



2016 ENERGY STAR[®] Industrial Showcase



Guidelines for Hosting a Showcase Event



Why host an ENERGY STAR Industrial Showcase?

- Tell your company's ENERGY STAR story
- Use Showcase to celebrate corporate milestones
- Boost morale & pride among employees
- Renew corporate citizenship
- Inspire a new generation
- Engage community leaders, media, and business partners

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





Plan Your ENERGY STAR Industrial Showcase Event

Quick Planning Guide

- ✓ **Sign up your Showcase event with ENERGY STAR**
 - Select a date in March 2016 to host your event
 - Secure management approval
- ✓ **Decide who you will invite**
 - Create a way for attendees 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 release, email, in-person engagement, and other forms of outreach
- ✓ **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 activities in your ENERGY STAR Partner of the Year application



Plan Your ENERGY STAR Industrial Showcase Event

Deadlines

- ✓ ENERGY STAR Certified Plant
 - Apply for 2015 certification by: **Nov 1, 2015**

- ✓ ENERGY STAR Challenge for Industry Achiever Site
 - Apply for 2015 recognition by: **Dec 31, 2015**

- ✓ Hosting an Industrial Showcase
 - Register your Showcase with ENERGY STAR by: **Jan 13, 2016**



Hosting an ENERGY STAR Industrial Showcase Event

Plan a Showcase Event

- Decide on a date during March 2016
- Secure 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



Hosting an ENERGY STAR Industrial Showcase Event

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)



Hosting an ENERGY STAR Industrial Showcase Event

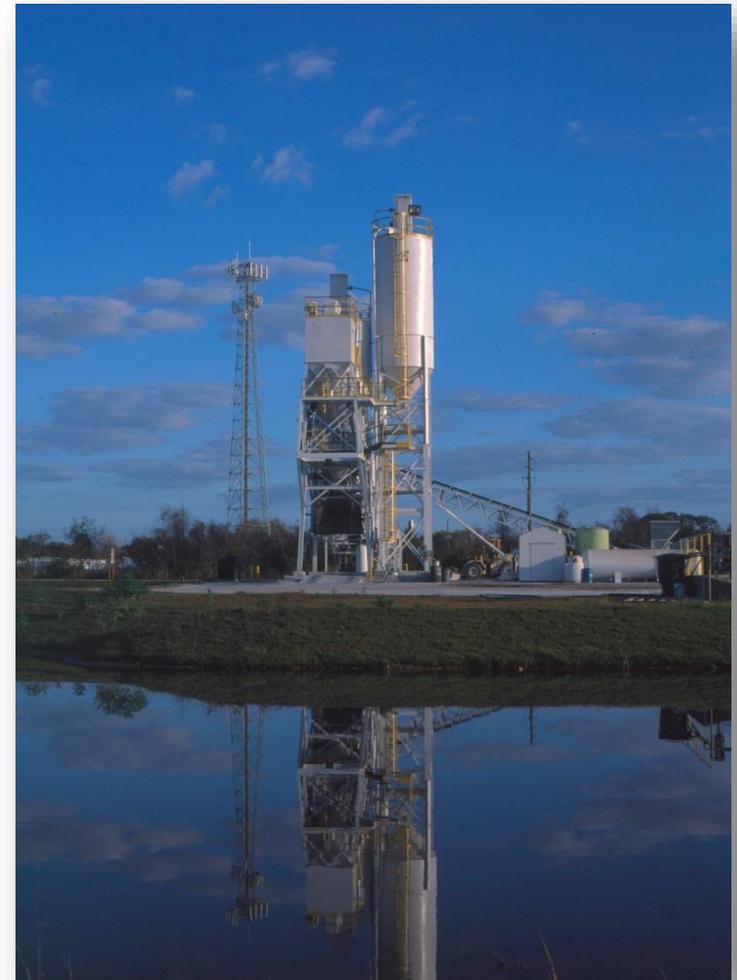
Prepare Literature and Display

- 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 with ENERGY STAR
- Order resources from ENERGY STAR Publications library
- Draft a media advisory
- Prepare a message from the CEO

Hosting an ENERGY STAR Industrial Showcase Event

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 visitors how your operation works
- Encourage visitors to be active participants



Source: CEMEX Kissimmee Ready Mix 2004

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Follow Up After the Event

- Share photos with EPA and the press, and recap the event 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: Verallia, Milford

Hosting an ENERGY STAR Industrial Showcase Event

ENERGY STAR Industrial Showcase Website

- Sign up for Showcase
- Showcase checklist & webinar slides
- Artwork for web banners, posters, invitations
- Sample social media content
- List of Showcase hosts
- Links to Industrial webpages





Hosting an ENERGY STAR Industrial Showcase Event

Questions

Industrial Team

Showcase contact

- Karen P. Butler, EPA butler.karen@epa.gov

Technical information

- Betsy Dutrow, EPA dutrow.elizabeth@epa.gov
- Walt Tunnessen, EPA tunnessen.walt@epa.gov