



ENERGY STAR 2011

Program Update & Discussion

Monthly Partner Web Conference
February 16, 2010

Call-in number: 866 299 3188
Conference Code 202 343 9965#

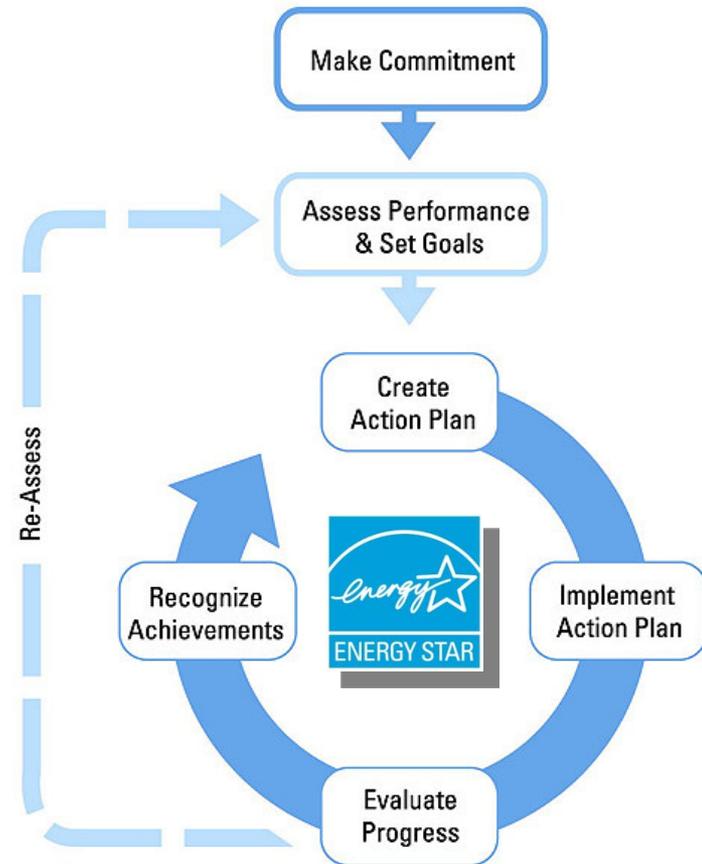


Learn more at energystar.gov

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



Web Conference Logistics



- Phones 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



- Jean Lupinacci – Overview & Commercial Sector Updates
- Betsy Dutrow – Industrial Sector
- Lauren Pitcher – Communications
- Questions & Your Feedback
- Announcements



ENERGY STAR

Commercial & Industrial Program

Accomplishments & Looking Forward

2010 Accomplishments

Increased activity rates in 40% range



- **Building benchmarking with Portfolio Manager**
 - More than 175,000 buildings; nearly 20 billion sq feet; ~25% of floor space
- **Top Performance: ENERGY STAR labeling**
 - ~ 13,000 buildings earned ENERGY STAR
 - 35% less energy than average; ~1,000 buildings 50% better
 - 6,000 Commercial Building labels in 2010
 - 79 industrial plants
 - More than 260 buildings “Designed to Earn the ENERGY STAR”
- **Improvements**
 - 140 organizations recognized for portfolio-wide improvement/performance
 - First 50% portfolio-wide improvement;
 - 60% of organizations achieved multiple milestones,
 - 27 industrial sites achieved a verified 10% reduction in energy intensity, saving 1.7 trillion Btu’s and 98,000 metric tons of CO₂e annually.
- **National Building Competition (14 Buildings. One Year)**
 - Winner saved 36% energy; top 4 saved about 30%
 - 5 buildings earned ENERGY STAR; One building 50% better than average

Better Buildings Initiative



- President sets goals for buildings:
 - Reduce 20% by 2020
- Industry commits to actions to achieve goals
- US government offers tools:
 - Financing mechanisms,
 - state and local incentives,
 - Challenge program,
 - workforce development
- ENERGY STAR available to help achieve goals and measure reductions

2011 ENERGY STAR Plans



- **Improve ENERGY STAR training and link to centralized service to reduce EPA response time.**
- Upgrade Portfolio Manager to increase usability, functionality and speed.
- **Support implementation of energy disclosure laws to ensure easy compliance.**
- Support local competitions to motivate energy reductions in buildings and plants.
- **Bring educated service vendors and utility programs to end users.**
- Support organization-wide culture change with ENERGY STAR communication resources.

