



# ENERGY STAR® ...

## ...Your Market Advantage



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



# Agenda

- **Overview**
- **ENERGY STAR Partnership for Service and Product Providers**
- **Tools and Resources**
- **Recognition opportunities**
- **Communicating your partnership with ENERGY STAR**



# What is ENERGY STAR?

**ENERGY STAR is a voluntary partnership between business and government which provides an established framework to promote the environmental and financial benefits of improved energy performance.**



# ENERGY STAR Today

## The symbol of energy performance

- homes
- commercial and public buildings
- consumer and business products





# Why Join ENERGY STAR?

- **Affiliation with a recognized brand**
- **Access to ENERGY STAR tools and resources that can increase your sales**
- **Public Relations opportunities and recognition**



# **ENERGY STAR**

## **Benefits of Partnership**

**A Partnership with  
ENERGY STAR Lends  
Credibility**



# ENERGY STAR

## Benefits of Partnership



**Our Actions Make a Difference**  
By saving energy at work, we help protect the environment for everyone.

As a partner with the U.S. Environmental Protection Agency's ENERGY STAR® program, we're committed to protecting the environment through energy efficiency. This year, ENERGY STAR partners and consumers will prevent the greenhouse gas emissions equivalent to 18 million automobiles by using less energy. [www.energystar.gov](http://www.energystar.gov)



**CHANGE FOR THE  
BETTER WITH  
ENERGY STAR**

# ENERGY STAR is Recognized as the Symbol for Energy Efficiency



# **ENERGY STAR**

## **Benefits of Partnership**

**A Partnership with  
ENERGY STAR Lends  
Visibility**



# **ENERGY STAR**

## **for Service and Product Providers**

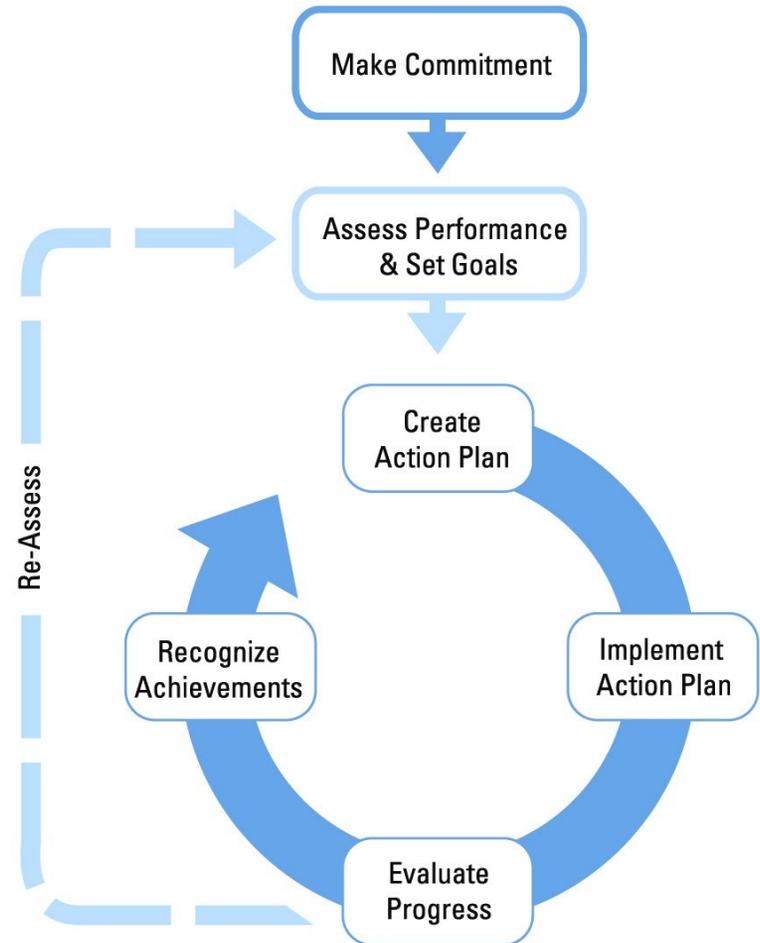
### **Eligible organizations:**

- **Architecture**
- **Distributor**
- **Energy consultant / energy management services**
- **Energy improvement contractor**
- **Energy service company (ESCO)**
- **Engineering**
- **Equipment manufacturer**
- **Financial services**
- **On-site energy production services**
- **Unregulated energy retailers and marketers**
- **Other providers of products and services**



