



2016 ENERGY STAR[®] Industrial Showcase



Guidelines for Hosting a Showcase Event



Getting Started

The U.S. Environmental Protection Agency (EPA) kicks off a month-long celebration in March 2016 with the ENERGY STAR Industrial Showcase event. This is an opportunity for companies to feature their ENERGY STAR Certified Plants and Challenge for Industry Achiever Sites. Show how you are improving energy efficiency and helping your community.

What is an ENERGY STAR Industrial Showcase?

The Industrial Showcase is an event hosted at your facility in March 2016 to celebrate your ENERGY STAR achievements and share the environmental benefits with the community and key stakeholders.

Who can host an ENERGY STAR Industrial Showcase?

All companies with 2014 & 2015 ENERGY STAR certified plants and ENERGY STAR Challenge Achiever sites are invited to host a Showcase.

What are the benefits of hosting a Showcase?

A Showcase is an opportunity to broadcast the great things your company is doing! It's a great chance to:

- Showcase your ENERGY STAR recognized industrial facility,
- Enhance your reputation in the community,
- Boost morale and pride among employees by recognizing their contributions, and
- Generate interest in your business among new talent, suppliers, local dignitaries, and the media.

Join the celebration! Share your innovative energy management practices and how ENERGY STAR helps you gain positive recognition for your business. Your participation in hosting an event is strictly voluntary. Thank you in advance for your interest in hosting a Showcase!

In this guide, you will find the resources you need to successfully open your plant to community members and key stakeholders.



**2015 ENERGY STAR
CERTIFIED FACILITY**

This facility meets strict energy performance levels set by the U.S. EPA.

www.energystar.gov



US EPA

ACHIEVER

**ENERGY STAR
CHALLENGE
FOR INDUSTRY**

Plan Your ENERGY STAR Industrial Showcase Event

Quick Planning Guide

- ✓ **Sign up your Showcase event on the ENERGY STAR webpage**
 - Select a date in March 2016 to host your event
 - Secure management approval
- ✓ **Decide who you will invite**
 - Create a way for visitors to register for your event
 - Include schools, local & state organizations, elected officials, professional associations, suppliers, business partners, and other stakeholders
- ✓ **Promote your event**
 - Use social media, press releases, email, in-person engagement, and other forms of outreach
 - Follow @ENERGYSTARBldgs on Twitter and add #INDShow16 to your posts
- ✓ **Host your Showcase in March 2016**
 - Conduct plant tour and presentation
- ✓ **Follow up after Showcase & share successes**
 - Use social media, your website, and publications to report on how the Showcase went
 - Highlight your Showcase activities in your 2016 ENERGY STAR Partner of the Year application

Key Deadlines

- ✓ ENERGY STAR Certified Plants
 - Apply for 2015 certification by: **Nov 1, 2015**
- ✓ ENERGY STAR Challenge for Industry Achiever Sites
 - Apply for 2015 recognition by: **Dec 31, 2015**
- ✓ Hosting an Industrial Showcase
 - Register your Showcase by: **Jan 13, 2016**



Source: Verallia, Milford



ENERGY STAR Industrial Showcase Event Checklist

Plan a Showcase Event

- Decide on date during March 2016
- Seek management approval
- Register your Showcase event with ENERGY STAR
- Determine the time & length of event
- Determine the format (presentation, facility tour, roundtable, virtual tour, etc.)
- Tell employees about Showcase event
- Decide who to invite
- Send the invitations
- Provide directions to facility, plan for guest parking, entry to facility etc.
- Create sign up or registration for invitees
- Track and confirm RSVPs
- Promote the event to public and stakeholders

Organize a Facility Tour or Presentation

- Assemble internal planning group, if necessary
- Create a focus for your Showcase event, example:
 - “Engaging the Community in Saving Energy with ENERGY STAR”
- Create welcome address

- Establish look and feel of welcome area; use Showcase banners or posters
- Create name badges for guests and staff
- Determine required safety equipment and information needed from visitors
- Determine what systems/operations you will show during the tour
- Prepare talking points for plant tour, include ENERGY STAR achievements
- Secure a photographer(s)

Prepare Literature and Display

- Create ENERGY STAR Showcase poster
- Gather company literature and materials related to energy savings
- Gather materials to show visitors how they can participate in saving energy at home, school and work using ENERGY STAR
- Order resources from ENERGY STAR Publications library
- Draft a media advisory
- Prepare a message from the CEO