Portfolio Manager Update



- New ENERGY STAR performance scale:
 - Senior Care released in March
 - Evaluating update to hospital scale for fall
- Update renewable energy tracking:
 - Green Power Purchasing tracking; 6 types of renewable energy and location of power generation
- Ability to enter water data and campus energy and water data automatically
- Read only access for multiple ABS providers
- Portfolio Manager upgrade on track:
 - Completed user feedback sessions (Thank you)
 - Programming to continue through 2011

State and Local Legislation Summary



Jurisdiction	Public Buildings	Private Buildings	Disclosure	Utility Data Requirement
California	√	√	Transactional	√
Washington	√	√	Transactional	√
Michigan	√			
Ohio	√			
Hawaii	√			
D.C.	√	√	Annual	
Austin, TX	√	√	Transactional	
Denver, CO	√			
West Chester, PA	√	√		
Seattle, WA	√	√	Transactional	√
City of New York	√	√	Annual	

Local Campaign Models



- [Chicago Green Office Challenge](#)
- [San Francisco Earth Hour 24x7 Energy Challenge](#)
- [Portland Office Energy Showdown](#)
- [Seattle/King County Kilowatt Crackdown](#)
- [Denver Watts to Water Program](#)
- [Central Florida Kilowatt Crackdown](#)
- [Arlington County Green Games](#)

Service providers and utilities



- Continue to move toward providers to automating benchmarking and electronic access to utility billing data.
- Bring “Building Performance with ENERGY STAR” model to utilities to offer to customers through programs and incentives
 - Strengthen service providers experience in helping clients achieve energy management goals.



ENERGY STAR Industrial Sector Update

2010 in review

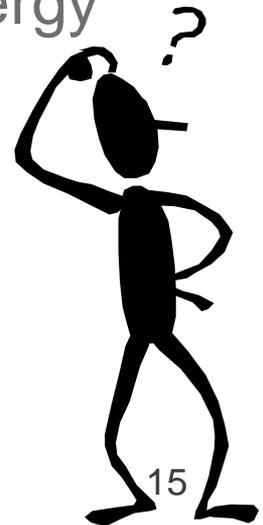


- ENERGY STAR Challenge for Industry
 - Over 240 plants participating
 - 28 plants have achieved a 10% or greater reduction already
- New plant energy performance indicators (EPIs) for **Cookie & Cracker Bakeries** AND **Pulp Mills** are out
- First Cookie & Cracker Bakeries earn the ENERGY STAR:
 - Congratulations to:
Richmond Baking of Indiana, Richmond Baking Company
Lance Private Brands Iowa plant, Lance, Inc.
- New focus industry: ready mix concrete
 - Agreement signed with National Ready Mix Concrete Association to support concrete companies
 - Impactful: will reach nearly 6,000 plants in the U.S.
- Over 660 corporate industrial partners!
 - Growth among companies supplying products & services to our partners
 - Growth in new focus companies

New resources – are you using them?



- Animated plant tool
 - Great for reaching small & medium plants
 - Use it to train personnel in small plants – yours and suppliers
 - Use it to generate interest in energy management
 - It's interactive and addresses common plant energy problems
 - Let's look at it



Help for small & medium manufacturers



- Revamped web pages
- Easy checklists
- New easy-to-read **energy guide** for identifying potential energy projects in general plant systems
- Help to find funding, etc.
- Recommend these resources to your smaller suppliers and industrial companies in your area



SUPERIOR ENERGY MANAGEMENT CREATES ENVIRONMENTAL LEADERS
U.S. Environmental Protection Agency • U.S. Department of Energy

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Search Go

- Products
- Home Improvement
- New Homes
- Buildings & Plants
- Partner Resources

- Buildings & Plants**
- Guidelines for Energy Management
- Tools & Resources Library
- Expert Help
- Commercial Building Design
- Green Buildings

Home > Buildings & Plants > Industry > Small and Medium Sized Manufacturers

Energy Management for Small and Medium Sized Manufacturers

Finding energy savings starts by making energy management a priority.

Sustaining those savings and driving further reductions requires building energy management into your company's culture.

ENERGY STAR can help you get started regardless of the size of your company.