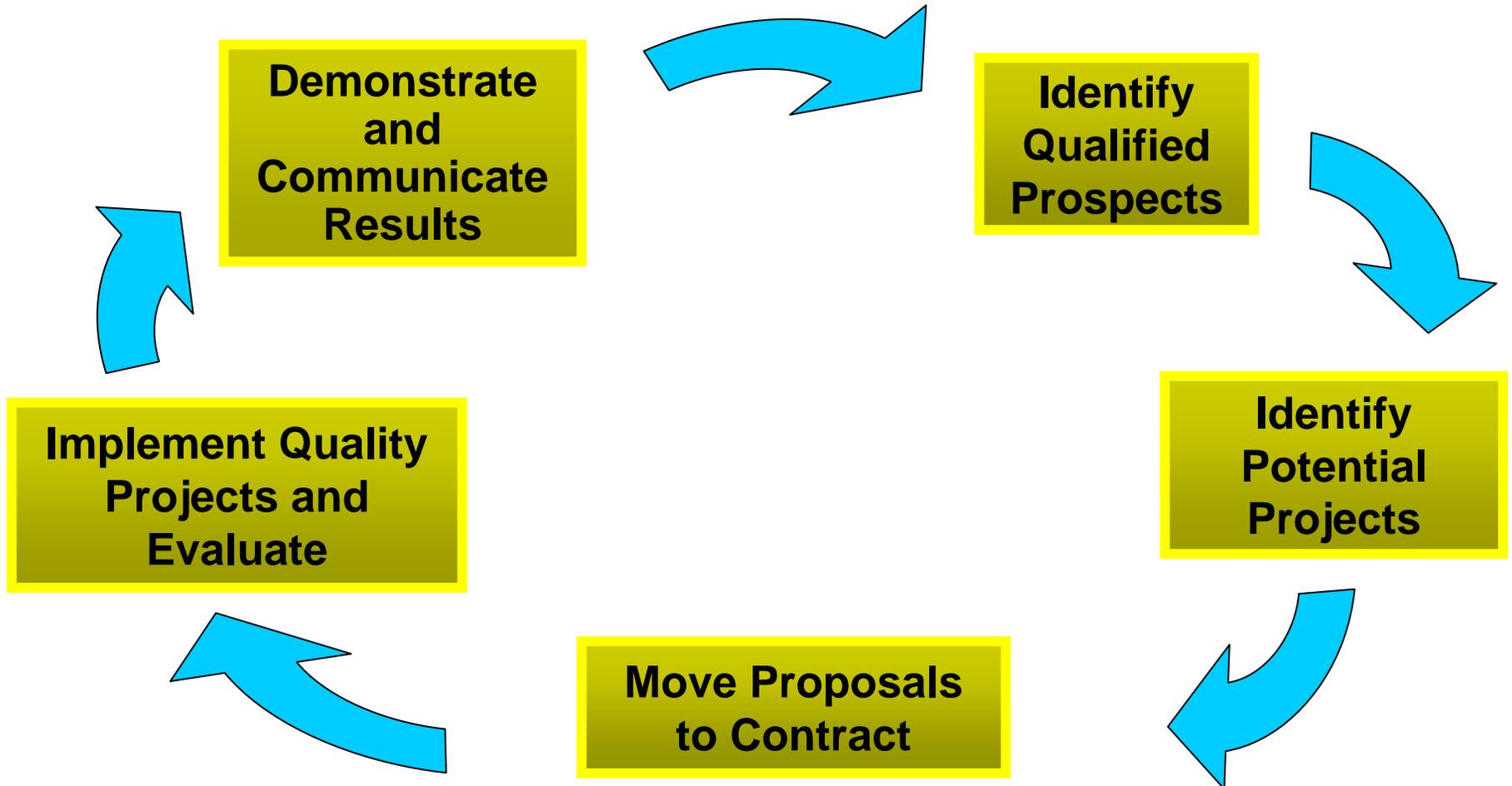
# Guidelines for Energy Management

**Based on the successful practices of ENERGY STAR Partners, EPA has identified the key components for a successful energy management program.**



