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## ENERGY STAR Success Story: Verizon Wireless

### The Methodology

Environmental stewardship is ingrained in Verizon's heritage, and the company prides itself on having a positive influence on the environment in which it operates. Verizon Wireless serves 94.2 million retail customers and has more than 1,600 retail stores, as of June 2012. The company works every day to protect the environment and gives customers opportunities to do the same. Fueling the Verizon culture is also a high priority. Within all levels of the organization, you will hear the following on a regular basis, "We know our best was good for today. Tomorrow we'll do better."

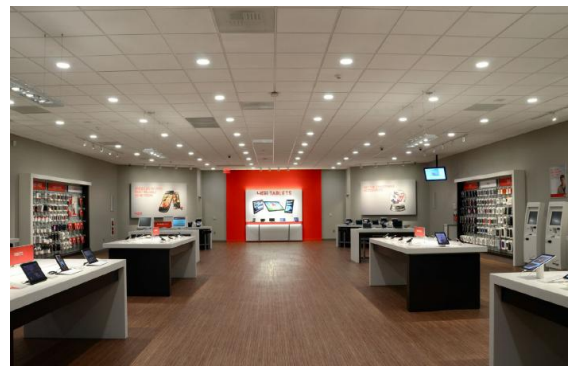
Roughly six years ago, Verizon Wireless knew their stores were "good" but wanted to do "better." Where did they turn for help? Verizon started using ENERGY STAR® tools and resources, including EPA's measurement and tracking tool, Portfolio Manager™. The EPA's ENERGY STAR energy performance scale provides a 1 to 100 point scale that helps organizations assess how efficiently their buildings are performing relative to similar buildings nationwide. A building that scores 75 or higher is eligible for the ENERGY STAR. According to the EPA, commercial buildings that earn the ENERGY STAR use an average of 35 percent less energy than typical buildings and also release 35 percent less carbon dioxide into the atmosphere.

### How Much Progress Has Been Made?

The partnership with ENERGY STAR has been a fundamental piece of Verizon's energy management program. Many of the company's retail stores have been recognized for energy efficiency over the past several years. Verizon Wireless was the first wireless retailer to earn the ENERGY STAR. Since 2008, a total of 104 Verizon Wireless Communications Stores have been awarded the EPA's prestigious ENERGY STAR® certification, the highest number for any wireless retailer to date. The store in Santa Maria, California was the 100<sup>th</sup> certified store. Employees and customers celebrated with a booth and prizes aimed at educating customers about the ENERGY STAR program. This year, Verizon is working towards tracking 100% of stores in Portfolio Manager, certifying all eligible stores at least once, and continuing to lead the wireless industry with stores earning the ENERGY STAR. Portfolio Manager is a good tool to track aggregate consumption. As of June 2012, Verizon had a baseline change of -4%, indicating a 4% improvement in overall energy use.

### Feature Property: Toms River Store, New Jersey

The Toms River, New Jersey "concept store" features the new EVO 2.0 store design and is showing a 30% reduction in energy costs. The 8,200-square-foot location was built with the latest evolution of Verizon's store design model. It features an open, spacious 3,100-square-foot sales floor with numerous interactive demo stations allowing customers to immerse themselves in a "hands-on" experience with the latest 4G LTE smartphones and tablets, wireless data, and video services. The building's energy performance score increased to 74 from 63 in just a few short months!



Click [here](#) to view a Verizon Wireless video highlighting ENERGY STAR and this new energy efficient store design.

## How is Verizon Making Strides?

Verizon Wireless continually assesses opportunities to improve energy efficiency through projects that typically have a two-to-five year payback on investment, such as lighting retrofits in stores, energy management system (EMS) installations, and HVAC upgrades. Specific initiatives include:

- ❖ \$1M investment nationally to replace more than 30,000 existing 50W and 37W Halogen MR16 spotlights with 12 watt LED lamps throughout the country (less than 2 year payback)
- ❖ \$270,000 in energy efficiency rebates collected for energy efficient capital improvement projects in 2011 which provide incentives for further efficiency improvements this year
- ❖ Because of the proven success of the Toms River store, Verizon is planning to build even more concept stores by the end of 2012

In addition, Verizon Wireless upgraded the energy management systems (EMS) for 338 stores in 2010 and an additional 174 locations in 2011. These systems control the HVAC units and lighting according to set schedules, thus maximizing store efficiency. Another 38 EMSs have been installed as of July 2012.

Verizon Wireless continuously monitors, measures and verifies energy usage from ENERGY STAR's Portfolio Manager and compares the data to that of previous months/years. Analysis is done and reports are created to identify the outliers. Locations needing the most improvements are prioritized and the appropriate teams are engaged to make improvements whenever possible.

Some of the initiatives Verizon implements at its stores are:

- Lighting motion sensors
- LED signage and exit signs
- ENERGY STAR appliances
- Reduction of redundant lighting
- Installation of vend-misers
- Window tinting
- Installation of efficient fluorescent lighting
- Seal the building envelope



## How does Verizon Communicate ENERGY STAR Successes to Internal and External Stakeholders?

In the last four months alone, Verizon Wireless has pursued a variety of ways to communicate the success of the ENERGY STAR partnership:

1. Verizon Wireless' internal website included a cover story that featured this [video](#) on the new EVO 2.0 store design.
2. ENERGY STAR was featured in the company's last four Green Newsletters.
3. ENERGY STAR program webinar, co-hosted by ENERGY STAR national manager Stephanie Plummer, was delivered live to over 150 Green Team members.
4. Participation in EPA's ENERGY STAR Battle of the Buildings competition.
5. Serve as a Change the World with ENERGY STAR pledge driver, with employees pledging to reduce GHG emissions at home by more than 3.3M lbs.
6. ENERGY STAR metric updates on the Verizon Wireless sustainability webpage.
7. Press release and blog update educating employees, customers and the general public about energy efficiency and the company's partnership with ENERGY STAR.

Verizon Wireless will continue to look for ways to improve energy efficiency across the country.