



Celebrate Your Participation in EPA's 2013 ENERGY STAR National Building Competition!

Congratulations on becoming part of an inspiring group of organizations who will battle it out in the 2013 ENERGY STAR National Building Competition to reduce energy waste and demonstrate true environmental leadership. Celebrate your involvement and commitment to saving energy with your colleagues, employees, customers, and community!

Here are some ideas to get you started:

- Rally the troops with an organization-wide pep rally to kick-off your participation in the 2013 ENERGY STAR National Building Competition. Take photos for the company newsletter and send a photo with caption to the local newspaper. Even better – invite your local media, town council, and local officials to join in the celebration!
- Host an Open House and invite local government officials, regional EPA officials, and members of the press to tour your facility along with your top company or organization officials. Great visuals for a tour include the boiler/maintenance room, lighting, energy management systems (EMS) and dashboards, an energy-efficient employee workstation, and any signage with tips to save energy. Kick off the event by unfurling a banner that identifies you as a competitor in the 2013 ENERGY STAR National Building Competition!
- Distribute certificates or other tokens of appreciation to individuals who are actively helping your organization reduce energy waste and communicate your participation in the 2013 National Building Competition. You can also recognize and thank these individuals by name in company emails or announcements.
- Reserve a special parking space for your energy manager or green team captain for a month in recognition of his/her support of your involvement in the 2013 ENERGY STAR National Building Competition.
- Make plans to announce that your organization is participating in the 2013 ENERGY STAR National Building Competition at a scheduled meeting where press are expected to be in attendance. (For example, if you are a K-12 school competitor, an announcement could take place at a District School Board meeting).
- Post the 2013 National Building Competition web banner or buttons on your organization's public website or internal site, so that customers, employees, and other stakeholders can learn about your involvement.

Share your Efforts!

However you choose to get the word out, be sure to capture the moment and share it with EPA, your fellow competitors, and the public!

Here's how:

Twitter: Post a Twitter update about the activity and include #ESNBC in your post, so your tweet is pulled into our feed.

Flickr: Upload photos to our [Flickr album](#) to be included in the album slideshow on the competition homepage.

Are you the MVP? If you're competing for the title of Most Valuable Participant (MVP), download the communications scorecard at www.energystar.gov/BattleOfTheBuildings and start recording your activities!

More Ideas for Hosting an Event

One of the best ways to share your participation in the 2013 ENERGY STAR National Building Competition is to host a celebration event with your employees and community. Different event ideas include an open house or pep rally, a special employee luncheon or ice cream social, an energy fair, or any other type of event that brings people together to learn about energy efficiency and your participation in the 2013 ENERGY STAR National Building Competition. Follow the steps below to create your event or modify the outline to suit your organization's needs.

- Consider designating specific people to handle the logistics of the event. For example, identify an Event Coordinator to coordinate the event and speakers, assign a Communications Contact to work with members of the press before and during the event, and schedule a photographer or videographer to record the event.
- Select a date and time for the event that is convenient for employees, the media, and other guests you may wish to invite.
- Contact your local elected officials to schedule their attendance. It's especially important to include those who have helped support your organization's efforts as a contestant in the 2013 ENERGY STAR National Building Competition, and recognizable public figures will help attract media attention to the event.
- Develop a simple agenda that includes a 15–30 minute timeframe for one or more speakers.

Sample Event Agenda	
11:00 AM	Opening remarks by organization representative or event coordinator
11:05 AM	First speaker – Local elected official/leader
11:10 AM	Second speaker – Employee/green team representative
11:15 AM	Third speaker – EPA representative or other official
11:20 AM	“Kick-off” activity (for example, unfurling of 2013 National Building Competition banner)
11:25 AM	Remarks by organization leader or energy manager
11:30 AM	Facility tour, with a focus on visuals and energy efficiency improvement areas
12:00 PM	Event concludes

- Customize ENERGY STAR sample communications materials or develop your own to support the event. Possible materials include:
 - A press release or a press kit including the press release, information about your facility and organization, and facts about the 2013 ENERGY STAR National Building Competition.
 - Posters and/or banners to draw attention to the podium or stage.
 - A profile of your facility and description of how you plan to make your facility a top energy performer. Make sure to provide copies to attendees and to the media.
- The day after the event, deliver event photos with written captions to editors at local newspapers and business publications that were not represented at your event.