

Communicating Effectively with ENERGY STAR



Agenda

Alena Hutchison, Communications Manager, ENERGY STAR Commercial & Industrial Branch & **Jill Vohr**, Marketing Manager, ENERGY STAR Products



Jason McIntyre, Manager, Operations and Sustainability at USAA Real Estate Company



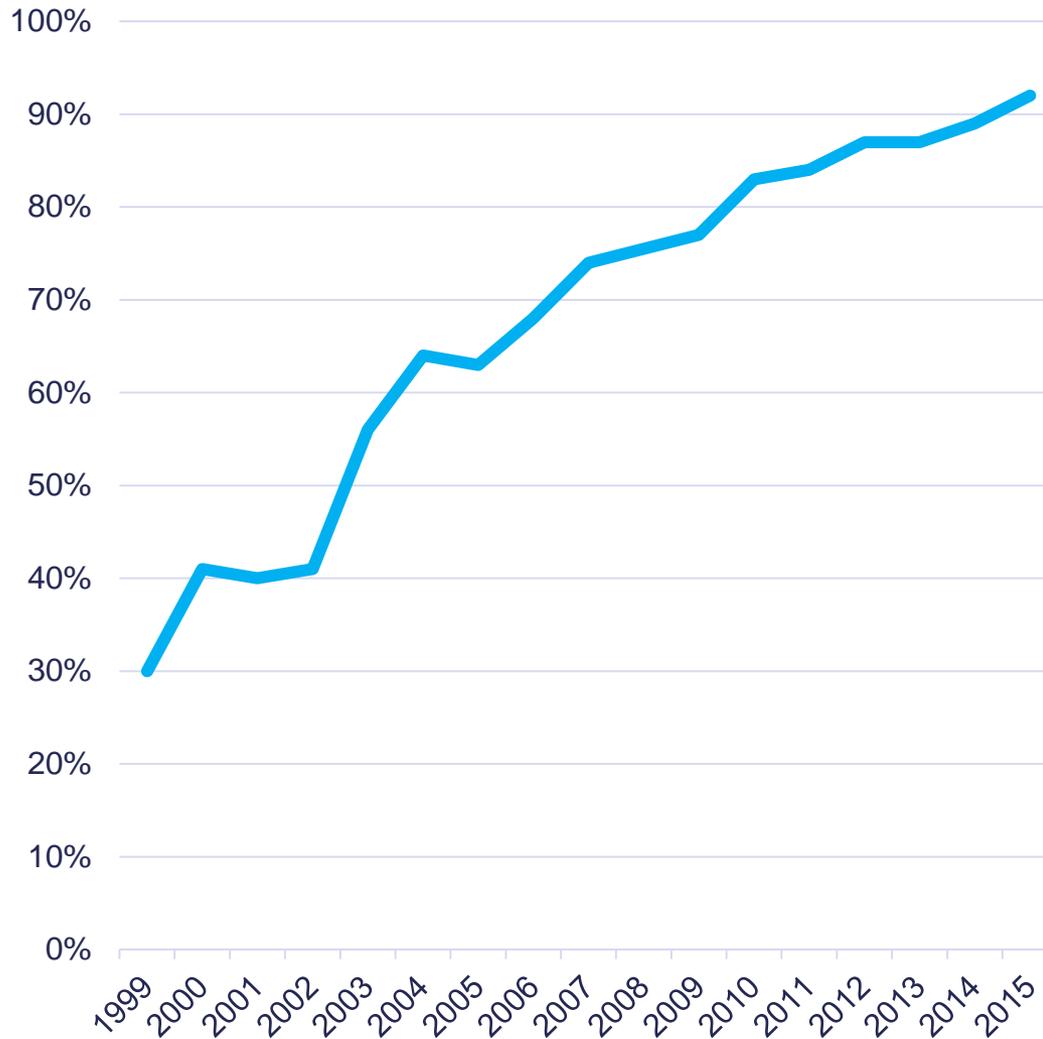
Christopher Cayten, Principal at CodeGreen Solutions



