



ENERGY STAR – Leading the Way to Climate-Friendly Buildings

Mike Zatz - Manager, ENERGY STAR Commercial Buildings, U.S. EPA
Leslie Cook - Public Sector Manager, U.S. EPA

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U.S. Mayors Climate Protection Agreement



- “We will strive to meet or exceed Kyoto Protocol targets for reducing global warming pollution by taking actions in our own operations and communities”
- Mayor Abramson and others have committed to, at a minimum, reduce greenhouse gas (GHG) emissions by 7 percent below 1990 levels by 2012.



ENERGY STAR Challenge



Improve energy efficiency 10% or more!

The ENERGY STAR Challenge



- ENERGY STAR Challenge encourages everyone to work to improve the energy efficiency of America's existing buildings by 10% or more.
- If this goal were met, each year we would save \$20 billion and reduce GHG emissions equivalent to those of 30 million vehicles.
- Nearly 400 organizations participating:
 - 32 States
 - Over 25 national associations
 - Over 140 cities and counties

Louisville ENERGY STAR Challenge



- Platform for Louisville to achieve quick, low-cost reductions in GHG emissions.
- The city plays a dual role in the Challenge:
 - Lead by example and improve city buildings
 - Partner with businesses and other organizations within the city to promote and implement energy efficiency.

Louisville ENERGY STAR Challenge



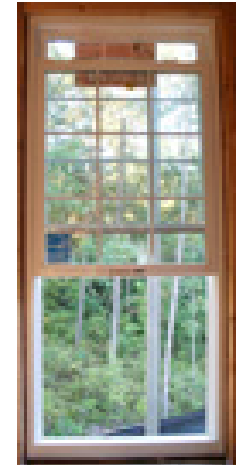
- Mayor Abramson seeking to motivate action in the private sector to join the city in it's efforts to reduce energy use in buildings.
- Champions in the private sector are needed in order to succeed.
- City to develop a campaign targeted at private sector organizations and citizens to promote energy efficiency in buildings.

A Win-Win-Win Proposition



- Public-private partnership to promote energy efficiency in buildings benefits everyone:
 - Private Organizations – Save \$, recognition as good corporate citizen, develop positive relationship with city government.
 - City Government – Save \$, makes progress toward meeting GHG emission goals.
 - Citizens of Louisville – Improved environmental quality, healthier learning, work, and play environment.

ENERGY STAR



Also ENERGY STAR



AEGON Center
Louisville, KY



Shriner's Hospital for Children
Houston, TX



500 Boylston St.
Boston, MA



Westin San Francisco Airport
Millbrae, CA



Twin Peaks Charter Academy
Longmont, CO



Blue Earth County Courthouse
Mankato, MN

What is ENERGY STAR for Buildings?



- U.S. Environmental Protection Agency energy management program providing proven solutions to help public and private sector building owners and managers reduce their energy consumption..
- Provides proven solutions to help public and private sector building owners and managers reduce their energy consumption.
- Works in markets with a focus on:
 - Commercial property (offices, retail, hotels)
 - Public sector (government, K-12, higher ed)
 - Healthcare
 - Small business and congregations

What is ENERGY STAR for Buildings?



➤ Recognition

- ENERGY STAR Partner



- Designed to Earn the ENERGY STAR



- ENERGY STAR Label



- ENERGY STAR Leader

- ENERGY STAR Partner of the Year



What is ENERGY STAR for Buildings?



- Over 1,700 Partners operating more than 11 billion square feet of space (nearly 20% of space in the U.S.).
- Over 70,000 buildings measure and track their energy performance, energy costs, and carbon emissions with ENERGY STAR.

The ENERGY STAR for Buildings



- ENERGY STAR labeled buildings use 35 percent less energy than average buildings.
- Nearly 4,000 buildings have earned the ENERGY STAR label for energy efficiency.