Our small and medium manufacturer (SMM) resources are designed to help you:

- [Understand the basics of successful energy management](#)
- [Scale energy management to your company](#)
- [Begin finding energy savings](#)
- [Locate resources and assistance programs to offset costs](#)
- [Communicate to employees and customers](#)



DeBourgh manufacturing, locker welding

"We have had a fantastic experience as an ENERGY STAR partner and the benefits have been substantial - including financial gain as well as the good feeling that comes from doing something that benefits the planet. The ENERGY STAR partnership is an incredible example of an investment in sustainability that boosts the bottom line. We can't imagine a company in today's economy that wouldn't benefit from reduced costs and the EPA's technical assistance in incorporating energy into their strategy."

- Trista Claxton, Fetter Printing Company

- Getting Started for...**
- Government
- Healthcare
- Higher Education
- Hospitality/Entertainment
- Industrial**
- K-12
- Real Estate/Multifamily
- Retail
- Small Business
- Congregations
- Service & Products Providers
- Utilities & Energy

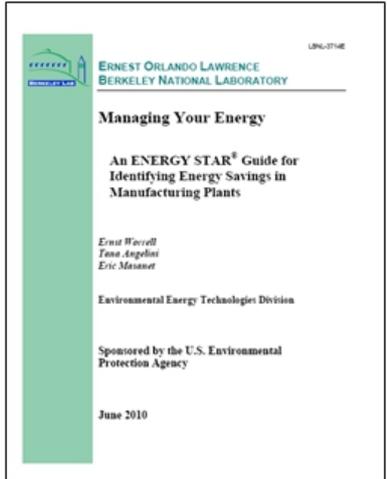
- Real Estate/
Multifamily
- Retail
- Small Business
- Congregations
- Service &
Products
Providers
- Utilities & Energy
Efficiency
Program
Sponsors
- Water/Wastewater
Utilities

Join ENERGY STAR

Begin Finding Energy Savings

Is capital tight? Better operating practices and equipment tune-ups help many manufacturers achieve significant energy savings – at little cost.

Start saving now. Read our easy-to-use guide to identify energy saving opportunities that can be made in your plant.



[Managing Your Energy: An ENERGY STAR Guide for Identifying Energy Savings in Manufacturing Plants](#) (407KB)

Need some quick tips? Use our animated tour of energy savings in a manufacturing plant. Share this with your employees to get them thinking about energy savings, too!



Tour a manufacturing plant and find ways to save energy by clicking on the icon above!

Get started on finding savings. Use the checklists below to begin to identify energy savings in your plant.

Lighting

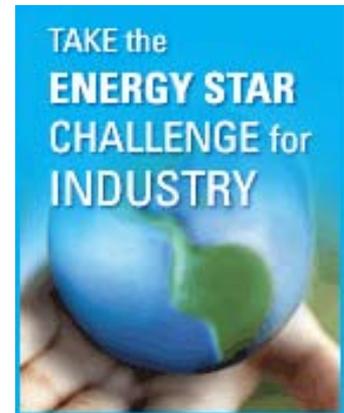
Lighting is a significant energy use and cost for most manufacturers, and an area with many opportunities for savings.

Lighting Focus Area	Action Items
✓ Are unoccupied areas lit?	See Section 4.1 in Managing Your Energy: An ENERGY STAR Guide for Identifying Energy Savings in Manufacturing Plants
✓ Are lights left on during non-work hours?	
✓ Are parts of the facility over-lit?	
✓ Is older, inefficient technology in use?	
✓ Are lighting fixtures properly maintained?	

Challenge for Industry



- Recognizes industrial sites that achieve a 10% reduction in annual energy intensity within a 5 year period
- Reductions measured against an internal baseline
- Sites can set their baselines back 3 years IF the company was an ENERGY STAR partner at that time
- ***International sites*** can take the Challenge

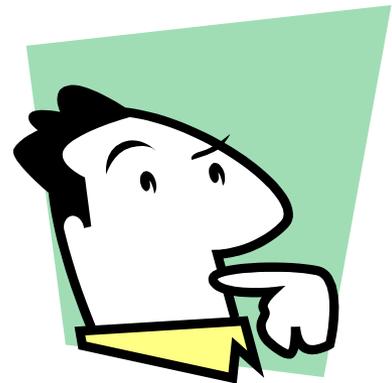


www.energystar.gov/industrychallenge

Challenge for Industry



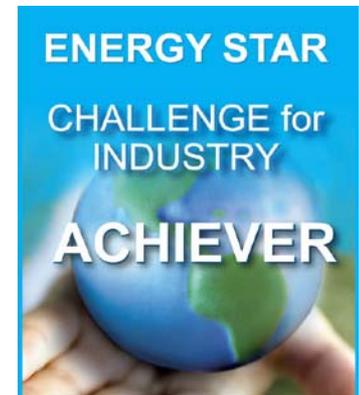
- Are you fully using this new tool to motivate your plants to save energy????
- Easy to use
- Any plant can take the Challenge
- Suggestion: Create a contest around it to build enthusiasm
 - First plant to achieve 2% reduction, first plant to meet the challenge . . . You get the idea.