Kathia Benitez, Sustainability Director at Northwestern University

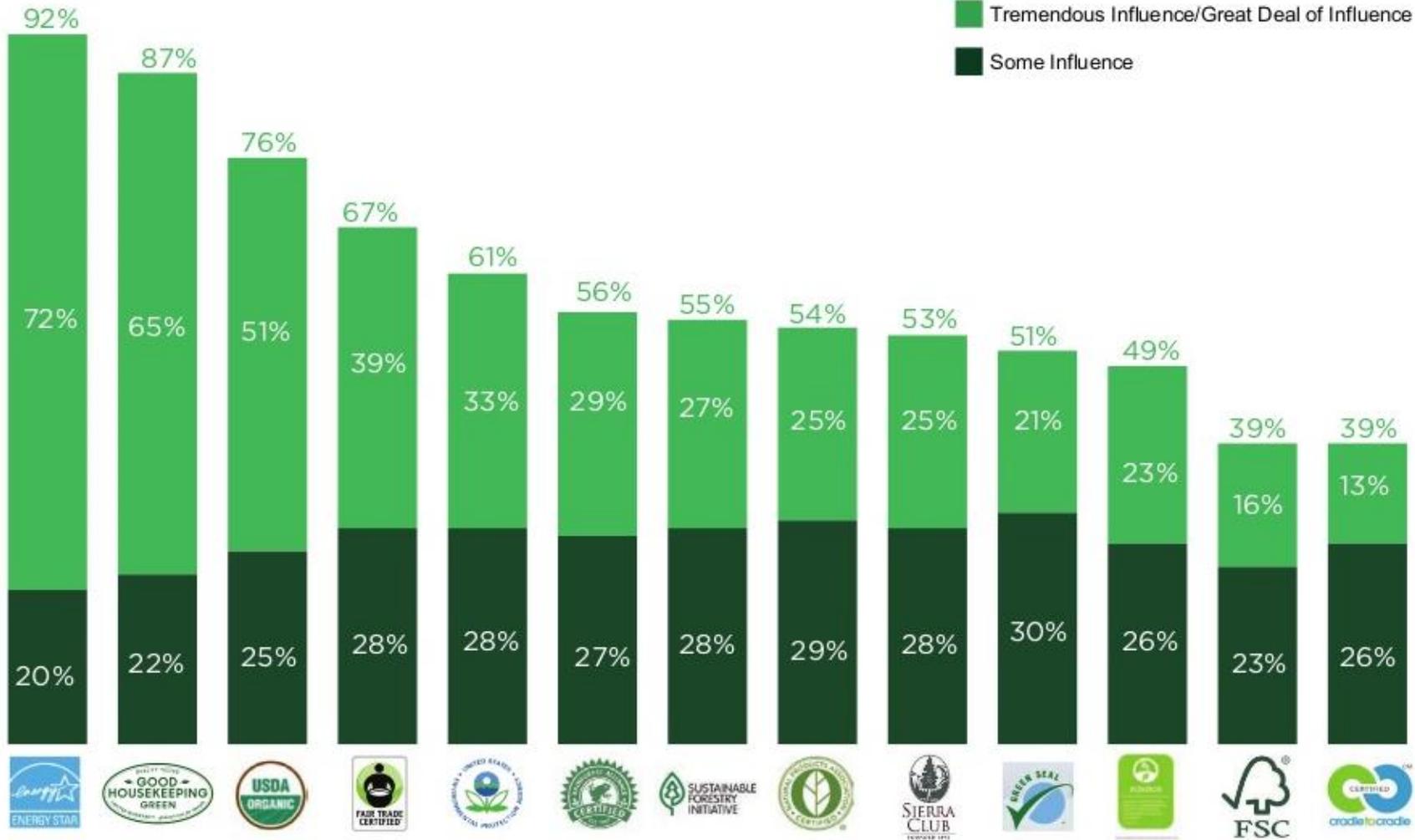


Recognized by
more than **90%**
of Americans



Brand trust among consumers

■ Tremendous Influence/Great Deal of Influence
■ Some Influence



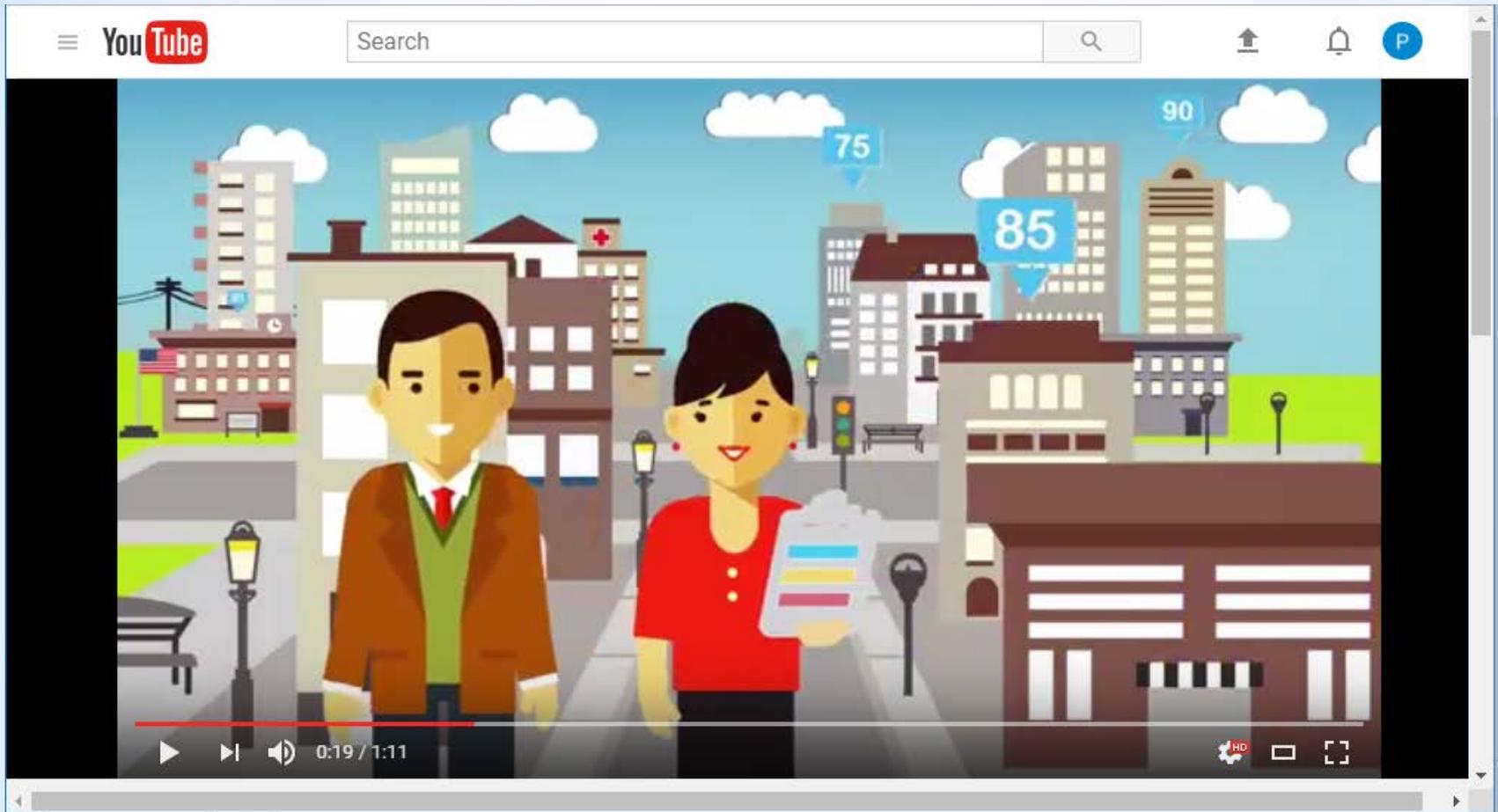
Source: Fairfield Research, July 2015 Survey of Good Housekeeping readers