Who's Improving Energy Performance with ENERGY STAR



- **State and Local Governments** (California, Ohio, Louisville, Washington, DC, Albuquerque)
- **Major corporations** (Humana, GE, JC Penney, Marriott, Food Lion, Wal-Mart, CVS, Staples)
- **Property owners and managers** (Hines, CB Richard Ellis, Jones Lang LaSalle, USAA Realty, Transwestern)
- **K-12 Schools** (Jefferson County Public Schools, San Diego Schools)
- **Universities** (University of New Hampshire, City University of New York, University of Michigan)
- **Hospitals and health systems** (Providence Health, NY Presbyterian)

ENERGY STAR Partner Organizations



- US Conference of Mayors
- National Association of Counties (NACo)
- Building Owners and Managers Association (BOMA)
- International Facility Management Association (IFMA)
- CoStar (Commercial Building Multiple Listing Service)
- American Society of Healthcare Engineers (ASHE)
- National Automobile Dealers Association (NADA)
- International Community Bankers Association (ICBA)
- National Association of Evangelicals (NAE)
- National Small Business Association (NSBA)
- American Bar Association (ABA)

. . . and many more.

ENERGY STAR Participation in Louisville



- Labeled Buildings - 19 in Kentucky; 3 in Louisville
 - AEGON Center (1999, 2003, 2006, 2007)
 - Courtyard Louisville Airport (2007)
 - Isaac Shelby Elementary School (2006)
- Partners – 19 Buildings Partners in KY
 - 6 K-12 School Districts
 - 4 Industrial
 - 3 Local Government
 - 3 Higher Education

Financial Benefits of ENERGY STAR



- Leading companies realize that energy efficiency can have a high return-on-investment and is necessary in order to remain competitive.
- Businesses and organizations that are leaders in energy efficiency use about 30 percent less energy than their competitors.
- Financial benefits of energy efficiency include:
 - Operating costs for ENERGY STAR buildings are more than 50 cents per square foot less than for average buildings. This means savings of \$5,000 per year for every 10,000 square feet of typical office space.
 - Corporate real estate owners can lower operating costs by \$25,000 per year for every 50,000 square feet of typical office space.
 - Full-service hotels that improve energy efficiency by 10 percent see an increased average daily rate of \$1.35.
 - Every \$1 saved on energy at a nonprofit hospital is equivalent to generating \$20 in new revenue.
 - A 10 percent reduction in energy costs for the average full-line discount retailer can boost net profit margins by as much as 1.55 percent.

Environmental Benefits of ENERGY STAR



- If the energy efficiency of commercial and industrial buildings improved by just 10 percent, Americans would save about \$20 billion and reduce greenhouse gas emissions equal to the emissions from about 30 million vehicles.
- Commercial buildings and industrial facilities generate nearly 50% of U.S. carbon dioxide emissions.
- 30% of energy consumed in commercial buildings is used unnecessarily or inefficiently.
- According to the U.S. Green Building Council, GHG emissions from commercial buildings are projected to grow faster than any other sector over the next 25 years – about 1.8 percent per year.
- **IMMEDIATE, LOW-COST** emission reduction opportunities – **EXISTING** buildings.

