



## ENERGY STAR News *Small Business Edition*



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### **EPA Offers Energy Tips on Summer Cooling to Help Save Money, Reduce Pollution**

Temperatures are still soaring and the EPA's ENERGY STAR program has its annual list of ideas to help the public cut cooling costs, protect their health, and stay comfortable at home. The average home spends almost 20% of its utility bill on cooling. Increased energy production to run cooling systems not only raises costs, it also can contribute to pollution that adversely affects the quality of the air we breathe. The story is the same at home or work. For information about your home see the [EPA Press Release](#). Or for information for your small business, check out "[Countdown to Cool](#)".

### **ENERGY STAR National Building Competition**

EPA's ENERGY STAR 2011 National Building Competition: Battle of the Buildings has reached the mid-point and reported that competitors have saved more than \$3.7 million on utility bills and 170 million kBtu of energy in the first six months of the competition. The contest is designed to help improve the energy efficiency of commercial buildings and protect the environment. Teams from 245 buildings around the country are going head-to-head to determine who can reduce their energy use the most. Among the finalists, the building that demonstrates the greatest percentage-based reduction in energy use intensity will be recognized as the winner on November 2, 2011. For details or watch the battle unfold at [www.energystar.gov/BattleOfTheBuildings](http://www.energystar.gov/BattleOfTheBuildings).



Welcome to the ENERGY STAR Small Business E-Update-a publication of the U.S. Environmental Protection Agency. You can encourage other businesses to participate in ENERGY STAR Small Business by forwarding this newsletter to

## EPA Honors Nation's Best in Energy-Efficient Building Design

At the recent American Institute of Architects (AIA) Convention in New Orleans, EPA announced that 79 commercial building design projects submitted by 37 different architecture firms achieved Designed to Earn the ENERGY STAR certification in the past year. Together, the 79 Designed to Earn the ENERGY STAR projects are estimated to save nearly 46,000 metric tons of carbon dioxide (CO<sub>2</sub>) annually and more than \$7 million in annual energy costs across 6.5 million square feet, once built. Twelve of the projects attained an estimated CO<sub>2</sub> emissions reduction of 50% or more-meeting AIA and industry goals for a 50-percent CO<sub>2</sub> reduction in new construction by 2030. See the [EPA Press Release](#). To learn more about building to earn ENERGY STAR certification see [www.energystar.gov/CommercialBuildingDesign](http://www.energystar.gov/CommercialBuildingDesign).



them and asking them to subscribe. If you've worked hard to make your building more energy efficient to save money and prevent pollution, we'd like to share your success.

[Tell us how you succeeded.](#)

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## ENERGY STAR Challenge for Industry Saves Power, Money, and Prevents Emissions



The EPA has challenged the manufacturing industry to improve the energy efficiency of their facilities by 10% or more within five years. In the first year, 240 manufacturing sites have responded to the ENERGY STAR Challenge for Industry and 34 sites have improved their energy efficiency by 10% or more. By saving over 2 trillion British thermal units (Btu) in energy, the 34 manufacturing sites have prevented nearly 119,000 metric tons of carbon dioxide equivalent, saved enough energy to power 37,000 homes for a year, and are contributing to cleaner air and protecting people's health. You can learn more from the [EPA Press Release](#) or

from the [Industry Challenge website](#).

## EPA Names Cities with the Most ENERGY STAR Certified Buildings

Los Angeles remains atop the third annual list of U.S. metropolitan areas with the greatest number of energy-efficient buildings that earned the EPA's ENERGY STAR certification in 2010. Washington, D.C., San Francisco, Chicago, New York, Atlanta, Houston, Sacramento, Detroit and Dallas-Ft. Worth round out the Top Ten on the list of 25. The growth in ENERGY STAR certified buildings across the country has resulted in overall annual utility savings climbing to more than \$1.9 billion while preventing greenhouse gas emissions equal to the emissions of nearly 1.3 million homes a year. In a 60 percent increase over the 2009 building total, more than 6,200 commercial buildings earned the ENERGY STAR for their facilities. Commercial buildings that earn the ENERGY STAR must perform in the top 25 percent of buildings nationwide. Certified buildings use 35 percent less energy and emit 35 percent less carbon dioxide than average buildings. Fourteen types of commercial buildings can participate. For more information see the [EPA press release](#) and the [list of top 25 cities](#).