Drawing the connection from products to buildings



New 1-minute video!



<https://youtu.be/12PlqlzZb9U>

New promotional tools for certification!



www.energystar.gov/promokit

New decal highlights recertification



Show off your partnership – get creative (and have fun)





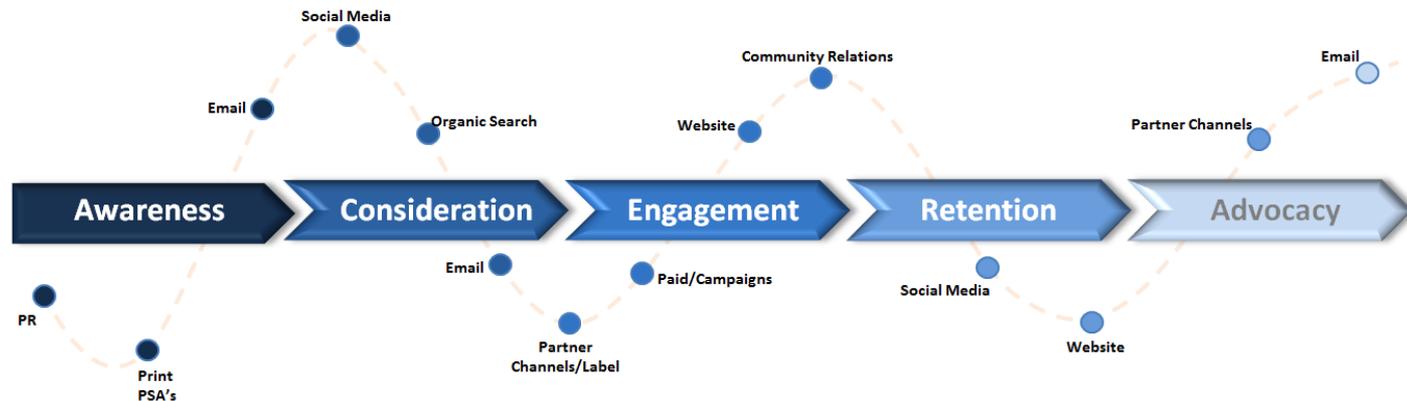
Engaging Your Audiences in Saving Energy with **ENERGY STAR**





ENERGY STAR Labeling Branch Communications Team

- The Labeling Branch facilitates ENERGY STAR product specification development, third-party certification, and educational outreach – basically everything to do with saving energy with products.
 - Appliances, Electronics, Lighting, Heating and Cooling, and More.
- The Communications Team works with the broader ESLB team to educate our audiences (mainly residential consumers) about the benefits of energy efficiency and encourage adoption of ENERGY STAR certified products and other energy-saving behaviors. We do this through numerous channels, including:
 - Paid, Earned, Owned, and Shared.