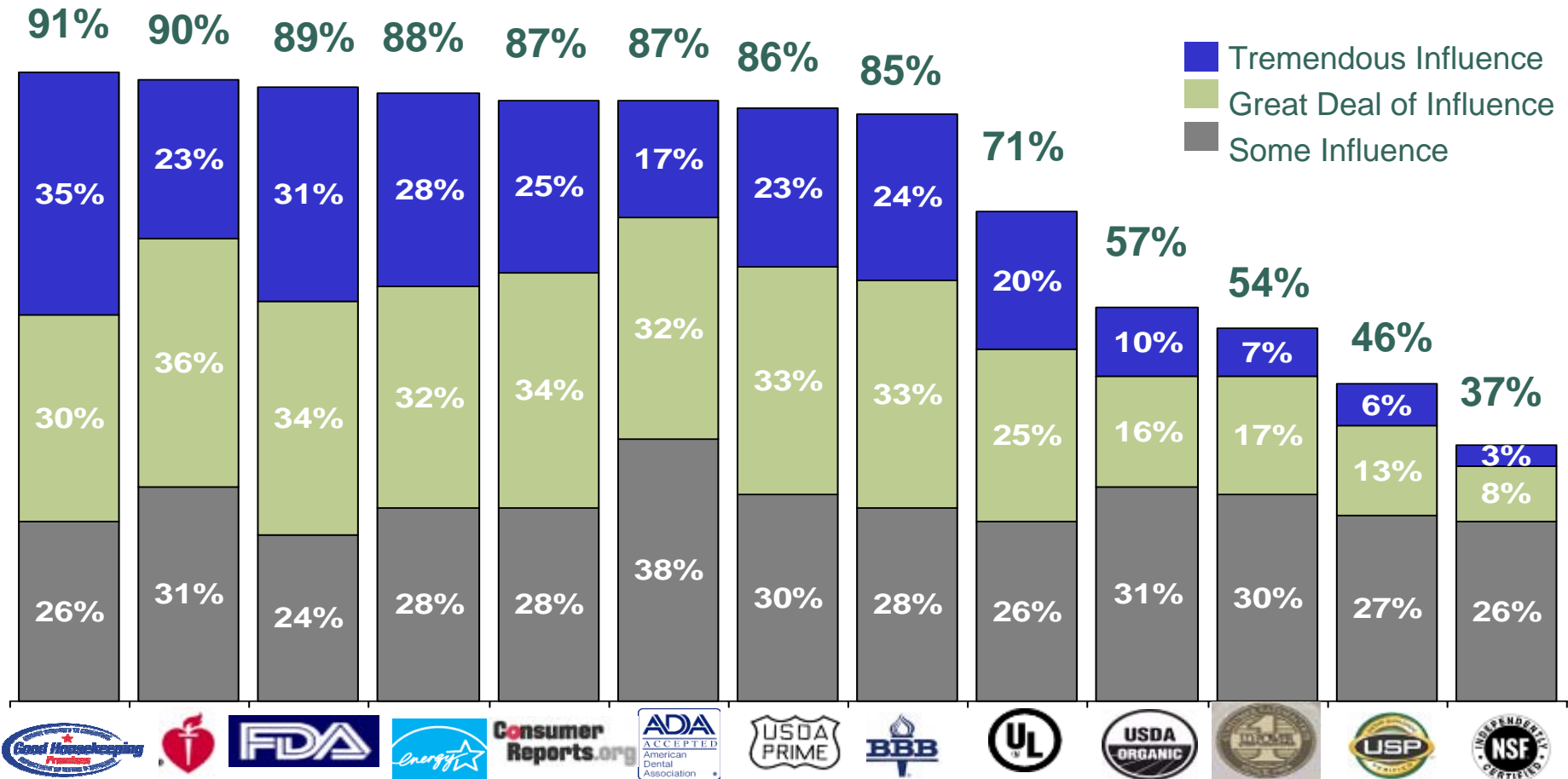
Public Relations Benefits of ENERGY STAR



- Americans' concerns about environmental issues have increased more than 10 percentage points between 2004 and 2006 (Gallup survey).
 - 88% of US adults responded that “energy efficient” was very important in their electronics, appliance, lighting, and heating/cooling equipment purchases
- 58% of Americans rank “dealing with the nation’s energy problem” as a top priority in 2006, up from 40% in 2003 (Pew survey).
- 79% of Americans think global warming poses a serious threat to future generations (ABC News/Washington Post poll)
- ENERGY STAR is a trusted, proven and recognized brand
 - Aided recognition levels for ENERGY STAR are over 68%, according to latest survey results
- More than 60% of U.S. households reported being favorably influenced by the ENERGY STAR label
- According to 2003 study
 - 85% of 25-34 year-olds & 76% of 35-44 year-olds
 - 74% of those with HHI \$50,000+
 - 76% families with kids

....recognize the ENERGY STAR brand

ENERGY STAR – A Trusted Brand



Is Your Building Performing Well?



