

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



PARTNERS IN COST SAVINGS

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

Co-brand 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. But, your brand and logo are even more credible to your members, customers, and community.



Here's another surprising stat: 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 (and associated appendices) 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 this resource. All your organization has to do to co-brand either (or both) Action Workbooks is to provide your high-quality logo, your URL address, and a simple “why we partner with ENERGY STAR” statement, along with a high-quality image you would like on the cover. 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.

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 counties 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 (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.

Other Organizations Who Have Already co-branded:



ENERGY STAR® Action Workbook for Congregations
Updated April 2019



EEN EVANGELICAL ENVIRONMENTAL NETWORK

The Evangelical Environmental Network (EEN) advances its environmental stewardship work by partnering with EPA's ENERGY STAR. EEN shares EPA's mission of fighting climate change to protect human health, and endorses this ENERGY STAR Action Workbook for Congregations. Learn more about EEN at evangelicalcare.org.

ENERGY STAR® is a U.S. Environmental Protection Agency program helping organizations and individuals fight climate change through superior energy efficiency. Learn more at energystar.gov/buildings.

The Evangelical Environmental Network



ENERGY STAR® Action Workbook for Small Business
Updated March 2019

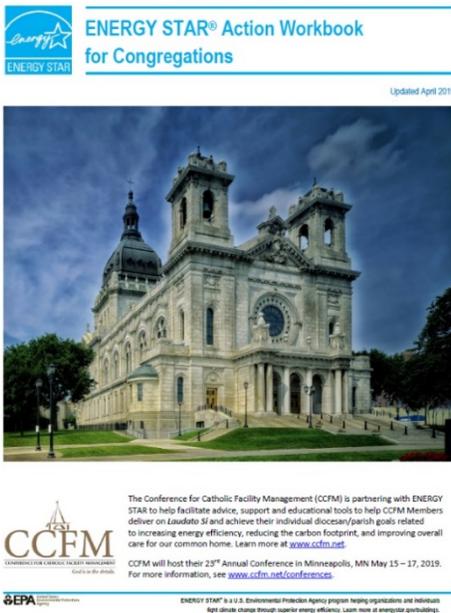


TECO TAMPA ELECTRIC AN ENERGY COMPANY

For nearly 40 years, the nationally certified energy experts at Tampa Electric have been working side-by-side with many small business customers to help save on energy usage and associated costs. The company is proud to offer 22 energy-efficiency programs for business customers, more than any other investor-owned electric utility in the state of Florida. Visit tampaelectric.com/business to learn more about Tampa Electric's energy-efficiency programs and schedule a convenient time for a certified energy analyst to perform a Free Energy Audit at your business.

ENERGY STAR® is a U.S. Environmental Protection Agency program helping organizations and individuals fight climate change through superior energy efficiency. Learn more at energystar.gov/buildings.

Tampa Electric Company



ENERGY STAR® Action Workbook for Congregations
Updated April 2019



CCFM CONFERENCE FOR CATHOLIC FACILITY MANAGEMENT

The Conference for Catholic Facility Management (CCFM) is partnering with ENERGY STAR to help facilitate advice, support and educational tools to help CCFM Members deliver on Laudato Si and achieve their individual diocesan/parch goals related to increasing energy efficiency, reducing the carbon footprint, and improving overall care for our common home. Learn more at www.ccfm.net. CCFM will host their 23rd Annual Conference in Minneapolis, MN May 15-17, 2019. For more information, see www.ccfm.net/conferences.

ENERGY STAR® is a U.S. Environmental Protection Agency program helping organizations and individuals fight climate change through superior energy efficiency. Learn more at energystar.gov/buildings.

Conference for Catholic Facility Management



ENERGY STAR® Action Workbook for Small Business
Updated September 2018



energyright solutions TVA

TVA's EnergyRight™ Solutions strives to reduce our environmental impact and consumer electricity costs by offering energy efficiency resources to improve facility performance and quality of life. EnergyRight Solutions and CDE Lightband are partnering with EPA's ENERGY STAR to better serve our customers' interests, and endorse this ENERGY STAR Action Workbook for Small Business. To learn more about EnergyRight Solutions, visit tvasenergyright.com/business.

ENERGY STAR® is a U.S. Environmental Protection Agency program helping organizations and individuals fight climate change through superior energy efficiency. Learn more at energystar.gov/buildings.

TVA's local power company Clarksville Electric