Ideas and Resources for Engaging Audiences

- **Ways to Save Tips Web Service**
 - Includes energy-saving tips and engagement elements, such as the ENERGY STAR Pledge, in an RSS-feed type online tool.
 - Easy to integrate into your intra/inter-net.
- **ENERGY STAR Pledge and My ENERGY STAR**
 - Encourage your audiences to take the ENERGY STAR Pledge, or even better, participate in an energy-saving challenge with the My ENERGY STAR web engagement platform!
 - Easy to sign up; energy-saving actions – pledges and carbon savings – automatically tracked.
- **Light the Moment**
 - Opportunities to join us in spreading the word about the benefits of ENERGY STAR certified LED bulbs – a gateway product towards broader energy-saving actions – PLUS celebrate ENERGY STAR Day with us!
- **MORE!**



Ways To Save Tips Web Service



Way to Save Tips Web Service

Ways to Save Tips is a web service that provides an ongoing stream of ENERGY STAR® branded, energy-saving tips to external websites that adopt the service.

Tips include:

- All ENERGY STAR vetted, energy-saving tips for certified consumer products. Tips for commercial products are not available ... yet.
- Content from national product promotions.
- Any and all additional content, as available.
- Links back to energystar.gov for more educational information.

You can customize the tips in your web feed based on specific product categories relevant to your program. The tips in the feed will automatically refresh with each visit to your site.

Partner Benefits

- Fresh and Frequent Content
 - Increase the amount of content that changes on your page(s) to show search engines that your page is worthy of receiving a boost in the search results.
 - Increase the frequency of the changes to give search engines a reason to crawl your site more often.
 - Give visitors more options for engaging with your page.
- ENERGY STAR Brand Affiliation
 - ENERGY STAR is a trusted brand that provides credibility to your site and confidence to your site visitors.
 - Displaying ENERGY STAR branded content next to your own content creates a connection that can add value to your content.
- Once the web service is adopted, you're done! You do not have to think about it again.



Select Your Community to Start Saving Energy

Choose your community



[Click to view a map of all participating communities](#)

Your Guide to Energy Savings

Efficiency Smart helps residents, businesses, and communities use less energy and save money. Select your community above to see how we can help.



Hamilton, Ohio



Jackson Center, Ohio

Sign up for our E-newsletter

Stay connected to Efficiency Smart and receive energy tips, promotions, and news sent directly to your inbox.

[Sign up form](#)



Choose an ENERGY STAR certified clothes washer

The average American family washes about 300 loads of laundry each year. If you're [purchasing a new clothes washer](#) consider one that's earned the ENERGY STAR. Certified models feature sophisticated wash systems that can help you reduce related energy and water costs. Clothes washers that have earned the ENERGY STAR use 25 percent less energy AND 45 percent less water.

Efficiency Smart



ENERGY STAR Pledge and My ENERGY STAR

ENERGY STAR Pledge

- The ENERGY STAR Pledge is an easy engagement tool that encourages your audiences to pledge to save energy – providing them numerous energy-saving actions to pledge:
 - From light bulbs to TVs to appliances and even home improvement projects, such as adding insulation.
- It's easy to become a pledge driver.
 - Simply sign up at energystar.gov/pledgedrivers and receive a unique url to track pledges made by your audiences.
- The ENERGY STAR Pledge tracks:
 - Total pledge actions taken.
 - Also provides break down of specific pledge actions.
 - Total greenhouse gas emissions saved.
 - Total dollars saved.
 - Total kWh / BTUs saved.



PLEDGE TO SAVE ENERGY

Pledge to take energy saving actions in your home today that will reduce greenhouse gas emissions and help protect our climate for years to come.

My ENERGY STAR highlights

RECENT ACTIVITY

0 items on your to do list

0 completed items

READY FOR YOU

N/A available

RETURNING? SIGN IN [HERE](#)

[SAVE YOUR PROGRESS](#)

Select Actions to Pledge

Choose from the categories below and select the actions you pledge to complete. Once you have made your selections, add your name and email to complete your pledge.



Lighting

I pledge to take the following actions:

- Replace 1 light bulb
- Replace 5 light bulbs
- Replace 30 light bulbs
- Purchase ENERGY STAR light strings this holiday season

Other Energy-Saving Changes

- Turn off lights when not needed

Electronics

Appliances & Water Heaters

Heating & Cooling

Seal & Insulate

Complete your pledge

First Name Last Initial

Email Zip Code

Associate your pledge with one of our pledge driving organizations listed below to help them reach their ENERGY STAR Day goals. (optional)

Select One

[COMPLETE YOUR PLEDGE](#)

By taking the Pledge, you acknowledge and agree that: 1) Your personal information submitted as part of the ENERGY STAR Pledge will be shared with the EPA and organizations you have agreed to associate with your account; 2) that EPA's use of your personal information shall be governed by EPA's Privacy Policy; and 3) you may receive emails from ENERGY STAR or the associated organization.

YOUR PLEDGES

0% fully pledged

0 items on your to do list ready to pledge

0% Lighting

0 of 0 actions pledged

0% Electronics

0 of 0 actions pledged

0% Appliances & Water Heaters

0 of 0 actions pledged

0% Heating & Cooling

0 of 0 actions pledged

0% Seal & Insulate

0 of 0 actions pledged

WHAT OTHERS ARE DOING



See what actions others are taking to protect the climate!