Fuel Efficiency
MPG



Is 18 MPG high or low for an automobile?

Is 80 kBtu/SF/YR high or low for a building?

Energy Performance
EPA Benchmarking

STATEMENT OF ENERGY PERFORMANCE			
Margrave High School			
Building ID: 1021125		Date SEP Generated: March 30, 2014	
For 12-month Period Ending: January 31, 2014			
Margrave High School 1201 Hwy 16 Longmead VA 23229 Gross Building Area: 311,265 SF Year Built: 1982		Owner: Catholic Group Contact: John Doe 1021 North 1st Street Suite 100 Arlington VA 22206 (703) 247-4900	
Facility Space Use Summary			
Space Type	Area (SF)	Number of Stations	Number of PCs
Computer Data Center	158	N/A	N/A
6-17 Storage	303,221	4,221	425
Site Energy Use Summary			
Electricity (kBtu)	5,649,861	Professional Verification John Doe 1021 North 1st Street Suite 100 Arlington VA 22206 (703) 247-4900	
Process (kBtu)	303,419	License Number: 123456789	
Natural Gas (kBtu)	0	State: VA	
Total Energy (kBtu)	5,953,280		
Risklets			
Energy Performance Rating (1-100)	94		
Energy Intensity ¹			
Site (kBtu/SF-yr)	17		
Source (kBtu/SF-yr)	434		
Emissions			
CO ₂ (1000 Btu)	6,791		
SO ₂ (1000 Btu)	306		
NO _x (1000 Btu)	21		
Energy Cost			
Cost (\$/yr)	\$244,435		
Intensity (\$/SF-yr)	\$0.72		
Indoor Environment Criteria²			
Smoke or nuisance-free? ²	Yes		
Adequate ventilation provided? ²	Yes		
Thermal conditions met? ²	Yes		
Adequate illumination provided? ²	Yes		



Based on ENERGY STAR's national and regional averages
 of cost and EBM Lighting Handbook for lighting quality
 Tracking Number: SEP2014030000100462