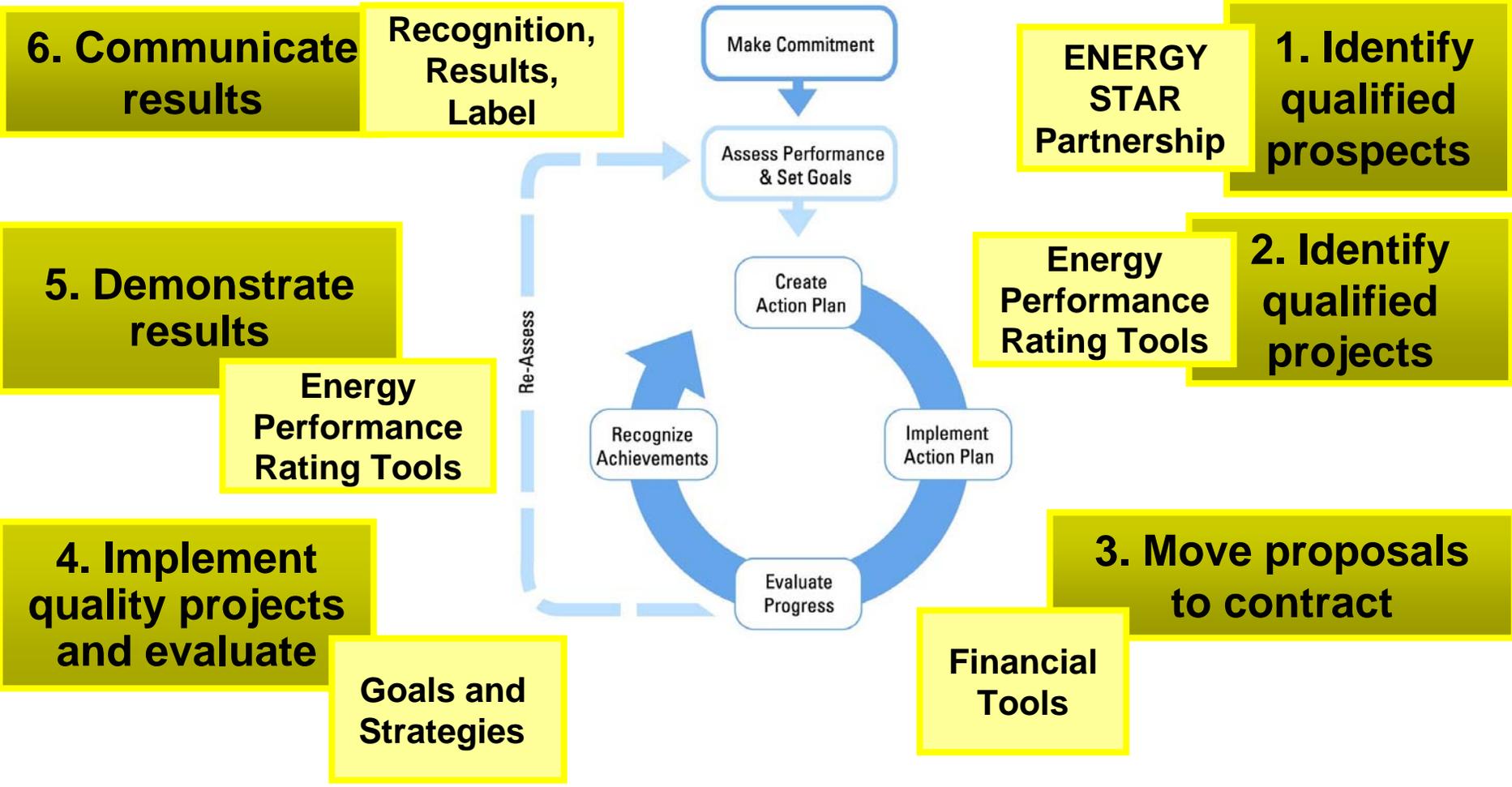


# SPP Sales Process



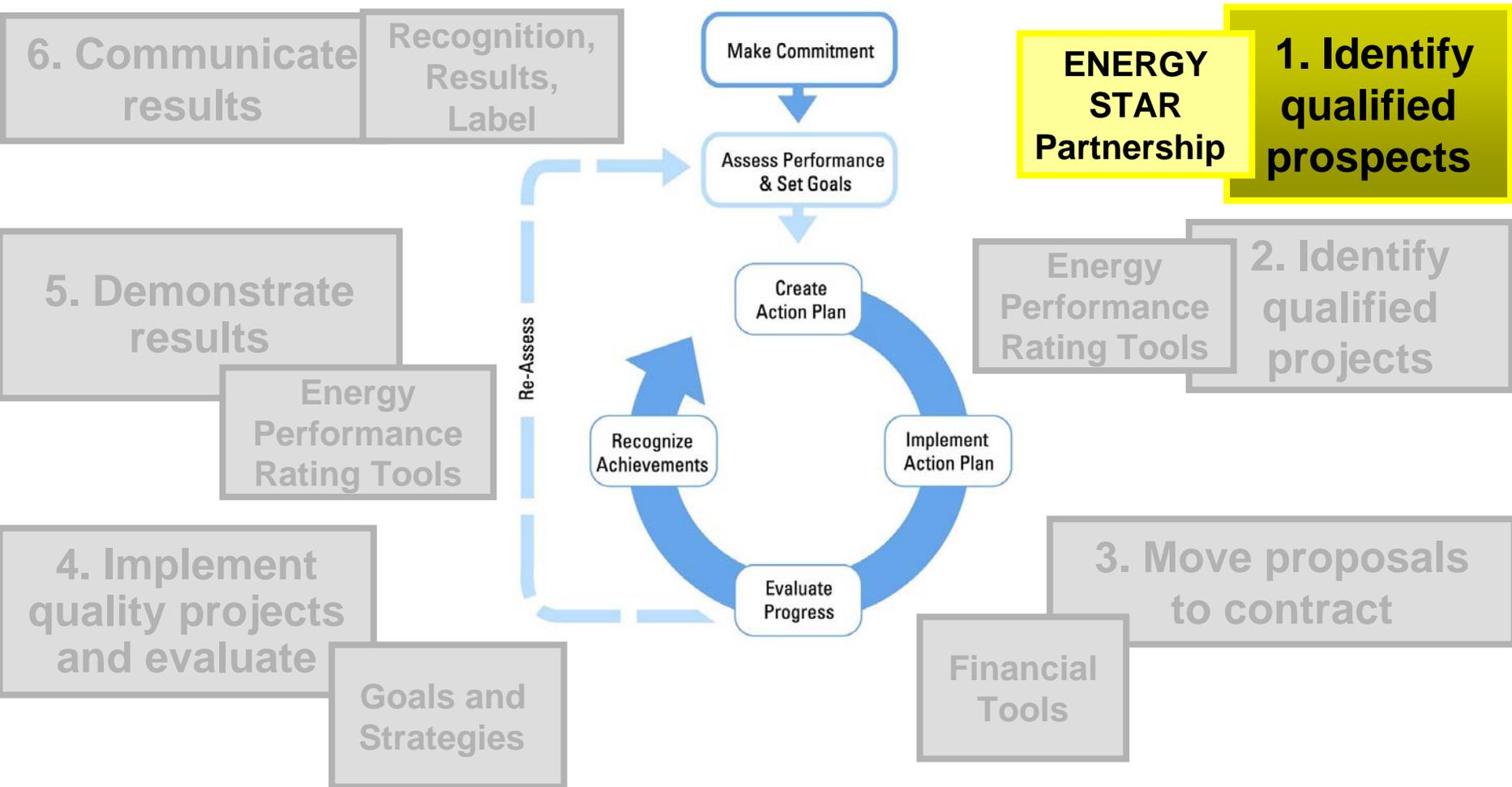


# EPA Tools Support the SPP Sales Process





# EPA Tools Support the SPP Sales Process

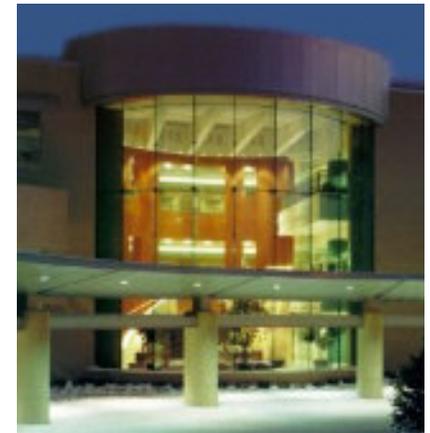




# ENERGY STAR Partnership Benefits

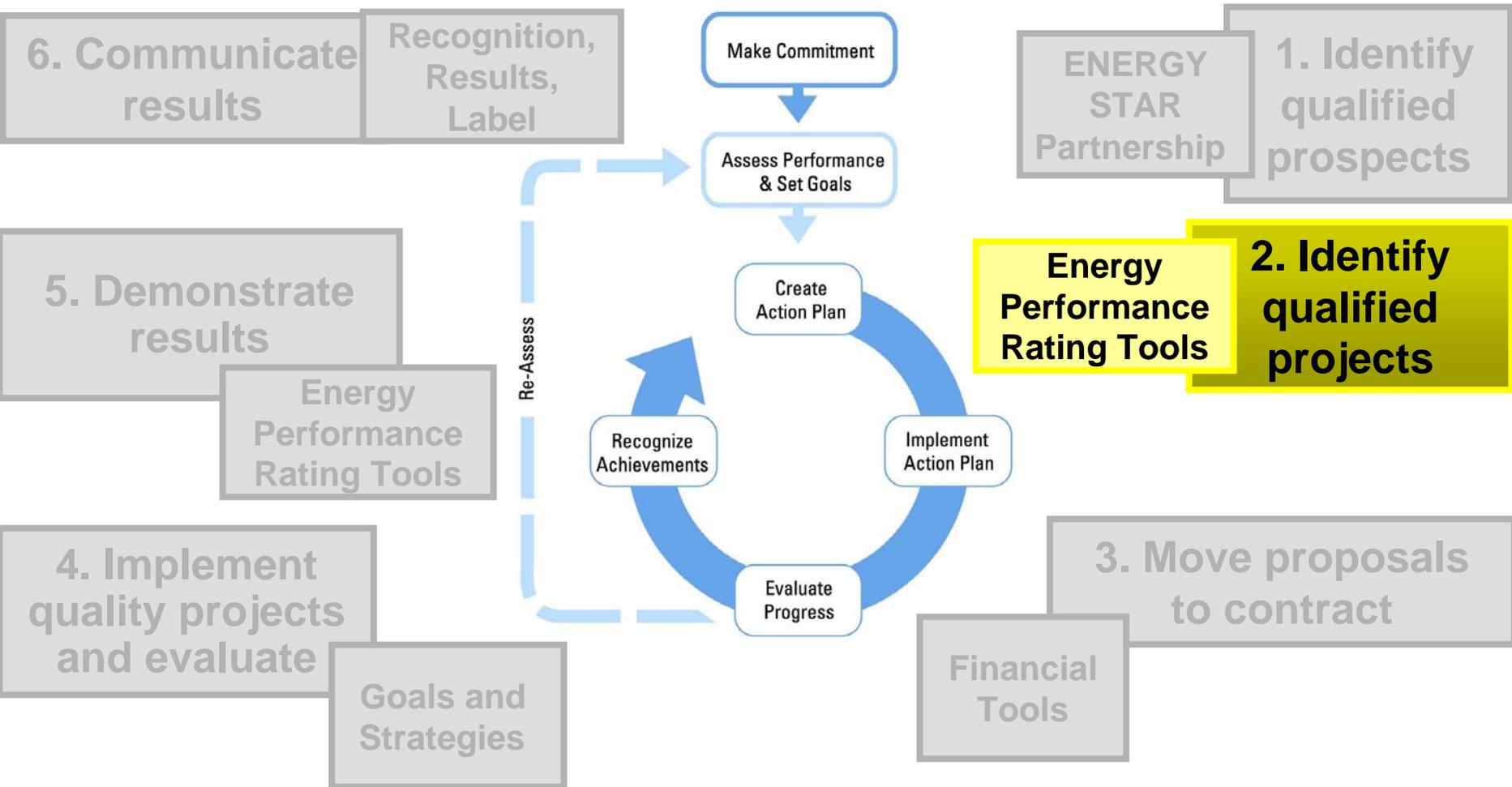
## Access to a Large Group of Potential Clients

Commercial Real Estate  
Corporate Real Estate  
Hospitality  
Retail  
Public  
Healthcare





# EPA Tools Support the SPP Sales Process





# **ENERGY STAR Partnership Benefits**

## **U.S. EPA's Energy Performance Rating System**

- Quantify energy performance on a 1-100 scale**
- Help prioritize opportunities across the entire portfolio**
- Allow you to assist customers in planning aggressive upgrade programs**
- Provide M&V support**