[See the map](#)



NISSAN

Nissan North America

In North America, Nissan's operations include automotive styling, engineering, consumer and corporate financing, sales and marketing, distribution and manufacturing. Nissan is dedicated to improving the environment under the Nissan Green Program 2016, whose key priorities are reducing CO2 emissions, cutting other emissions and increasing recycling. More information on Nissan in North America and the complete line of Nissan and Infiniti vehicles can be found online at www.NissanUSA.com and www.InfinitiUSA.com.

» [Upload an event to display on this page](#)

2016-2017 Participation Highlights

Goal for the Year:	16,250,000 lbs of ghgs
Current Total:	51,049,728 lbs of ghgs
Percent to Goal:	314%

Questions about your Goal?

If you have questions about setting or changing your goal, please email changetheworld@energystar.gov.

2016-2017 Savings Breakdown

Greenhouse Gas Emissions:	51,049,728 lbs
Pledge Actions:	18,343
Dollars:	\$4,123,700
kWh:	27,120,629
BTUs:	52,361,943,946

» [See Pledges by Action Item](#)

Archived Campaign Success

Select a Campaign Year:



Results for Change the World Campaign 2015-2016

Greenhouse Gas Emissions (lbs.)	191,688,165
Dollars	\$13,253,067
kWh	119,608,316
BTUs	46,521,354,386

ENERGY STAR. The simple choice for energy efficiency.

My ENERGY STAR

- My ENERGY STAR is an expanded version of the pledge that allows your audiences to go beyond just pledging actions to learning about all the ways they can save energy at home and tracking their savings with their own dashboard.
- My ENERGY STAR offers your audience:
 - More than 60 ways to save energy, including products, tips and projects.
 - Features a comprehensive set of interactive advice cards and pledge actions to help customers save energy wherever they are in their energy-saving journey.
 - Filters allow easy navigation of the advice cards depending on the customer's interest: Do it Now, Quick Projects, Plan & Renovate, Renters, Room by Room (kitchen, bedroom, bathroom, basement, etc.).

START SAVING NOW

Welcome to your personalized tool for saving energy with ENERGY STAR. Below are featured actions to help you get started. [Create your own My ENERGY STAR account](#) and see how your simple actions can make a big difference.

My ENERGY STAR highlights

RECENT ACTIVITY

0 items on your to do list
0 completed items

READY FOR YOU

N/A available

[RETURNING? SIGN IN HERE](#)

[SAVE YOUR PROGRESS](#)

FEATURED ACTIONS

[SHOW ALL](#)

[DO IT NOW](#)

[QUICK PROJECTS](#)

[PLAN & RENOVATE](#)

[RENTERS](#)

[ROOM BY ROOM](#)

This Earth Day, join us in being a "STAR" for the environment. How? It's easy. Pick one or more of the ENERGY STAR actions below and save energy. Saving energy not only saves money, it also reduces greenhouse gas emissions - helping make the Earth a healthier home for all of us.



Choose ENERGY STAR certified light bulbs (Replace 1 bulb)



Choose an ENERGY STAR certified refrigerator



Recycle your old refrigerator



Choose an ENERGY STAR Certified Pool Pump



Choose ENERGY STAR certified light bulbs (Replace 1 bulb)



Replace 1 incandescent light bulb with an ENERGY STAR certified CFL or LED bulb. The ENERGY STAR label lets you know this bulb is independently certified and has undergone extensive testing to ensure energy savings and performance promises. CFL or LED bulbs are not all the same when it comes to performance. To get the energy efficiency and performance you expect, always look for the ENERGY STAR label.

SAVE EVEN MORE

- Less frequent bulb replacements
- Same brightness (lumens) with fewer watts

FACTS & STATS

An ENERGY STAR certified light bulb uses about 70 to 90 percent less energy and lasts 10-25 times longer. Most ENERGY STAR LED bulbs are dimmable. Check the package for more information.

[PLEDGE THIS ACTION](#)

[ADD TO YOUR TO DO LIST](#)

[MARK AS COMPLETE](#)

[MORE INFORMATION](#)

[GO TO MY ENERGY STAR](#)

Using less energy saves you money and helps prevent climate change.



My ENERGY STAR

- Individuals that sign up will get their own My ENERGY STAR dashboard where they can:
 - Track commitments or pledged actions on their To-Do List.
 - Confirm completed actions.
 - Get feedback and recognition based on progress.
 - See relevant utility rebates based on zip code.
- Platform can be used to not only educate, but to incentivize further engagement through hosting competitions around who saved the most energy.
 - Progress represented by stars.
- Existing pledge drivers already have access to My ENERGY STAR!
 - Both utilize same sign-up functionality and include access to an actions-tracking page.

MY ENERGY STAR

This is your personalized page for saving energy with ENERGY STAR. Here's where you can track all of your actions, their impact and discover special deals. Visit us again to update your account and see what's new.

My ENERGY STAR highlights

RECENT ACTIVITY 2 items on your to do list 6 completed items	READY FOR YOU 60 items available
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[RETURNING? SIGN IN HERE](#) [SAVE YOUR PROGRESS](#)

My To Do List | **Completed Actions**

2 actions on your To Do list.

