



ENERGY STAR® Action Workbook for Small Business

Energy efficiency is the fastest, least expensive, and largest single solution for simultaneously saving energy and money, and preventing greenhouse gas emissions. Through the market-based, voluntary, ENERGY STAR program, the EPA is helping businesses and individuals save money and protect our climate through superior energy efficiency. These efforts have helped create jobs, lower utility bills, and contribute to cleaner air and the protection of human health. Small businesses play a key role in these and future efficiency efforts, as over 50% of the employed population in the U.S. works in a small business. Your business and your community have a lot to gain from increased energy efficiency. To help companies like yours use ENERGY STAR tools and resources to “prevent pollution at a profit,” ENERGY STAR has developed the **ENERGY STAR Action Workbook for Small Business**. Following the guidelines in the Workbook will help you save money and enable you to showcase an environmental commitment to staff and customers. The steps below summarize the more detailed information and resources to be found in the Workbook, which will be available for download at <http://www.energystar.gov/smallbiz>.

Step 1: Make a Commitment to Saving Energy

Join the ENERGY STAR Small Business Network and make a commitment to better cost management at <http://energystar.gov/joinbuildings>.

Build an Energy Team. One dedicated individual or a group—large or small—can succeed.

Institute an Energy Policy to provide the foundation for a successful program by setting performance goals and integrating energy management.

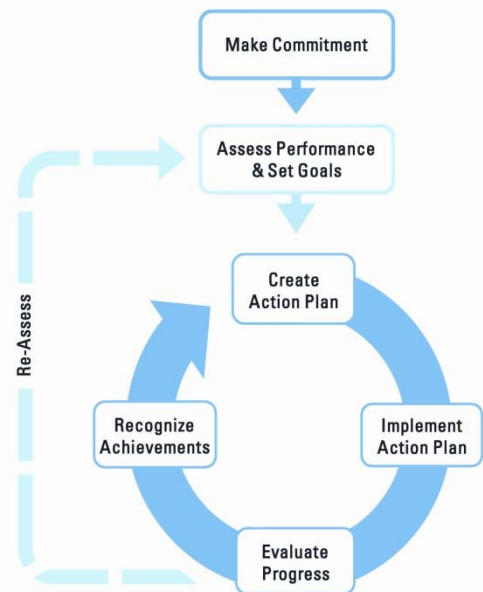
Step 2: Assess Performance

Baseline, benchmark, and start saving now! Gather, track, and analyze data using EPA’s free, online Portfolio Manager® tool. This tool can help you set energy and water savings goals, and document achievements. Learn more at <http://www.energystar.gov/Benchmark>.

Sign up for ENERGY STAR training and webinars at <http://www.energystar.gov/buildings/training>.

Get the Portfolio Manager QuickStart guide at <http://www.energystar.gov/buildings/tools-and-resources/portfolio-manager-quick-start-guide>.

Conduct a walk through survey and implement Sure Energy Savers—low- and no-cost, reliable, low-risk actions that your Energy Team can take.



ENERGY STAR Guidelines for Energy Management

Step 3: Set Goals

Determine the scope of your goals; you can focus on a single property, or even specific company equipment and/or a section of the property for your efficiency project.

Set and prioritize goals. Example goals include 1) defined energy use reductions from baseline, 2) cost reductions, or 3) increased staff awareness.

Step 4: Create an Action Plan

Define targets and projects. Use Portfolio Manager or audit reports to compare your baseline with the goals you set. The gaps between goals and your baseline can help identify projects.

Determine roles and responsibilities; identify which steps of the action plan you will implement internally and for which you will need external help—such as contractors, consultants, utility representatives, etc.

Find funding for your projects. Take stock of your financial situation to understand how much you can spend for projects, including what is on hand, what could be raised quickly, and what could be found elsewhere. Check on utility financial incentives, and possible “shared savings” contracting.

Step 5: Implement the Action Plan

Create a communication plan to educate and motivate staff and customers regarding energy efficiency and the benefits of proposed projects.

Raise awareness of the Action Plan. Effective programs make employees, managers, and other key stakeholders aware of energy performance goals, the projects undertaken to reach those goals, as well as roles in project implementation.

Manage the Action Plan. Establish a consistent method for tracking the progress of your projects and maintenance tasks.

Step 6: Evaluate Progress

Track progress. Monitoring progress helps your business look toward the future, create new action plans, evaluate which elements of your Action Plan worked and which didn't, and set new performance goals.

Measure results and verify savings through a formal review of energy use data and the activities carried out to implement projects. Did the projects implemented through your Action Plan help meet goals?

Review the Action Plan. Which projects were most successful both in terms of business operations as well as saving energy? Were there unsuccessful projects providing “lessons learned”?

Step 7: Recognize Achievements

Provide internal recognition at regular intervals for everyone who helped the project succeed.

To receive external recognition you can:

- **Tell your story.** Share your success with your community through traditional and social media.
- **Join a friendly competition.** Use the *ENERGY STAR Guide to Energy Efficiency Competitions* at <http://www.energystar.gov/CompetitionGuide>.
- **Looking for more outreach?** Your success story may be unique and educational—worthy of publication! Contact the ENERGY STAR small business team for more information at energystarsmallbiz@energyandsecurity.com.

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