



Are you up for a challenge?

Are you looking for ways to improve your bottom line, save energy—and generate an environmentally friendly reputation? Focus on Energy has a challenge that can help!

The Retail Energy Management Challenge: Building Performance with ENERGY STAR®



You know ENERGY STAR® for their appliance ratings, but you might not know that they're also an excellent resource for energy performance standards for commercial buildings. And now Focus on Energy is partnering with ENERGY STAR to share these best practices with Wisconsin retailers through the **Retail Energy Management Challenge** in conjunction with the new **Building Performance with ENERGY STAR** pilot program.



Ready to reduce energy usage and save money?

Take the Challenge!

This program was created to help retailers improve their energy efficiency and save money. According to the Energy Information Administration, U.S. retail stores consume roughly \$21 billion on energy each year. **Just a 10% cut in energy consumption would be the equivalent of a 1.26 percent increase in sales for the average retail store¹.**

The Retail Energy Management Challenge will help you reduce current energy use and show you how to uncover low-cost, fast payback projects that can help fund future energy improvements—and save you even more!

How does the Challenge work?

Program participants will compete with other retail organizations to see which organization can achieve the highest ENERGY STAR rating across their Wisconsin portfolio of facilities in a 12 month period. As a participating retailer you'll:

- Benchmark your Wisconsin facilities' energy use with EPA's Portfolio Manager, an online energy measurement and tracking tool to help identify poor performing facilities.
- Work with Focus on Energy to develop an energy management action plan. You'll work together with an energy advisor who will make sure you get the training and technical assistance you need to strategically plan and implement energy-efficiency improvements over time, starting with low-payback projects that can create revenue to fund capital upgrades in the future. Plus, your advisor will connect you with Focus incentives that can make your project payback period even shorter.
- Receive walk through energy assessments for two (2) of your poorest performing facilities that include a performance assessment report detailing and quantifying your energy efficiency opportunities.

And the winner is...

The program winner(s) will be selected based on overall performance over the course of the Retail Energy Management Challenge. An **Award for Excellence in Energy Efficiency** will be rewarded for the following categories:

- Most Improved ENERGY STAR Rating
- Highest ENERGY STAR Rating

Winners will be recognized by both Focus on Energy and ENERGY STAR for their participation and performance in the program, and facilities with a score of 75 and higher have the potential to receive the ENERGY STAR label.

What's in it for your business?

In addition to generating valuable publicity that will position your business as an energy-efficiency leader, this program will:

- Improve your bottom line—every \$1 saved in energy has the equivalent impact on operating income as \$18 in sales!
- Help reduce your carbon footprint
- Drive increased employee, customer, and investor satisfaction

What are the eligibility requirements?

To participate, you must be a retail business that operates at least ten (10) locations in Wisconsin, has an average facility size of 25,000 sq ft or greater, and whose facility space meets the eligibility criteria for the ENERGY STAR Portfolio Manager rating system.

Other requirements do apply; please refer to the Retail Energy Management Application for more information or call Focus on Energy at **800.762.7077**.

Take the Challenge today!

To participate in the Retail Energy Management Challenge: Building Performance with ENERGY STAR or for more information, contact Focus on Energy at **800.762.7077** or e-mail retailchallenge@focusonenergy.com.

Today, energy efficiency isn't an option, it's the cost of entry—the step successful businesses must take to remain competitive.



¹ 2007 Annual Retail Trade Report, Census Bureau, <http://www.census.gov/retail>