# Talking Points

Use these talking points to share news of your ENERGY STAR certification with your stakeholders, your community, the press, and decision-makers at your organization.

**What is ENERGY STAR?**

* For more than 20 years, the US Environmental Protection Agency’s ENERGY STAR program has identified the most energy-efficient products, buildings, plants, and new homes – all based on the latest government-backed standards.
* The program was created in 1992 to help businesses and individuals save energy and fight climate change. Today, every ENERGY STAR label is verified by a rigorous third-party certification process.

**What does ENERGY STAR certification signify?**

* ENERGY STAR certified buildings and plants are verified to perform in the top 25 percent of buildings nationwide, based on weather-normalized source energy performance and many other metrics, including occupancy, hours of operation, and more.
* ENERGY STAR is the only environmental program in the United States that certifies energy efficiency based on actual, verified energy performance and objective measures of performance, providing a guarantee of savings.
* ENERGY STAR certified buildings and plants use an average 35 percent less energy, cause an average 35 percent fewer greenhouse gas emissions, and are less expensive to operate than their peers, and they also meet strict requirements regarding occupant comfort.
* ENERGY STAR is recognized by more than 90 percent of the American public and tied with the Good Housekeeping® seal as the most influential consumer emblem in the nation.

**How prominent is the ENERGY STAR?**

* Since the first building earned the ENERGY STAR in 1999, tens of thousands of buildings and plants across America have earned ENERGY STAR certification.
* ENERGY STAR certified buildings and plants are located in all 50 states and come in all shapes and sizes, from the Empire State Building to small, locally owned businesses.
* Currently, there are more than 20 types of commercial and industrial facilities that can earn the ENERGY STAR, including office buildings, schools, supermarkets, retail stores, hospitals, medical office buildings, and more.
* More than half of the Fortune100® are ENERGY STAR partners, committed to protecting the environment through benchmarking and certification.

**What does it take to earn the ENERGY STAR?**

* **Commercial buildings** enter utility bill data and building information into ENERGY STAR Portfolio Manager®, EPA's free online tool for measuring and tracking energy use, water use, waste, and greenhouse gas emissions. More than 40 percent of U.S. commercial building space –encompassing 40 billion square feet – is benchmarked in Portfolio Manager, making it the most-used energy measurement and tracking tool for commercial buildings.
* **Industrial plants** enter key plant operating data into industry-specific EPA tools called Energy Performance Indicators.
* **Both tools calculate an ENERGY STAR 1 – 100 score** that compares individual facility performance to similar buildings nationwide. Facilities that score a 75 or higher are eligible to apply for ENERGY STAR certification. Before facilities can earn the ENERGY STAR, a professional engineer or registered architect must verify that the information contained within the certification application is accurate.