Benchmarking – The First Step to Energy Savings in Buildings



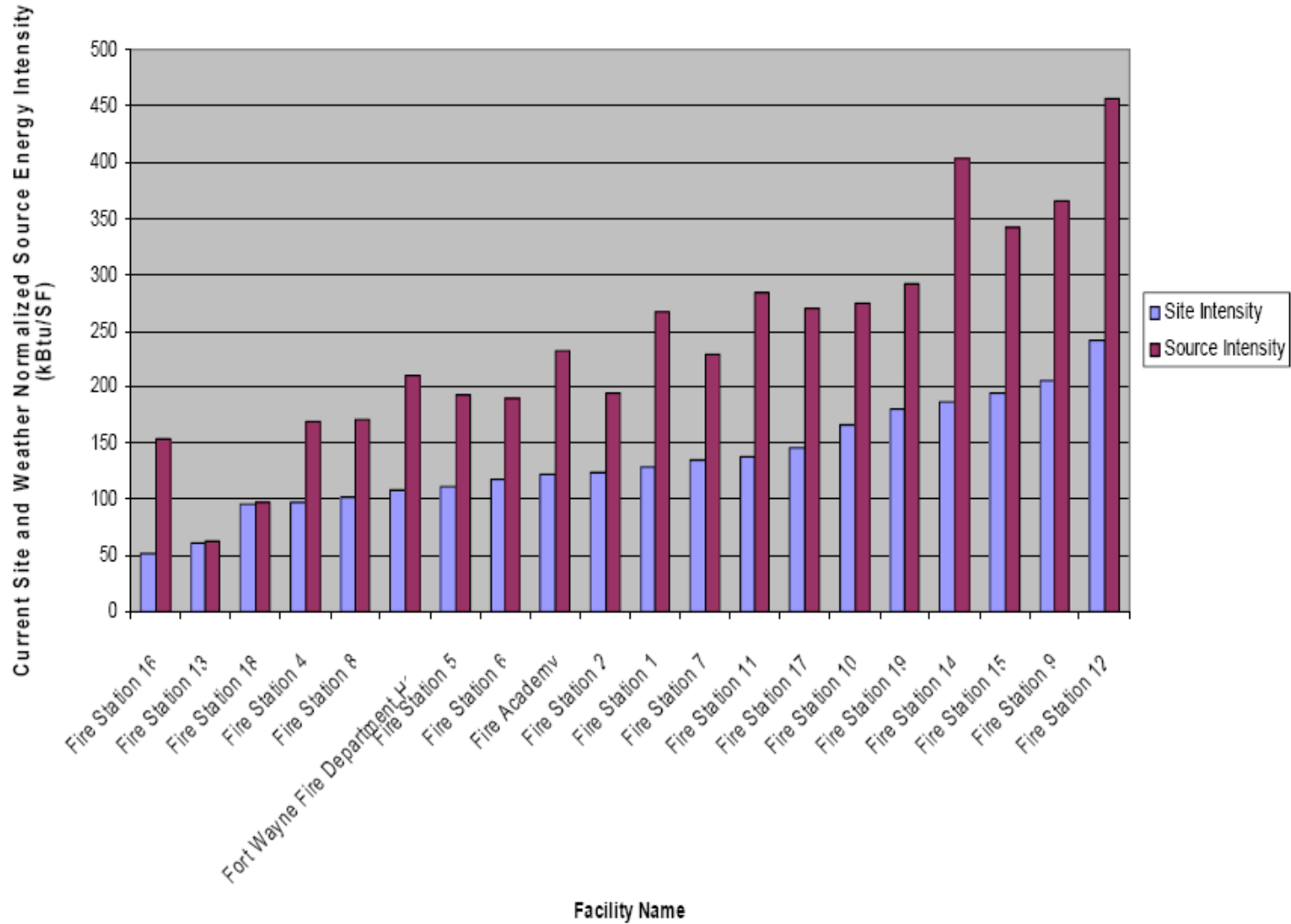
- Benchmarking through ENERGY STAR allows you to:
 - Compare one building against a national sample of similar buildings.
 - Compare all of your buildings of a similar type to each other.
 - Set priorities for use of limited staff time and/or investment capital.

- Why bother?

Fort Wayne Fire Stations 20 Similar Buildings – Different Energy Use



Fire Stations- Site and Source Energy Use Intensity



Portfolio Manager – Helping You Track Your Performance



- Free online tool where you can:
 - Benchmark the energy use of all of your buildings – all will receive an EUI (energy use intensity) and some will receive ratings on a 1-100 scale.
 - Track changes in energy use over time in single buildings, groups of buildings, or entire portfolios.
 - Track cost savings and CO₂ emissions.
 - Apply for ENERGY STAR recognition.
 - Track water usage.
- Free on-line live trainings offered monthly.
- <http://www.energystar.gov/benchmark>
- Louisville-Jefferson County Metro government currently initiating benchmarking of all city buildings with Portfolio Manager.

ENERGY STAR Buildings – Beyond Benchmarking



- Technical Tools and Guidance
 - Energy Management Guidelines
 - Creating an Energy Management Team
 - Building Upgrade Manual
 - Calculator tools to track return on investment of projects
 - Assistance for architects in designing energy efficient buildings
- On-Line Training
 - Designing Top Energy Performing Buildings
 - Portfolio Manager and Target Finder
 - Best Practices and Networking Meetings
 - ENERGY STAR Challenge: Getting Started
- Campaigns to Involve Employees, Customers, and Others
 - ENERGY STAR Challenge
 - Change-a-Light Campaign