Install and properly set a programmable thermostat

When used properly, a programmable thermostat can help you save energy when you're asleep or away from home. Use the thermostat's pre-programmed energy-saving setpoints as a guide, setting the temperature back in the winter and up in the summer. Use the vacation setting to maintain energy-saving temperatures when you are gone for several days.

SAVE EVEN MORE

- Turn your air conditioner up if a ceiling fan is keeping you cool enough.
- Don't run your heat or air conditioning when the windows are open.

FACTS & STATS

With proper use, programmable thermostats can save about \$180 every year in energy costs.

[PLEDGE THIS ACTION](#)

[★ ON YOUR TO DO LIST](#) [✓ MARK AS COMPLETE](#) [MORE INFORMATION](#)

Choose an ENERGY STAR certified Electric Heat Pump Water Heater

Keep it up, you're doing a great job!

MY ENERGY STAR IMPACT

Your ENERGY STAR actions are reducing your carbon footprint by: **3,107 lbs**

MY ENERGY STAR PROGRESS

Given the effort and energy savings of your actions, here are the stars you've earned. More actions earn you more stars.

★ 5 ★ 25 ★ 75
★ 100

MY ENERGY STAR DIFFERENCE

Your ENERGY STAR actions, together with millions of other Americans, are making a big difference:

4,360,535 Individuals	\$895,698,295 energy savings
---------------------------------	--

15,495,877,713 lbs
in carbon pollution reduction

Your Rewards Follow these links to coupons, rebates and special offers from our partners.

[Sign in to see your rebates.](#) [New User? Get Started with My ENERGY STAR.](#)



START SAVING NOW

Welcome to your personalized tool for saving energy with ENERGY STAR. Below are featured actions to help you get started. [Create your own My ENERGY STAR account](#) and see how your simple actions can make a big difference.

My ENERGY STAR highlights

RECENT ACTIVITY

0 items on your to do list
0 completed items

READY FOR YOU

N/A available

RETURNING? SIGN IN [HERE](#)

[SAVE YOUR PROGRESS](#)

FEATURED ACTIONS

SHOW ALL

DO IT NOW

QUICK PROJECTS

PLAN & RENOVATE

RENTERS

ROOM BY ROOM

Virginia Energy Sense is the Commonwealth's energy efficiency education and outreach program under the guidance of the State Corporation Commission (SCC) created to educate and help Virginians understand their energy use and support the state's goal to reduce electricity consumption by 10%.

VALUE YOUR POWER
VIRGINIA ENERGY SENSE

Virginia Energy Sense



Change your HVAC system air filter



Caulk and weather-strip around windows and doors



Install and properly set a programmable thermostat



Have a professional tune up your HVAC system



Insulate your electric water heater



Lower your water heater temperature



Insulate hot water pipes



Seal leaks in your home's attic, basement, or crawlspace



Plug electronics into a powerstrip



Wash clothes in cold water



Choose ENERGY STAR certified light bulbs for your house (Replace 30 bulbs)