# ENERGY STAR

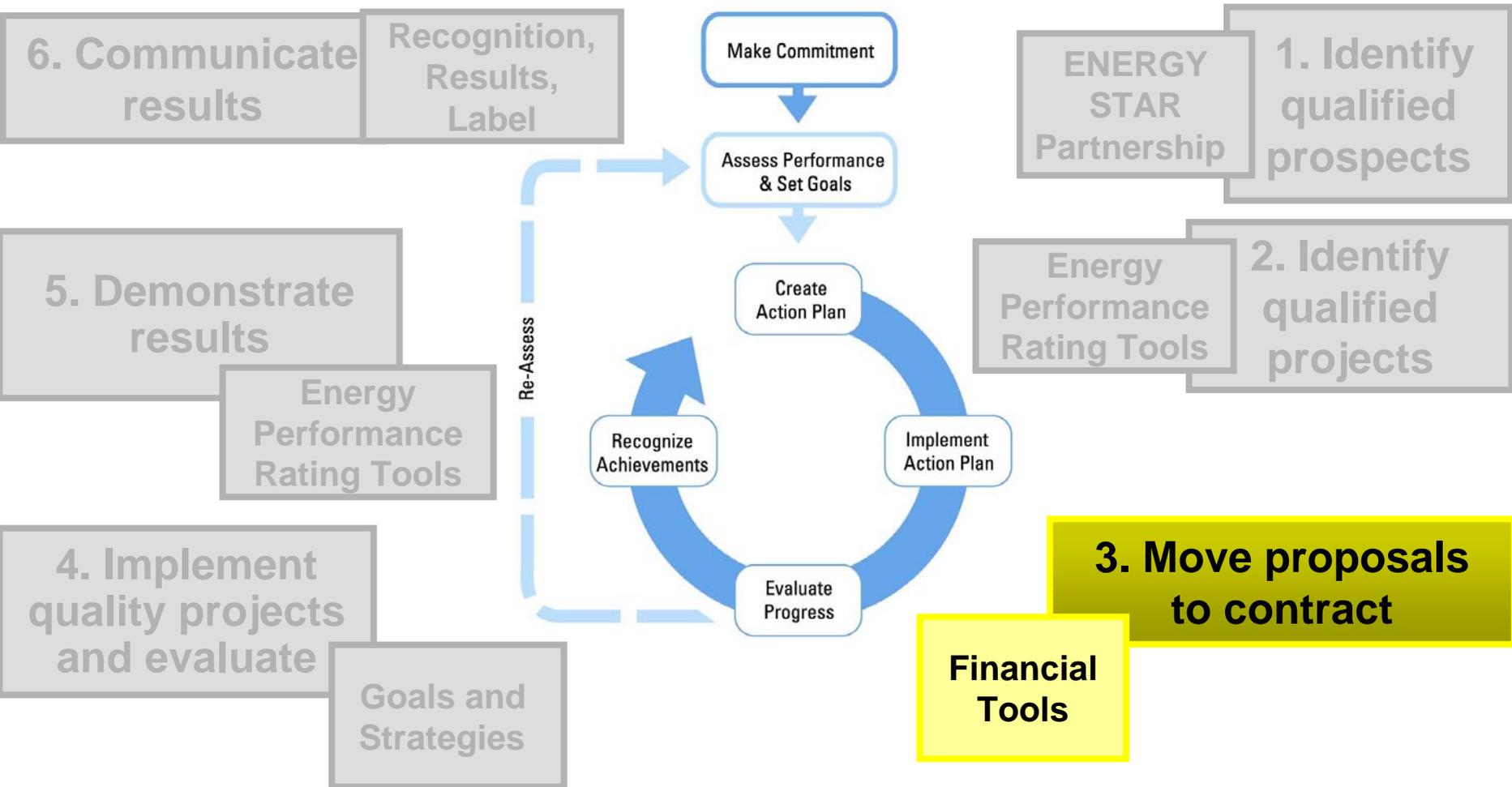
## Partnership Benefits

### Automated Benchmarking Initiative

- **Energy information providers can now link their energy tracking software to EPA's energy performance rating system to obtain energy performance ratings automatically.**
- **For information on how to participate, go to [www.energystar.gov/sppresources](http://www.energystar.gov/sppresources) and click on "Provide automated benchmarking services."**



# EPA Tools Support the SPP Sales Process





# **ENERGY STAR Partnership Benefits**

## **Valuable Financial Tools That Can:**

- **Present a strong financial case using industry metrics**
- **Frame benefits for shareholders**
- **Influence decision-makers**



# **ENERGY STAR Partnership Benefits**

## **Suite of Financial Tools:**

- **Financial Value Calculator**
- **QuikScope**
- **Cash Flow Opportunity Calculator**