ENERGY STAR and Home Depot



A screenshot of the Home Depot website's top section. At the top left is the Home Depot logo. To its right are navigation links: "REGISTER", "CART", "Register?", "Keyword or Item #", and "SEARCH". Below these are more navigation links: "SHOP", "GIFT CENTER", "KNOW-HOW", "SERVICES", "PROMOTIONS", "CUSTOMER SUPPORT", "SIGN IN", and "STORE FINDER". A search bar is also present. Below the navigation is a banner for the "ENERGY STAR AWARD 2007 PARTNER OF THE YEAR". The banner text reads: "The Home Depot is Proud to be Named Energy Star® Retail Partner of the Year for the Second Year in a Row". To the right of the banner is a "LEARN MORE" button. Below the banner is a paragraph of text: "We're doing our part to help the environment while helping you save money with our large assortment of energy-efficient products and solutions. We offer a variety of ENERGY STAR qualified lighting, appliances and more that can help conserve energy and water. We can also show you simple techniques and projects that will save even more energy. Explore the links below to see how you can conserve energy in every area of your home." Below the text are three images: a package of ENERGY STAR light bulbs, a woman looking up at a tree, and the "ECO OPTIONS" logo.

The Home Depot website:

- Features the 2007 Partner of the Year Logo
- Links to ENERGY STAR educational materials and campaigns
- Provides information on energy efficient products for sale

ENERGY STAR and Food Lion



Energy Star - foodlion.com - Windows Internet Explorer

http://www.foodlion.com/NewsYouCanUse/EnergyStar.asp

Google | Food lion | Go | Bookmarks | 11 blocked | Check | AutoLink | AutoFill | Send to | Food | lion | Settings

Energy Star - foodlion.com | Home | Gift Cards | About Food Lion | News | Vendors | Associates



Store Locator | Employment | FAQs | Customer Service

Shopping Tools

Weekly Specials
Coupons
Special Order Service

My Food Lion

MVP Card
Shoppers' Companion

Meals & Recipes

Recipe Finder
Meat Department
Party Platters
Food Safety

The Good Life

Baby Steps
Floral Ordering
Nature's Place
Wine Corner

What's Fresh

In the Community

Fundraising
Lion Shop And Share
Community Partners

News You Can Use

Weather Ready
Energy Star

Pharmacy & Health

Energy Star

Food Lion LLC An EPA ENERGY STAR® Partner




- Since 2000, through new lighting, refrigeration and heating and cooling technologies and company-wide energy management efforts, Food Lion has reduced its energy use by more than 2.29 trillion Btu. In 2005, Food Lion saved 312 billion Btu and cut its natural gas consumption by nearly 18 percent. The company reduced its water consumption by more than 5 percent.
- A partner in the U.S. Environmental Protection Agency's ENERGY STAR® program since 1998, Food Lion received "Partner of the Year" awards in 2002 and 2003 for adopting and applying energy management practices and technology throughout its store operations. In both years, Food Lion was the only supermarket company to receive the honor. In 2004, 2005 and 2006, Food Lion earned the ENERGY STAR Sustained Excellence Award and is recognized as an ENERGY STAR Leader by the EPA. Food Lion is the first supermarket company to earn ENERGY STAR partner awards in five-consecutive years.
- More than 400 Food Lion stores, far more than any other retailer, have earned the rigorous ENERGY STAR designation, indicating they are some of the most energy-efficient grocery stores in the United States. Food Lion will add 200 more ENERGY STAR stores in 2006 through benchmarking, renovations and new construction.
- The environmental impact of Food Lion's efforts is significant. Based on EPA calculations, each of Food Lion's ENERGY STAR stores saves as much as 86,000 kWh per year - enough to power nine American homes for an entire year. The energy savings at each store also prevent 190,920 pounds of CO2 emissions per year, equal to removing the pollution of 19 cars or planting nearly 26 acres of trees.

start | Maura Beard - Inbox ... | JCPenney POY Promo... | Energy Star - foodlio... | Type to search | 12:51 PM

ENERGY STAR and McDonalds/ Dollar General



**Join Us In Preventing
Pollution Through
Energy Efficiency**



www.energystar.gov

Shopping Bags
(Dollar General)