Add insulation to your home to improve comfort and efficiency

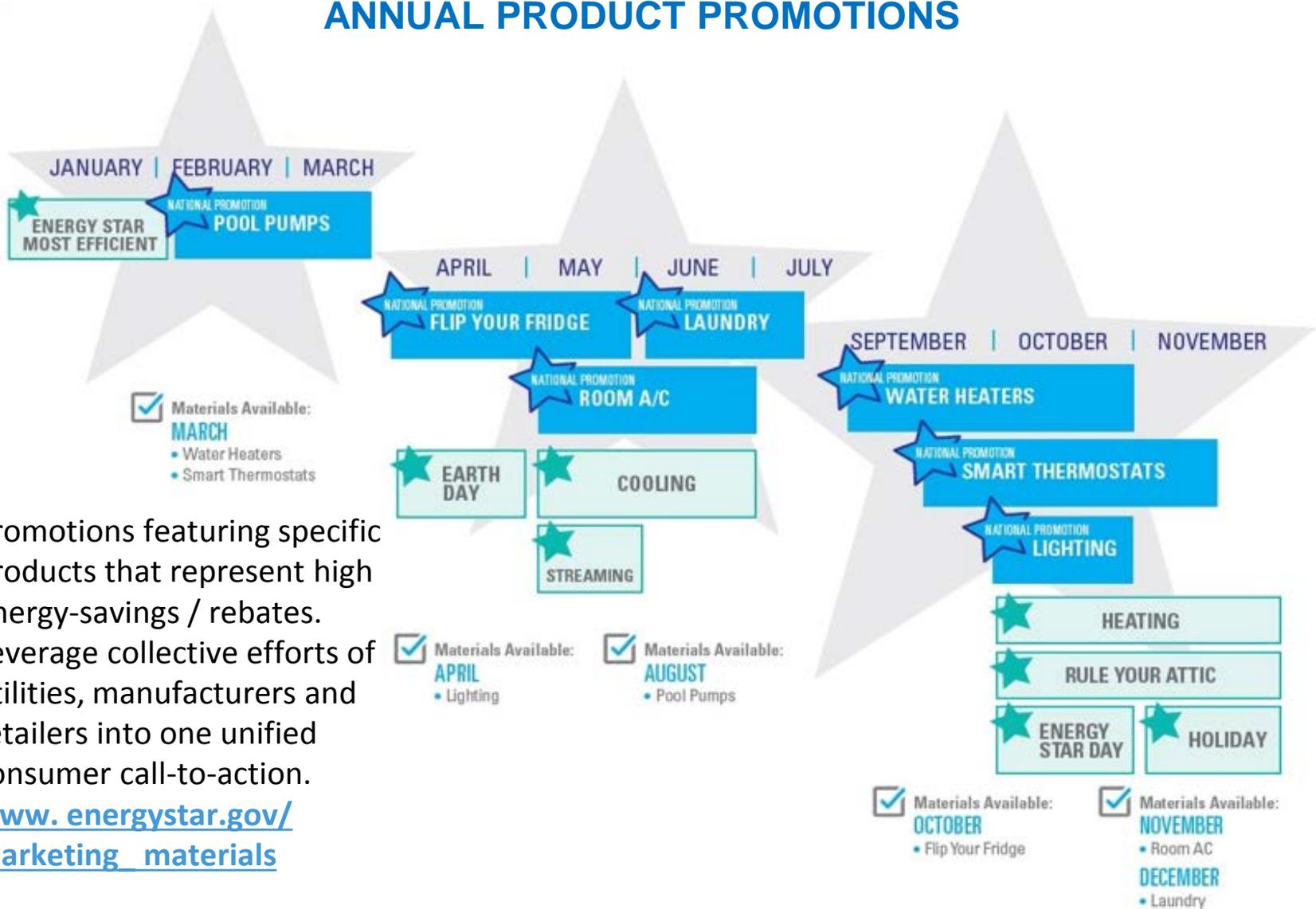




Light The Moment



ANNUAL PRODUCT PROMOTIONS



- Promotions featuring specific products that represent high energy-savings / rebates.
- Leverage collective efforts of utilities, manufacturers and retailers into one unified consumer call-to-action.
- www.energystar.gov/marketing_materials



LED Lighting Promotion

- Ultimate Goal:
 - Replace the ~ 3 billion sockets across the country with inefficient light bulbs with ENERGY STAR certified LEDs; saving consumer billions of dollars while helping protect the planet.
- Tagline / Call-to-Action:
 - Light the Moment.
- Objective:
 - Educate on what makes ENERGY STAR certified lighting the best choice.
 - Make an emotional, personal connection to incent adoption.
- Timing:
 - NOW! **JOIN US!**

The advertisement features a photograph of a smiling woman and a young girl looking at a book together. Overlaid on the photo is the text "LIGHT *the* MOMENT WITH ENERGY STAR®". Below the photo is a blue banner with a white LED bulb on the left. To the right of the bulb, the text reads "ENERGY STAR CERTIFIED LED BULBS" followed by a list of benefits: "Highest Quality", "Same Brightness, Less Energy", "Last at Least 12 Years", and "Protect the Environment". The Energy Star logo is in the bottom right corner of the banner.



Light the Moment with ENERGY STAR

- Educational Materials at your Disposal!
 - Pledge
 - Event kit
 - Posters
 - Hand outs
 - Employee engagement ideas
 - Digital assets
 - Social media messages
 - Choose a Light Tool
 - Video!
 - energystar.gov/marketing_materials

Choose a Light with ENERGY STAR

Use our Choose a Light Guide to find an ENERGY STAR bulb with the perfect shape, color, and brightness for your home.

[FIND YOUR LIGHTBULB →](#)

1 2 3 4 5



LIGHT *the* MOMENT WITH ENERGY STAR

Table/Floor Lamp Lighting

General Purpose Lighting Bathroom Lighting Kitchen Lighting

ONLY ENERGY STAR LED BULBS ARE CERTIFIED TO DELIVER:

- ✓ Highest Quality Performance
- ✓ Just the Right Brightness & Color
- ✓ Big Energy Savings – last 12+ years!
- ✓ Environmental Benefits

Partner Messaging

Put Your Logo Here



FLASHMOB





Celebrate ENERGY STAR Day!
ON OCTOBER 24
Join the social media takeover by sharing the Light the Moment video on Tuesday.

A photograph of two young girls, one in a purple shirt and one in a blue shirt, holding a large head of broccoli together. They appear to be in a kitchen setting.