# Commercial Real Estate Financial Messaging

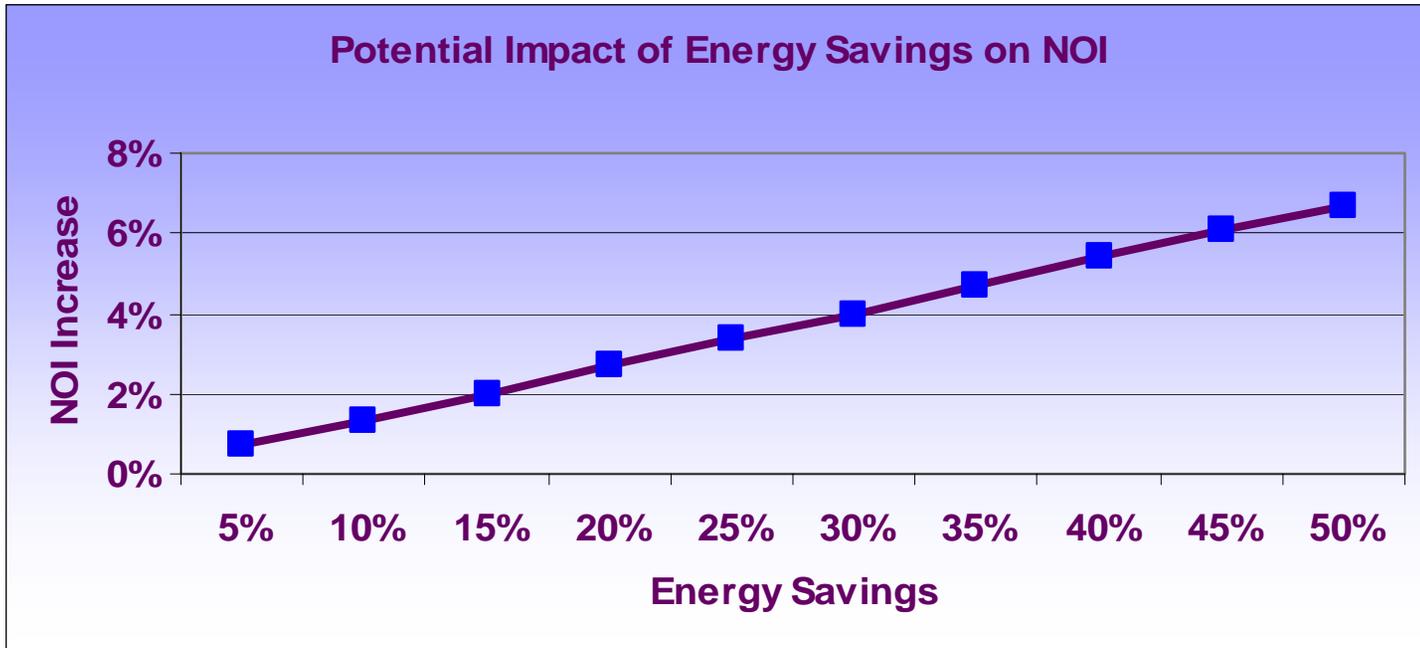
**Each dollar invested in energy performance improvements in commercial real estate at a 20 to 30% savings rate, is equivalent to...**

**Increasing Net Operating Income by 3 to 4%, &**

**Increasing Net Asset Value by \$2.50 to \$3.75.**



# Commercial Real Estate: Potential Impact of Energy Savings on NOI



\*Data based on 2004 BOMA Experience Exchange Report  
\$13.51 NOI/SF & \$1.82 Energy Cost/SF



# **Hospitality Financial Messaging: Full Service Hotels**

**A 10% reduction in energy costs for  
the average full service hotel is  
equivalent to...**

**Increasing Average Daily Rate by 2.6%, &**

**Increasing Occupancy Rate by 4.3%.**



# **Hospitality Financial Messaging: Limited Service Hotels**

**A 10% reduction in energy costs for  
the average limited service hotel is  
equivalent to...**

**Increasing Average Daily Rate by 1%, &**

**Increasing Occupancy Rate by 2.4%.**



# Supermarket/Retail Financial Messaging

**A 10% reduction in energy costs for  
the average supermarket is  
equivalent to...**

**Increasing net profit margins by 15%, &  
Increasing Earnings Per Share by \$0.06, &  
Increasing sales per square foot by \$71.**