Don't be left behind - Challenge Achievers are passing you by

- DEAN Foods has signed up 73 plants – Wow!
- Sites are varied
 - From refineries to dairy processors to sock plants to pulp/paper plants to printers and more . . .
- 240 sites have taken the Challenge
- 28 plants achieved the Challenge in 2010;* savings are over 1.8 Tbtu!
- Be part of the solution!



The ENERGY STAR for plants



- 79 plants labeled in total
- 25 were new first time labels
 - 15 auto assembly
 - 32 cement
 - 2 cookie & cracker
 - 8 frozen potato products
 - 8 petroleum refineries
 - 7 pharmaceutical
 - 7 wet corn mills
- How much did these labeled plants save from the average plants in their industries in 2010?
 - 174 Tbtu's



What's coming for 2011?



- Meetings
- New industries
- New tools

See you in Chicago



- Annual ENERGY STAR Industrial Partner Meeting
 - October 10 - 11, 2011
- World Energy Engineering Congress
 - October 12 - 14, 2011
 - Call for speakers – let us know now, please
- Mark your calendar and make plans to attend now!

New Industrial focuses for 2011



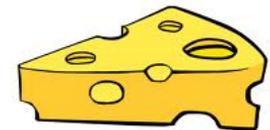
- ***Ready mixed concrete focus*** - build it out
 - New tool set will be developed
 - Benchmark their plants
 - Plant energy performance indicator tool for scoring ready mix concrete plants in the U.S. – work underway
 - We'll be film stars!
 - Instructional film – a “how to” for a plant assessment
 - » Developed with cement companies, NRMCA and service providers – in process
 - How to improve their plants
 - Energy Guide in development
 - Challenge them!
 - NRMCA is promoting the ENERGY STAR Challenge for Industry to concrete plants, along with our supporting resources



New Industrial Focuses for 2011



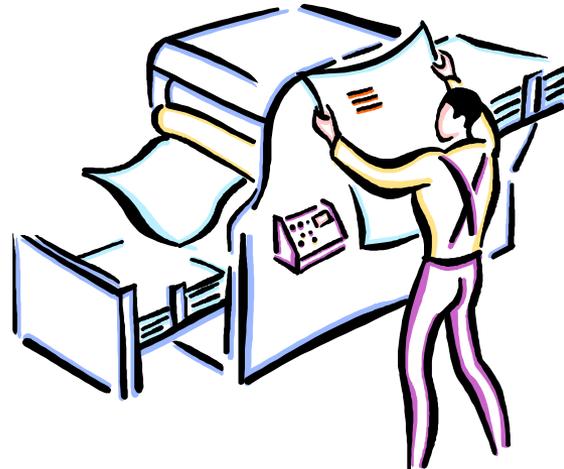
- ***Dairy Product Focus*** – build it out
 - New tool set under development:
 - Benchmarking - Plant energy performance indicators (EPI) are being developed for:
 - fluid dairies
 - ice cream plants
 - Energy guide – a “how to guide” for improving energy performance is in development
 - ENERGY STAR Challenge for Dairy Industry
 - IDFA is promoting the Challenge to its members
 - Dairy leads in participation in the Challenge!



New industry for 2011



- ***Printing focus*** – start it up
 - Will initiate this focus late in 2011
 - Let us know of your interest as we are now in the planning stage



New resources to come



- Poster of the animated plant for use in plant breakrooms – educational resource
- New *project implementation checklists* to supplement ENERGY STAR's Guidelines for Energy Management
- An update of the Guidelines for Energy Management

Industrial Service & Product Providers



- New effort in 2011 to:
 - Engage more iSPPs in ENERGY STAR
 - Let us know if you have an excellent provider
 - Better highlight iSPPs' achievements
 - Provide a better forum for interaction when desired by industrial partners

How can you help us?



