

# Team Your Brand with the ENERGY STAR® Action Workbook: Co-branding Opportunities



## PARTNERS IN ENERGY EFFICIENCY

## Cities, States, Utilities, Denominations, Associations, NGOs Invited to Partner in Providing Efficiency

### Co-brand the ENERGY STAR Action Workbooks for Small Business and Congregations

The ENERGY STAR brand and logo have been recognized by more than 90% of Americans for more than a decade.



EPA's voluntary ENERGY STAR program has consistently found that the typical commercial building – whether retail, restaurant, worship facility, auto dealership, or other commercial building type – inadvertently wastes about 30% of the energy for which owners paid.

Whether for the business bottom line or stewardship in congregations, ENERGY STAR provides tools, training, and technical support to help recover these wasted dollars for the operating budget.

The ENERGY STAR Action Workbooks are resources that help walk Small Businesses and Congregations through the ENERGY STAR Guidelines for Energy Management. These workbooks provide sector-specific technical information and strategies to help individuals create a tailored

energy efficiency plan that works for their organization.

### ENERGY STAR now provides efficiency sponsors the opportunity to co-brand

To co-brand either (or both) Action Workbooks, provide us:

- your organization logo
- your URL address
- a simple “why we partner with ENERGY STAR” statement
- a high-quality cover image

You also have the option to provide your program information for the inside cover and a letter from your CEO or executive director. We'll format the document with these details and provide you with a ready-to-distribute PDF. Both workbooks are also available in Spanish.

### Who might co-brand?

**LOCAL GOVERNMENTS** increasingly have goals and programs supporting energy and water savings. A growing list of cities require commercial buildings to “benchmark” energy use in EPA's free online Portfolio Manager® tool. Cities and states can enhance their efficiency programs at no cost by providing ENERGY STAR

Action Workbooks on their websites, co-branded with their own logos and program messages.

**ENERGY AND WATER UTILITIES** have good reason to promote customer efficiency. Utilities can serve more customers with current capacity and avoid additional debt and rate increases. Customers appreciate the savings, and the local economy benefits from business efficiency.

**CHAMBERS OF COMMERCE, TRADE AND BUSINESS ASSOCIATIONS** often provide their members services and resources to save money. In addition to the Action Workbook, co-branding is available for fact sheets for many specific sectors such as retail, restaurants, lodging, auto dealers, grocery and convenience stores, etc.

**RELIGIOUS DENOMINATIONS** have faith traditions that teach stewardship of the earth, and of natural and financial resources. Savings on utility bills can be repurposed to the mission of the denomination and its congregation. Saving energy and water reduces pollution that is harmful to human life and health – a mission shared with the EPA.

## Co-branding Process

If you're interested in this opportunity, please notify the ENERGY STAR Help Desk via the "Send us your question" online form at [www.energystar.gov/buildingshelp](http://www.energystar.gov/buildingshelp) (lower center page). ENERGY STAR staff will email you requesting:

- Your high-quality cover photo and logo, and appropriate URL address
- Text on your efficiency program and/or CEO letter (*optional*)

After receiving these items, ENERGY STAR staff will produce a draft for your review and then can provide you with the ENERGY STAR Action Workbook for Congregations (and Appendices) or the ENERGY STAR Action Workbook for Small Business (and Appendices) as print-ready PDF documents.

## Join Us!

A number of other organizations have already co-branded – including **utilities** (Idaho Power, Wisconsin's Focus on Energy, Tampa Electric Company, Efficiency Vermont, Tennessee Valley Authority), **denominational and interfaith organizations** (Evangelical Environmental Network, Interfaith Power and Light, Conference of Catholic Facility Managers, Islamic Society of North America, United Synagogue of Conservative Judaism), and **city, state and membership organizations** (Detroit 2030 District, Kansas City Bridging the Gap, Virginia Department of Environmental Quality, National Association of Convenience Stores, National Automobile Dealers Association).