# Healthcare Financial Messaging

**Each dollar saved in energy costs is  
equivalent to...**

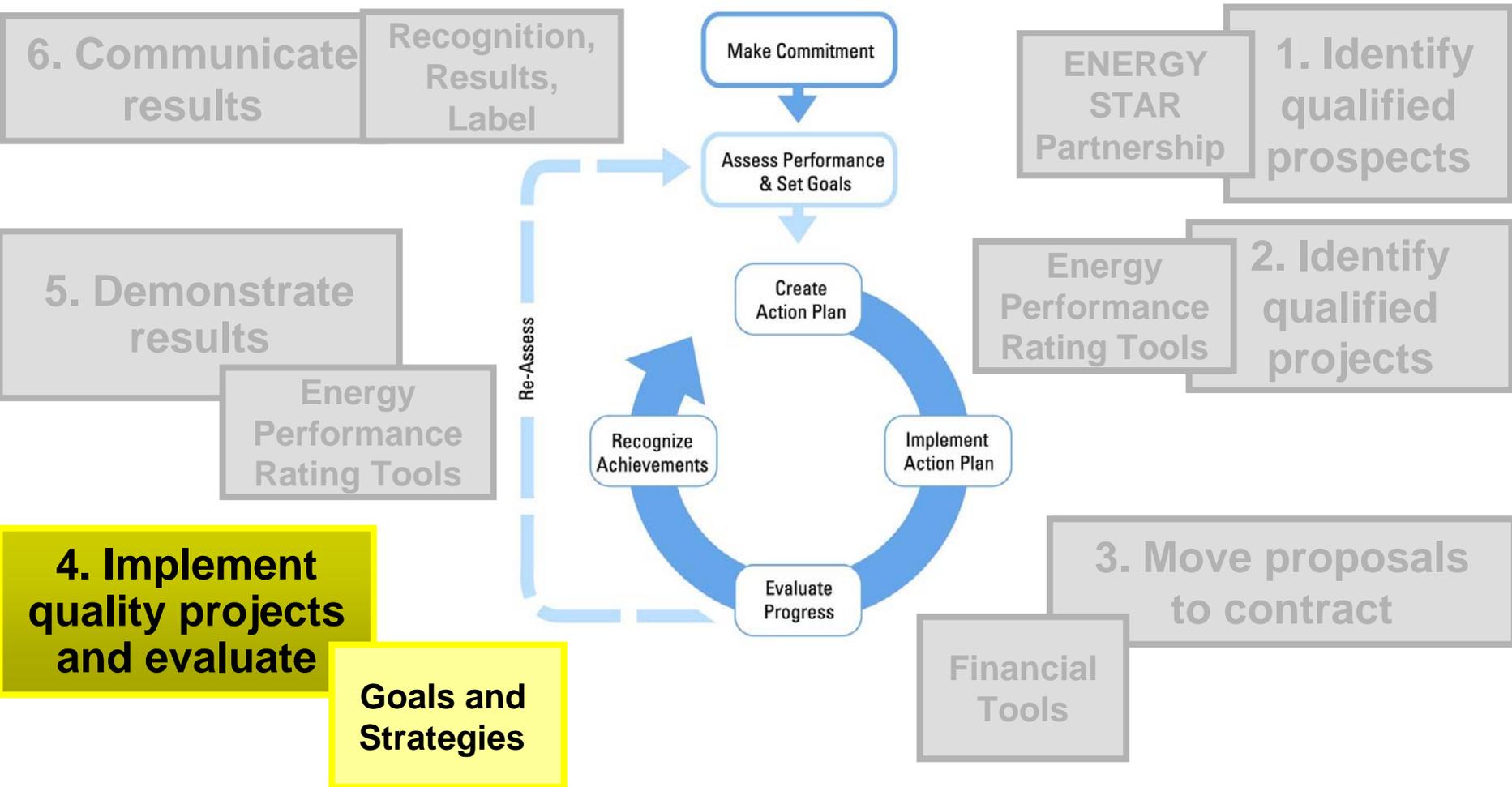
**Hospitals generating new revenues of \$20**