Cups and Bags
(McDonalds)

ENERGY STAR and Starbucks



Starbucks Earth Day Campaign



ENERGY STAR and Sears



ENERGY STAR and Giant Eagle



Giant Eagle held an ENERGY STAR in-store awareness event

- Employees wore “Ask about ENERGY STAR” pins
- Distributed 3000 flyers in grocery bags
- Displayed posters in all stores
- Displayed table tent cards at all stores with dine-in cafes



ENERGY STAR Bag Stuffer for Retail Partners



MAKE YOUR HOME MORE ENERGY EFFICIENT.

ENERGY STAR® can help you do your part to prevent global climate change.

Use ENERGY STAR qualified light bulbs (CFLs)

- Use up to 66% less energy than incandescent bulbs
- Last up to 6-10x longer
- Are available in a variety of shapes and styles

Buy ENERGY STAR qualified appliances

- Clothes washers use 50% less energy and up to 15 gallons less water
- Dishwashers use 25% less energy
- Refrigerators and freezers use 40% less energy
- Room ACs use 10% less energy

Get a professional energy evaluation and make sure your home is properly insulated and sealed.
For more information about products and programs, go to www.energystar.gov.



Portland Office Energy Showdown



Recognized office buildings that have achieved a high level of energy efficiency

- Launched in early 2007 in conjunction with the BOMA Energy Efficiency Program, or BEEP
- Participants benchmarked with Portfolio Manager using energy data from April 2006 through March 2007.
- Those who placed first, second and third in the Showdown received cash prizes and all properties qualifying for the ENERGY STAR label received free engineering certification, provided by Energy Trust of Oregon.



The 200 Market building, managed by Russell Development Company, won first place

BOMA Seattle/King County Kilowatt Crackdown



Promoting leadership in energy efficient building operations.

- Participants will benchmark their buildings in Portfolio Manager by 1/25/2008 using 2007 utility data.
- Winners receive cash prizes, and those qualifying for the ENERGY STAR label received free engineering certification.
- Prizes include a private suite party at a Seattle Mariners game, tickets to the BOMA golf tournament, and a catered lunch for 12.

BOMA SEATTLE & KING COUNTY

Win the Kilowatt Cup Trophy and other PRIZES!

KILOWATT CRACKDOWN

Which buildings lead the market in energy efficiency?
Who can take energy management to the next level?

TAKE THE CHALLENGE AND FIND OUT

- Is your building beating the Seattle average?
- Can you qualify for the marketing benefits of the ENERGY STAR® label?
- Can a historic property can be more efficient than a LEED certified development?

About the Kilowatt Crackdown

BOMA Seattle & King County challenges its members to assess their building's energy performance, calculate their ENERGY STAR rating, and improve that score within one year. We're looking to identify the most energy efficient buildings in the market, as well as the properties making the greatest gains in performance. The highest scoring buildings may win bragging rights, but we'll all win by participating.

WHAT YOU'LL GET

1. FREE advertising and recognition of your participation in the contest.
2. An unbiased ranking of your building's energy performance.
3. A private report detailing your building's ranking in comparison to the overall market.
4. A FREE online review of benchmarking data to check for common input errors.
5. FREE energy engineering certification for properties that qualify for the ENERGY STAR label.
6. A \$25 Seattle's Best Gift Card for EACH property manager and engineer who benchmark their property and input data over the course of the competition.
7. A valuable measuring point to gauge future performance improvements.
8. Satisfaction from being a leader in the Puget Sound market.