- **Share this link on Facebook:** bit.ly/lmvideo
 - Tag @ENERGYSTAR
 - Use #LightTheMoment
- **Join your peers and spread the word about how ENERGY STAR connects with people’s lives and makes them better.**

Wi-Fi login information:

Name:

2017ENERGYSTARMeetings

Password: 2017ESTAR

***Visit the ENERGY STAR table near registration if you have any questions.**

Jason McIntyre, LEED AP O&M, FMP Manager, Operations and Sustainability



- Company Background
 - Approximately \$17 Billion in AuM
 - Product types include Office, Industrial, Retail, Multifamily, and Hotel
 - **15 time ENERGY STAR Partner of the Year Award Winner**



SINCE 2000

 81%

Improvement to Energy Efficiency



 \$24.5
MILLION

Aggregate Energy Savings

 3%

Average Annual Energy Consumption Savings

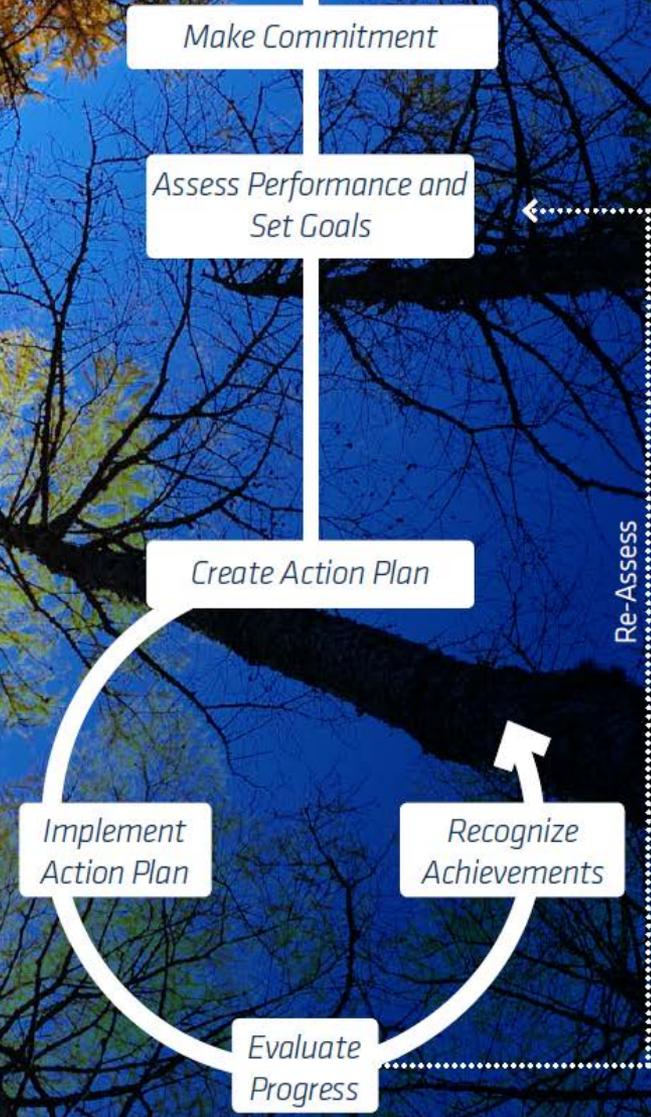
207 M


Pounds of CO2 emissions removed through aggregate energy consumption reductions



2017 ENERGY STAR Commercial Buildings Partner Meeting | Oct. 24 – 25, 2017

CREATING A VISION FOR THE FUTURE



Northwestern





- 222 buildings in Evanston and Chicago (15M SF)
- Average age of our buildings 1944
 - Oldest University Hall (1869)
 - Newest 560 Lincoln (2017)
- 21,000 students, 8,000 faculty and staff
- 12 colleges and schools

Strategic Sustainability Plan

Establishes objectives in five program areas:



Built Environment

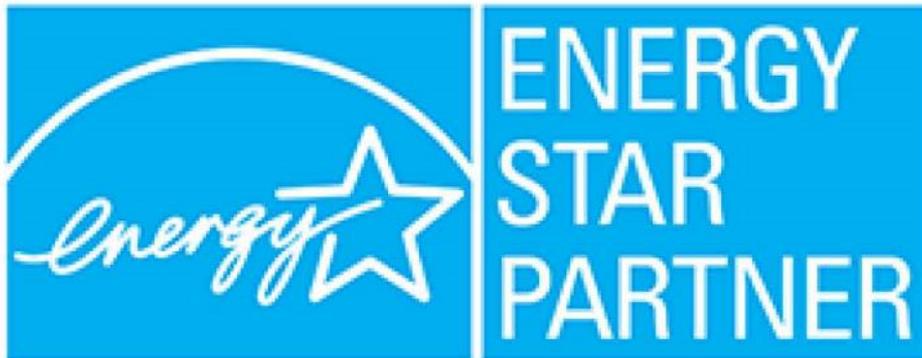
Key Objectives (Energy):

- **1.1** Establish an energy conservation policy by 2017.
- **1.2** Implement an ongoing energy management program based on ENERGY STAR® Guidelines for Energy Management.
- **1.3** Implement an energy management information system by 2018.
- **1.4** Reduce energy consumption at Northwestern by 20 percent (from 2010 baseline) by 2020.
- **1.5** Establish a retro-commissioning and ongoing commissioning and optimization program by 2018

Leveraging ENERGY STAR

Supporting **Communication and Engagement** objectives using **ENERGY STAR** tools:

- Recognizable brand for energy efficiency awareness
- Resources for events
- Connections with a larger conversation



Leveraging ENERGY STAR

Recognizable mark for identifying energy efficient products and finding energy efficiency information

- 89% Brand recognition (2015 Consortium for Energy Efficiency study)



Northwestern | **sustainNU**

Discussion Q&A