## EPA Announces New Requirements for ENERGY STAR Lighting



EPA announced new requirements for ENERGY STAR qualified light fixtures. Effective October 1, 2011, most light fixtures carrying the label will be 30 percent more efficient than currently qualified fluorescent-based fixtures. In 2013 performance requirements will increase further, providing 40 percent higher efficiency compared to today's qualified models. For details see the [EPA Press Release](#) or learn more on light fixtures at [www.energystar.gov/luminaires](http://www.energystar.gov/luminaires)

## Increasingly Consumers turn to ENERGY STAR when Buying Products

Public awareness of the ENERGY STAR label grew to more than 80 percent in 2010, an increase of 45 percentage points over the past decade. This finding and others are in a new report, "[National Awareness of ENERGY STAR for 2010](#)," which presents an analysis of a survey commissioned by the Consortium for Energy Efficiency. Additional results from the survey:

- More than 40 percent of U.S. households report knowingly purchasing an ENERGY STAR qualified product.
- More than 70 percent of ENERGY STAR purchasers report being favorably influenced by the label-with nearly half of these households reporting the label was "very much" influential to their decision.
- Nearly 80 percent of these purchasers are likely to recommend ENERGY STAR products to others, with 29 percent reporting they are "extremely likely" to recommend ENERGY STAR labeled products.



## EPA's ENERGY STAR Leaders Drive Greater Energy Efficiency



Thousands of buildings across the country are saving energy while reducing harmful air pollutants and protecting the health of Americans with EPA's ENERGY STAR program. EPA recognized 74 leading ENERGY STAR organizations for their achievements in energy efficiency across their entire building portfolios in 2010, 50 of which were recognized as first time ENERGY STAR Leaders. Through their commitment to superior energy management, these organizations together have prevented the equivalent of more than 460,000 metric tons of carbon dioxide annually and saved more than \$100 million a year. See the [EPA Press Release](#) for further details or visit the website for [more about ENERGY STAR Leaders](#)

## Innovative Energy Technology Transforms Wasted Heat into Electricity

The EPA is recognizing two companies for innovative new products that recycle wasted energy and turn it into usable electricity in homes or small buildings. Micro combined heat and power (CHP) systems are an emerging technology that can help change how we use and produce energy in our homes while protecting people's health. When offsetting purchases of coal-generated electricity in cold climates, this emerging technology can reduce energy use and curb carbon dioxide emissions by 20-30 percent. Details are available in the [EPA Press Release](#) or [more information on ENERGY STAR Emerging Technology](#).



## First Senior Care Communities Earn EPA's ENERGY STAR



EPA is recognizing 30 Sunrise Senior Living communities as the first senior care facilities to earn EPA's ENERGY STAR for superior energy performance. The communities have upgraded to more efficient lighting and improved operations of heating and hot water systems to improve their energy efficiency and save money while contributing to cleaner air and protecting people's health. There are more than 38,000 residential care communities in the US and together they spend more than \$1.5 billion annually on energy use. If each community reduced its energy use by just 10%, Americans could save more than \$150 million per year. Get more details at [www.energystar.gov/seniorcare](http://www.energystar.gov/seniorcare)

## PERSPECTIVES

### Perspectives: Statistics

*Did you know? If America's commercial and industrial buildings improved their energy use by just 10 percent, we could prevent the greenhouse gas emissions equal to all the automobiles in Illinois, New York, Ohio, and Texas combined!*

ENERGY STAR<sup>®</sup> is a U.S. Environmental Protection Agency Program helping businesses and individuals fight climate change through superior energy efficiency. Learn more at [energystar.gov](http://energystar.gov).