Washington DC's Co-branded Print Outreach



- Washington Post Express
- Examiner
- Washington City Paper
- Capital Community News
- Washington Informer
- Washington Sun
- Washington Hispanic (Spanish)
- Atref (Amharic)
- Asian Fortune (Vie, Kor, Chi)

\$50, \$100 & \$150 Mail-In REBATES

On all ENERGY STAR Room Air Conditioners, Refrigerators & Clothes Washers

DISTRICT DEPARTMENT OF THE ENVIRONMENT'S
ENERGY OFFICE
"Making DC Energy Efficient"

D.C. Electric Consumers Only

For More Information Call: 202-673-6750 or visit www.dceo.dc.gov

The advertisement features the Energy Star logo in the top right corner. Below the headline, there are three images of appliances: a window air conditioner, a refrigerator, and a clothes washer, each with a blue banner indicating a rebate amount: "\$50 REBATE", "\$100 REBATE", and "\$150 REBATE". The logo for the District Department of the Environment's Energy Office is also present.

ASK ABOUT ENERGY STAR

ENERGY STAR appliances and products can save consumers up to 40% on utility bills. Qualified appliances help protect the environment by using less energy.

For more info call: The District Department of the Environment's Energy Hotline at (202) 673-6750, or online: ddoe.dc.gov

GOVERNMENT OF THE DISTRICT OF COLUMBIA
Action It Really Matters

The graphic features a blue header with the Energy Star logo and the text "ASK ABOUT ENERGY STAR". Below the header is a photograph of a woman with her arms raised in a field under a blue sky. A small globe icon is in the bottom right corner of the photo. At the bottom, there is contact information and the District of Columbia logo.

ENERGY STAR at the Wizards Game



ENERGY STAR Dance-Cam!



ENERGY STAR SIGNAGE



Cheesecake Factory Menu

what's your energy IQ?
how many of these household items can be purchased as an energy star product?

- clothes washer
- dishwasher
- refrigerators
- room ac
- cordless phones
- answering machines
- DVD products
- VCRs
- laptops
- fax machines
- copiers
- printers
- home audio

Products in more than 40 categories are eligible for the ENERGY STAR. They use less energy, save money, and help protect the environment. Ask for the ENERGY STAR.

DISTRICT OF COLUMBIA
ENERGY OFFICE
"Making DC Energy Efficient"

www.dccenergy.org
(202) 673-6750

The Energy Star logo is located at the bottom right of the poster.

Interior Bus Posters



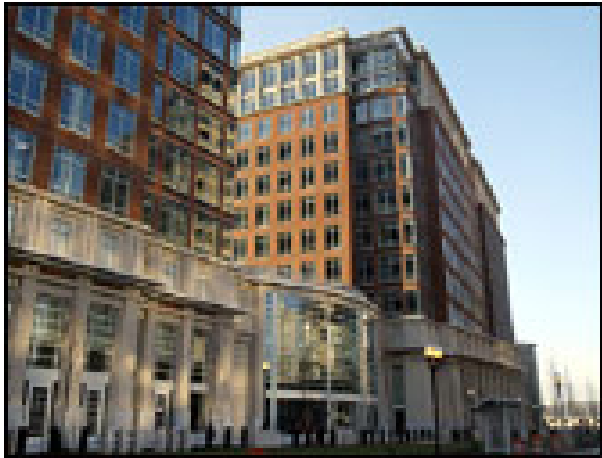
Exterior Bus Poster



One Potomac Yard Building in Arlington, VA



- Earned 85 and 82 EPA rating respectively
- LEED Gold certification



Arlington County Commissioner Paul Ferguson presents Benjamin Comm, Jones Lang LaSalle Managing Director, with a recognition certificate for the One Potomac Yard's ENERGY STAR label.

Case study at www.wbdg.org/references/cs_potomac.php

Blue Earth County, MN Outreach to Residents



Concert on the Courthouse Lawn Celebrating the ENERGY STAR Award



Efficient Electric Display



Historic Courthouse Tours

Louisville ENERGY STAR Challenge



➤ Questions to Consider

- What are the barriers to energy efficiency in your organizations?
- What types of encouragement from Metro Government might motivate private organizations to improve efficiency?
- What are the most effective avenues to communicate this campaign to private organizations?
- What types of activities, programs, or campaigns would be valuable to private organizations?
- What would your organization hope to get out of partnering with the city on this effort?