**Medical offices generating new revenues of \$10**

**Nursing homes generating new revenues of \$10**

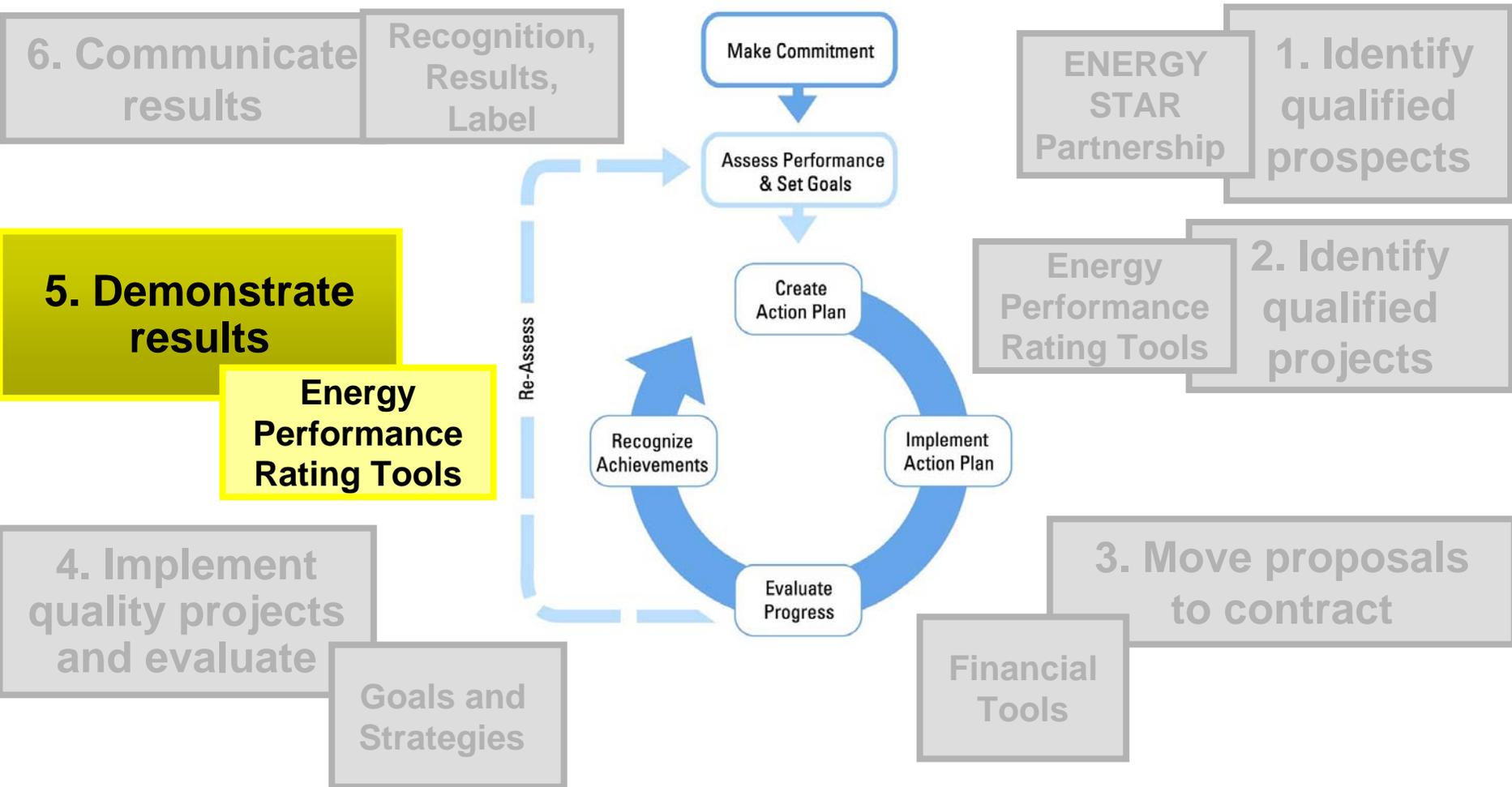


# EPA Tools Support the SPP Sales Process





# EPA Tools Support the SPP Sales Process





# **ENERGY STAR Partnership Benefits**

## **Other Tools and Resources**

- **Delta Score Estimator**
- **Target Finder**



# EPA Tools Support the SPP Sales Process

**6. Communicate results**

**Recognition, Results, Label**

Make Commitment

Assess Performance & Set Goals

Create Action Plan

Implement Action Plan

Evaluate Progress

Recognize Achievements

Re-Assess

ENERGY STAR Partnership

1. Identify qualified prospects

Energy Performance Rating Tools

2. Identify qualified projects

5. Demonstrate results

Energy Performance Rating Tools

4. Implement quality projects and evaluate

Goals and Strategies

3. Move proposals to contract

Financial Tools



# Earn Recognition from EPA

- Building level
  - ENERGY STAR Label
  - Significant Improvement (10 points or more)
  - Designed to earn ENERGY STAR





# Earn Recognition from EPA

- Organization level
  - ENERGY STAR Partner of the Year Awards
  - ENERGY STAR Leaders
    - Portfolio-wide performance





# Other ENERGY STAR Recognition Opportunities

- **ENERGY STAR Challenge**
- **Building Profiles/Success Stories**
- **Activity Recognition**
- **Web Site Directory Listings**



# How to Communicate Your Partnership with ENERGY STAR

- **Inform existing and potential customers**
- **Use ENERGY STAR Logos**
- **Train staff**
- **Marketing support**
- **Events/Conferences**
- **Press Releases**



# Use of ENERGY STAR Logos

USING THE ENERGY STAR  
IDENTITY TO MAINTAIN AND  
BUILD VALUE

The ENERGY STAR®  
Partnership Protects Our  
Environment Through Energy  
Efficiency



- **Partner logo**
- **Linkage Phrase logo**
- **Logo Use Guidelines**



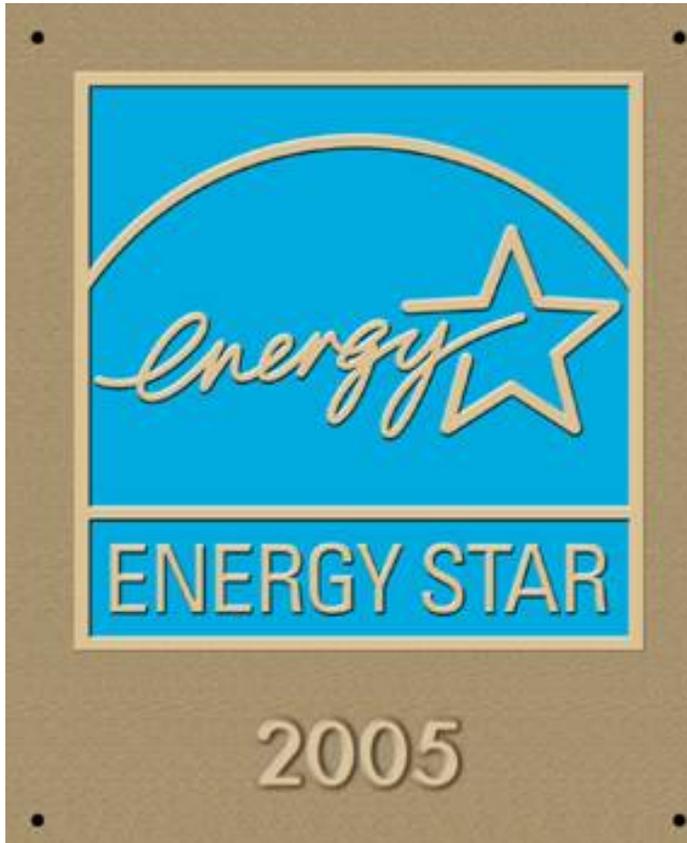


# Putting it All Together

- **Join the Partnership**
- **Train Staff**
- **Inform Customers**
- **Achieve sales goals by leveraging ENERGY STAR**



# Thank You and Aim for the Star!



**For more information visit:  
[www.energystar.gov](http://www.energystar.gov)**

and click on “Business  
Improvement”

**or**  
call the  
ENERGY STAR Hotline at  
1-888-STAR-YES

**or**  
contact the  
SPP Program Manager,  
Robert Sauchelli, at  
[Sauchelli.robert@epamail.epa.gov](mailto:Sauchelli.robert@epamail.epa.gov)