- Always interested in new ideas
 - Keep them coming
- Suggest topics for Networking & Industrial Brownbags
 - Is there something you do that could benefit other partners? Are you willing to share?
 - Contact us to share ideas you would like us to consider or areas where you need further help



Major Communication Initiatives

ENERGY STAR

Commercial & Industrial Program

Plans for 2011



- 2011 National Building Competition
- Media Outreach:
 - National Building Competition
 - Top Cities with ENERGY STAR Certified Buildings
 - ENERGY STAR Challenge for Industry
 - Designed to Earn the ENERGY STAR
 - Building Performance with ENERGY STAR
 - Shifting Energy Performance Curves in the Industrial Sector

New Materials to Leverage



- Creative Materials:
 - New Bring Your Green to Work poster with animated manufacturing plant
 - new consumer marketing piece about ENERGY STAR certified facilities
 - new decal as alternative to plaque for promoting ENERGY STAR certified facilities
- Earth Day – Bring Your Green to Work with ENERGY STAR
- ENERGY STAR Partner of the Year

EPA National Building Competition



What is it?

-A coast-to-coast competition among commercial buildings to work off the waste and reduce energy use

Goals

- Raise awareness that buildings are an important contributor to climate change;
- EPA's ENERGY STAR program can help everyone save energy in the buildings where we work, play and learn;
- We all can do our part to save energy and protect the environment

New in 2011: All Applicants Can Compete



**All Applicants
(that are eligible)**

Finalists

Winner!

May 4
2011

July 27
2011

Nov 2
2011

Judging



How is the winner determined?

Among the finalists, the building with the greatest percentage-based reduction in weather-normalized energy use intensity (EUI) between the start and end of the competition will be declared winner.

Last Year's Competition



- Major *Wall Street Journal* stories at launch and announcement of winner
- National, regional and local broadcast and radio placements
- Hundreds of online and print hits
- **More than 21 million media impressions!**



Highwater elementary school students are leading the charge in an ongoing New Jersey in a national competition for energy efficiency.

Van Houten Primary School is competing against 13 other sites in the Environmental Protection Agency's first National Building Competition in which commercial buildings will save energy and fight climate change. In addition to being recognized by the EPA, winners will get T-shirts and other items donated by contestants.

"We are committed to improving our energy efficiency and we look forward to seeing how we measure up against other buildings across the nation," Principal George Knuts said yesterday.

According to the EPA, energy use in commercial buildings accounts for 17 percent of total U.S. greenhouse gas emissions at a cost of more than \$100 billion per year. On average, 10 percent of the energy used in commercial buildings is wasted.

During the competition, energy use for each building is measured by an EPA online measurement and tracking tool. The building that sheds the most energy waste on a percentage basis will be announced in October.

Since September, Rank said the school has saved more than \$10,000 in electricity, gas, water and heating costs by "doing the simple things" such as turning off lights, water fountains and controlling heating costs.

He attributed much of the success to the School Energy Efficiency Squad, groups of fourth graders who monitor the building each day, reminding students and staff to conserve energy.

SEE squad member Aisha Duckfield, 10, said she doesn't mind giving up a few minutes of recess time to check energy classrooms for lights that have been left on or dropping fuses.

"Because saving energy is more important than just going outside and playing," she said. "We're doing something that really matters."

Rank said students often end up teaching parents and staff about efficiency.

In the spirit of popular weight-loss competitions and reality television, 1525 Wilson — a 12-story, 215,000-square-foot office building in Rosslyn — will be encouraged to "work off the waste" with help from the EPA's energy Star program. The building will compete against 13 others across the country, including a Sears store in Glen Burnie, Md., according to citybizlist.com.



2011 Key Dates



Call for Applications	January 25
“How to Apply” Webinar	February 1
Applications Due	February 25
Competitors Notified	March 28
Official EPA Launch	May 4
Finalists Notified	June 15
EPA Announces Finalists	July 27
EPA Announces Winner	November 2

How to Apply



From January 25 – February 25, 2011

**Apply online at
www.energystar.gov/BuildingContest**

For More Information



- Please give us a call or drop us a note if you have questions or would like more information
 - Maura Beard (beard.maura@epa.gov or 202-343-9991)
 - Lauren Pitcher (pitcher.lauren@epa.gov or 202-343-9940)

Questions & Feedback

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

Upcoming Web Conferences



March – Leveraging Energy Analysis Systems

April – Leading Energy Management Programs

May – Smart Grid Update

June – Cool Energy Savings

July – Best Practice & Project Replication
Strategies

Register online at:

energystar.webex.com/meetings

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- Thank you