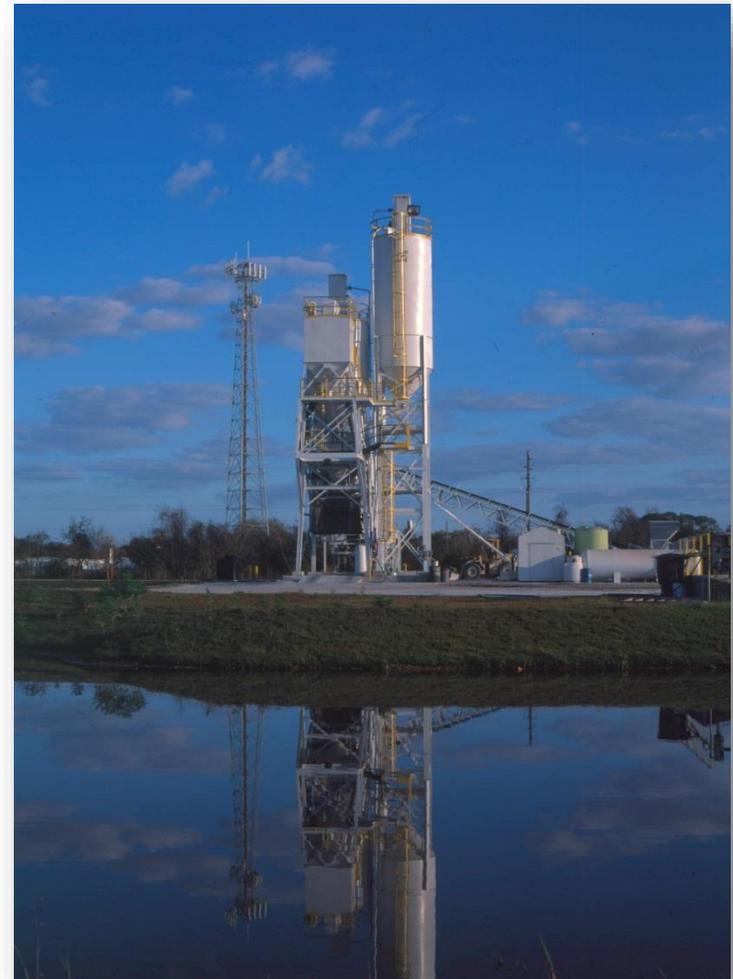
ENERGY STAR Industrial Showcase Event Checklist

Showcase Event Day

- Welcome guests
- Provide safety equipment to guests
- Take notes and lots of pictures
- Conduct facility tour and presentation
- Share insights about your business, energy management, and ENERGY STAR
- Have the plant operating during tour
- Show and tell visitors how your operation works
- Encourage visitors to be active participants

Follow Up After the Event

- Share photos and recap the event with EPA and the press, and on social media
- Highlight the Showcase on your website, publications, social media, etc.
- Include Showcase activities in your 2016 ENERGY STAR Partner of the Year application



Source: CEMEX Kissimmee Ready Mix 2004



ENERGY STAR Industrial Showcase Webpage

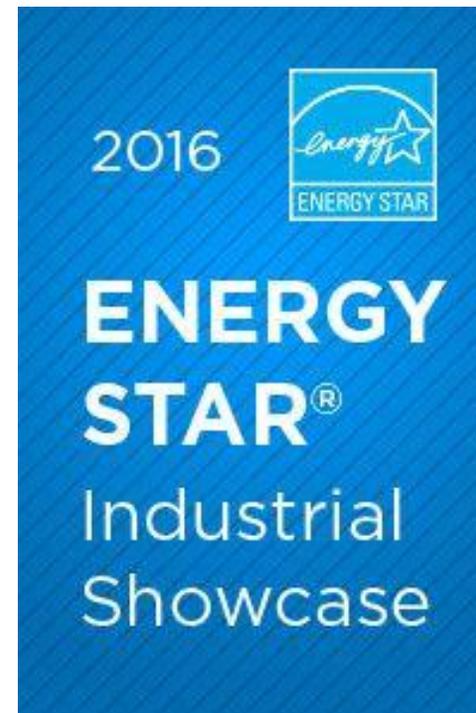
Resources

- ✓ Sign up for Showcase
- ✓ Showcase checklist & webinar slides
- ✓ Artwork for web banners, posters, invitations
- ✓ “Spread the word” sample social media content
- ✓ List of Showcase host companies
- ✓ Links to Industrial webpages

Questions

Industrial Team

- ✓ Showcase contact
 - Karen P. Butler, EPA
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- ✓ Technical information
 - Betsy Dutrow, EPA
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 - Walt Tunnessen, EPA
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Showcase graphic