main article titled 'ENERGY STAR: Unleashing Our Smartest Energy Resources'. On the right side, there is a prominent red and white button that says 'SUBSCRIBE TO OUR COMMUNITY'. The page layout includes a navigation menu on the left and a main content area with text and images.

## Buildings Media Analysis Reports

The image shows two side-by-side screenshots of 'Buildings Media Analysis Reports'. Each report includes a title, a summary paragraph, and a table of statistics. The left report is for 2008 and the right report is for 2009. Both reports show a significant increase in the number of articles and mentions of ENERGY STAR buildings over the year.

Total articles received	1,124 (200%)
Buildings in (%)	76 (6.7%)
Stories in (%)	228 (20.3%)
Images in (%)	1 (0.1%)
Buildings mentioned	146,812 (13% of total)
Ad impressions	322,891 (3% of total)

Total articles received	1,710 (200%)
Buildings in (%)	120 (7%)
Stories in (%)	311 (18%)
Images in (%)	3 (0.2%)
Buildings mentioned	183,281 (13% of total)
Ad impressions	472,231 (3% of total)

## ENERGY STAR Newsletter

The banner features the Energy Star logo on the left. To the right of the logo, it says 'LEARN MORE AT energystar.gov'. On the far right, it says 'ENERGY STAR® Newsletter Spring 2009'.

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# Activate and Leverage Partners

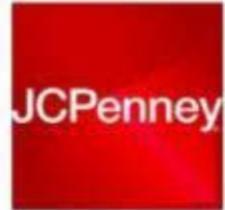
# Strategy

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- Create partner activation framework designed to leverage unique opportunities with distinct partner groups and bolster ENERGY STAR voice and resources
- Engage a small group of leading ENERGY STAR partners to participate as role models
- Build co-operative partner activation efforts

# A Few Good Partners



Every Day Matters™  
jcp.com



Phoenix Art Museum



# Creative Pieces To Look For in 2010

# New Business Print PSA



## 2008-2009 PSA Campaign Results

- **Placements:**  
*Money, New York Magazine, Sports Illustrated, and Kiplinger's Personal Finance*

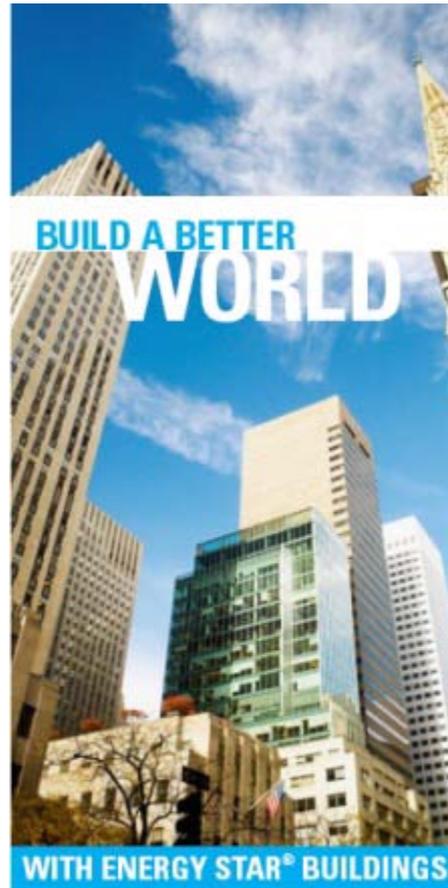
- **Ad Equivalency (\$):**  
PepsiCo – **\$643,000**  
Transwestern – **\$1 million**

- **Impressions:**  
PepsiCo – **4.5 million**  
Transwestern – **9 million**

*New PSA in late 2010 as well as continued placement of current.*



# C&I at a Glance Brochure



All about ENERGY STAR  
and the places where we  
work, play, and learn



# Marketing and Engagement Tools



- National Building Competition microsite
- Partner of the Year video
- Manufacturing plant online tool
- Expand BYGTWwES Web site



**SUPERIOR ENERGY MANAGEMENT CREATES ENVIRONMENTAL LEADERS**  
U.S. Environmental Protection Agency

Home » Buildings & Plants » ENERGY STAR National Building Competition

### ENERGY STAR National Building Competition

EPA is pleased to present the ENERGY STAR National Building Competition, the first nationwide contest to save energy and improve working conditions in commercial buildings. ENERGY STAR partners are invited to nominate the top 10% of the facilities they own or manage from across the United States. Approximately 10 green commercial participants will be selected by EPA and will "lose off the value" through improvements in energy efficiency, with help from EPA's ENERGY STAR program. The building that reduces its energy use the most (or a percentage less) will be recognized by EPA as the winner.

Comer participants will take part in outreach activities, periods "beginning" to measure progress, and a final celebration to announce the winner. Receive national recognition from EPA and extend your organization as an environmental leader by entering our building in this exciting national competition!

