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Service and Product Provider Success Story

Service and Product Provider Partner

New Energy Technology

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Customer

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New Energy Technology helped JCPenney earn the first ENERGY STAR labels for retail buildings and Partner of the Year Award.

Project Scope

New Energy Technology (NET) supports JCPenney's (JCP) energy conservation culture through three programs focused on high-quality energy data and energy management. Through its automated benchmarking services, NET provides monthly ENERGY STAR ratings for the company's almost 1100 stores in a web-based application called Energy Center. By providing information about each store's energy performance and the guidance for improvements, NET has helped facilitate JCPenney's wide-scale energy savings and success with ENERGY STAR, including the first ENERGY STAR retail labeled buildings and two Partner of the Year awards.

Project Summary

NET's support comes in the form of three complementary programs. The energy accounting database manages the data for all facilities, and provides reports that track the performance of existing projects, allowing JCPenney to assess new energy efficiency opportunities. Energy Center, the web-based application, provides a portal for stores to track their energy performance using the ENERGY STAR rating as the key metric. NET integrated the energy accounting data and the monthly ENERGY STAR ratings into a five-point Advanced Energy Management pilot program implemented in 11 facilities in the Pacific Northwest. Since these facilities achieved nearly 20 percent savings, the program is expanding to stores in California, Texas, and New Jersey.

- **Energy Savings**
Through NET's assistance in tracking and managing energy performance, JCPenney maintained the energy use across all stores in 2007 at the same level as 2006, despite opening 50 new stores and increasing store operating hours.
- **Earned Recognition**
JCPenney earned the ENERGY STAR for six stores, becoming the first ENERGY STAR partner to earn a label for a retail store.
- **Other Benefits**
Energy Center was designed to take the complexity out of energy and make it easy for people at all levels in the company to understand energy conservation. For example, the reporting system uses the easy to understand ENERGY STAR rating instead of engineering terms, such as kBtu/sf, to measure each store's energy performance. This allows the company to easily track and rank stores.

Monitoring & Verifying Energy Savings

JCPenney contracts with a third-party for processing and paying bills. Once the bills are processed for payment, an electronic file is sent to NET's energy accounting database for auditing, verification and database population.

Distinguishing Value

Retail is a highly competitive industry and JCPenney is one of the leaders, especially in terms of energy conservation. To support JCPenney in this role, NET delivers comprehensive energy data in relatable terms so everyone at JCPenney—from the senior executive management to the store managers—can understand energy management and cultivate an energy conservation culture.

