

HOW WILL ENERGY STAR® BENEFIT MY SHOPPING CENTER?



Did you know that ENERGY STAR is not just for products? More than 300,000 commercial buildings are using the U.S. Environmental Protection Agency's (EPA's) recently upgraded ENERGY STAR® Portfolio Manager® tool to track energy performance, identify opportunities for improvement, and verify energy savings.

Between 2008 and 2011, organizations that consistently tracked their energy use in Portfolio Manager experienced annual energy savings of 2.4 percent on average, with total savings reaching an average of 7 percent over the period of analysis. Steady and incremental improvements are typical of buildings that consistently track and monitor energy consumption.

Beyond cost and energy savings, how can ENERGY STAR benefit my shopping center, tenants, and operations?



Demonstrate Financial Responsibility:

Show your value to senior management when they ask you to find low-cost ways to save money. Use Portfolio Manager to generate custom reports that demonstrate to senior leadership, shareholders, tenants, customers, and your surrounding community that your shopping center is operating efficiently.



A Mark of Environmental Leadership:

Establish your shopping center as an environmental leader in your community. Display

the ENERGY STAR Partner logo at the entrance or on your website to communicate your efforts to your stakeholders. The ENERGY STAR logo is recognized by 87 percent of U.S. households and trusted by businesses and consumers alike.

Engage Your Tenants and Attract New Ones:

Attract new tenants and keep your current ones happy through efficient energy management and reduced operating costs. If tenants understand that "green" initiatives may attract more consumers to the shopping center while

saving them money, they may be more inclined to work together for change. Engaging current tenants to reduce energy consumption together (e.g., through an energy competition) can build relationships and encourage sharing best practices.

Attract and Retain Customers: Recent years have seen the rise of "eco-consumers." Today, 60 percent of global consumers want to buy from environmentally responsible companies¹. Engaging with ENERGY STAR will help attract new customers and create brand loyalty in existing customers.

Improve Customer and Employee Comfort: Energy efficiency improvements usually involve upgrades to the lighting and HVAC systems of a facility. By creating a more pleasant shopping environment, these upgrades can enhance the shopping experience and lead to an increase in sales.

Meet State and Local Government Mandates: An increasing number of local and state governments are requiring buildings of a certain size to benchmark their energy use in ENERGY STAR Portfolio Manager. Meet those requirements or get ahead of the curve by starting your benchmarking efforts today.²

¹ Green Brands Survey, Global Insights, 2011. <http://www.cohnwolfe.com/en/ideas-insights/white-papers/green-brands-survey-2011>

² Read about existing legislation: <https://www.energystar.gov/buildings/tools-and-resources/leverage-energy-star-legislation-and-campaigns>

ENERGY STAR Resources

Why wait? Use these resources to get started tracking and improving energy performance at your shopping center today.

Guidelines for Energy Management: Based on the successful practices of ENERGY STAR partners, these guidelines can assist shopping centers in improving their energy and financial performance while distinguishing themselves as environmental leaders. www.energystar.gov/guidelines

Portfolio Manager — Measure and Track Energy

Performance: By measuring, setting goals, and tracking energy use, shopping centers can gain control of energy expenses, identify underperforming locations, prioritize upgrades and behavioral change campaigns, and generate custom reports to demonstrate improvement over time.

www.energystar.gov/benchmark

ENERGY STAR Energy Efficiency Competition Guide:

Friendly competition and the opportunity for recognition are among the best drivers of change. Recruit your tenants and employees in eliminating energy waste and reducing operating costs – and reward the tenant or shopping center with the greatest improvement. Use the seven-step strategy and workbook to plan your energy efficiency competition today.

www.energystar.gov/CompetitionGuide

ENERGY STAR Building Upgrade Manual: Plan systematic building upgrades using the five-stage approach in EPA's Building Upgrade Manual. This online handbook offers guidance for each stage—from commissioning to plant upgrades. Chapter 13 specifically covers Retail facilities, and is applicable to shopping centers. www.energystar.gov/BldgManual

Bring Your Green to Work with ENERGY STAR: Our fun set of employee education tools—including energy-saving tips, checklists, fast facts, videos, quizzes, and more—is a crowd favorite. These engaging, interactive tools and resources make energy efficiency exciting! Raising awareness about energy conservation among tenants and employees can translate into a more efficient shopping center that is less expensive to operate. www.energystar.gov/work

ENERGY STAR Cash Flow Opportunity Calculator: The Cash Flow Opportunity Calculator helps inform strategic decisions about financing energy efficiency projects. Use the tool to get answers to critical questions, like: How much new energy efficiency equipment can be purchased from the anticipated savings? Should this equipment purchase be financed now, or is it better to wait and use cash from a future budget? Is money being lost by waiting for a lower interest rate? www.energystar.gov/financiaevaluation

For more information on ENERGY STAR resources and recognition, visit www.energystar.gov/buildings.

Making a Difference: DC USA



DC USA, at 546,000 square feet, is the largest pedestrian-oriented retail complex in Washington, DC. In 2009, DC passed a benchmarking and energy disclosure law requiring commercial buildings to benchmark energy performance using ENERGY STAR Portfolio Manager. To meet this requirement, David Stein, Director of Building Operations at DC USA, worked with more than 20 independent tenant stores, including big box retailers, to obtain their utility consumption bills. He now tracks and monitors all of DC USA's energy use in Portfolio Manager, which provides him better insight into energy consumption patterns throughout the entire property. In the future, DC USA plans to evaluate various energy efficiency projects to reduce energy consumption and costs.