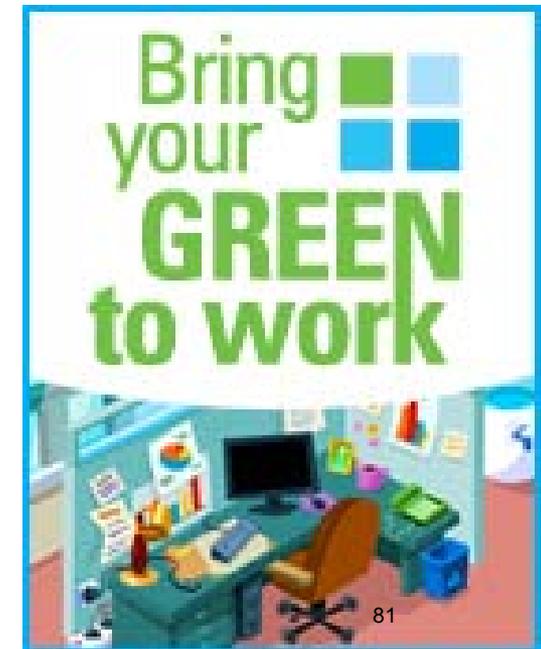
**Eligibility Requirements:**  
Learn more about the ENERGY STAR National Building Competition and eligibility requirements in the [ENERGY STAR National Building Competition Fact Sheet](#) (PDF, 221KB). The competition will be based on 24 months of energy use data (September 1, 2008 to August 31, 2010). Current and publicly owned or leased sites between April and October 2010.

**Key Dates:**

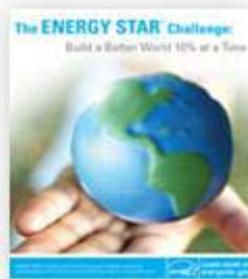
Applications due to EPA	Feb. 12, 2010
Participants selected and notified	March 3, 2010
Comerants announced/press alert	April 27, 2010
Outgoing "beginner"	July 21, 2010
Winner announced/press alert	Oct. 26, 2010

**To Apply:**  
Complete the [application form](#) and submit as an attachment via email to [submit@energystar.gov](mailto:submit@energystar.gov) by February 12, 2010.

**Instructions for Sharing with EPA's Master Account:**  
All applicants must share their buildings ENERGY STAR Portfolio Manager account with an EPA master account at the time of applying. Follow the [instructions](#) for sharing your account with EPA.



# Updated Challenge Toolkit



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# Ongoing Support

# Ongoing Activities



**Celebrate Energy Awareness Month with ENERGY STAR®**

**ENERGY STAR**  
*Communications Webinar Series*

EPA

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

**ENERGY STAR News: Business and Industry Edition**  
Winter 2010

**EPA Celebrates a Decade of ENERGY STAR Labeled Buildings!**  
The Environmental Protection Agency (EPA) awarded the ENERGY STAR to the first building in 1995. Now, a decade later, EPA is celebrating this landmark anniversary with a historical retrospective of the ENERGY STAR buildings program.

The retrospective shares the story of how it all began, a picture of where we are today, and a glimpse of the exciting future that lies ahead for the ENERGY STAR buildings program. A selection of building case studies accompanies the retrospective and chronicles how the energy efficiency of different buildings improved with help from ENERGY STAR. The retrospective also highlights a collection of noteworthy buildings across different categories that have earned the ENERGY STAR, including:

- The oldest building to earn the ENERGY STAR: Cambridge Savings Bank in Cambridge, MA
- The tallest building to earn the ENERGY STAR: Aon Center in Chicago, IL
- The largest building to earn the ENERGY STAR: USAA McDermott Building in San Antonio, TX
- The first building to earn the ENERGY STAR: Roggenbaevn Green Building in San Diego, CA

To download a copy of the 20-page retrospective, visit [www.energystar.gov/decade](http://www.energystar.gov/decade)

**ALSO IN THIS EDITION**

- EPA Celebrates a Decade of ENERGY STAR Labeled Buildings!
- New ENERGY STAR Resources for the Building, Insulation and Refrigeration Industries
- Professional Engineers Double Time to Earn LEED Greenhouse Gas Reduction and Sustainability Goals
- Federal Agencies Can Use Remote Manager to Track Greenhouse Gas Reduction and Sustainability Goals
- Discovering How to Earn the ENERGY STAR: A Guide to Commercial and Building Owners

- Reprint BYGTWwES Earth Day Employee Gift Packs
- Continue successful quarterly communications WebEx Series for partners
- Continue publishing the Business & Industry Newsletter bi-annually
- Continue to co-brand posters and review and format materials created by sectors
- Continue developing monthly Web impact reports

# Conclusion



- To create preference for ENERGY STAR qualified buildings and plants, we need to demonstrate their value in a way that creates a compelling example for others to follow
  - The key way to do that is by leveraging real-life examples and broadening the dialogue to include relevance for different audiences
  - By taking this approach, we effectively break through a multimedia society
  - Our model provides a call to action in the marketplace, giving partners a way to participate that will both further their business and enhance EPA's message

# Questions & Discussion

- Use # 6 to un-mute phone
- \* 6 to mute phone.

# Upcoming Web Conferences

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February – CHP Strategies

March – Continuous Commissioning

April – Leveraging Geothermal

May – Award Winning Energy Programs

June – Driving Responsibility for Energy Use

Register online at:

[energystar.webex.com/meetings](http://energystar.webex.com/meetings)



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- Thank you