

# Associations and Their Members Can Benefit from ENERGY STAR®



## Let ENERGY STAR Be a Market Advantage for Your Members

*Partnering with ENERGY STAR distinguishes your members from their competition.*

Associations are continuously challenged to provide relevant benefits to their membership. By becoming an ENERGY STAR Partner, you can offer an important value-added service to your members by introducing them to the ENERGY STAR network of energy users and Service and Product Providers (SPPs). ENERGY STAR Partners help to spread the word about the importance of energy efficiency to members as supporters of the ENERGY STAR Challenge—a national call to action to improve energy efficiency in commercial and industrial buildings by 10 percent or more.

ENERGY STAR is a dynamic government-industry partnership that offers businesses and consumers energy-efficient solutions, making it easy to save money while protecting the environment for future generations. ENERGY STAR works with influential associations such as yours to provide your members with tools, resources, and recognition opportunities to improve the energy and financial performance of their facilities.

## Build Profitable Opportunities for Your Members:

- > **Utilize a Proven Strategy:** Promote use of the EPA Guidelines for Energy Management, a framework developed from ENERGY STAR Partners' successes, to more effectively help your members create and implement a plan to achieve energy savings and reap the benefits of superior energy efficiency in their own organization and in their clients' organization.
- > **Access Tools and Resources:** Provide members with access to ENERGY STAR tools and resources to help measure, track, and improve energy performance. Offer ENERGY STAR sponsored trainings or your own customized trainings to equip members with knowledge to manage their own energy use and that of their clients.
- > **Highlight Achievements and Successes in Improved Energy Performance:** Inform members of the opportunity to be featured on the ENERGY STAR Web site in Success Stories and in searchable, online partner listings.
- > **Leverage the ENERGY STAR:** Encourage members to partner with ENERGY STAR, take the ENERGY STAR Challenge, and apply for the prestigious ENERGY STAR for top-performing buildings. Buildings that earn the label must score a 75 or higher in EPA's Energy Performance Rating System for existing buildings. Organizations demonstrating continuous improvement across a portfolio of buildings also qualify for recognition as ENERGY STAR Leaders. For new construction, educate your network about Target Finder, a tool to help set realistic energy performance goals and demonstrate that a new building is "Designed to Earn the ENERGY STAR."

### What Association Leaders are Saying

**"Rising energy costs, acceleration of interest in high performance buildings, and a new energy focus have reinvigorated the market for energy efficiency. NAESCO is excited about its role in providing support and direction for a growing market and creating expanded opportunities for its member companies."**

—Terry E. Singer, Executive Director,  
National Association of Energy  
Service Companies

**"Cost-effective environmental technologies advanced by ENERGY STAR help make buildings more competitive, profitable, and therefore valuable. The real estate industry's openness to incorporating these technologies ensures it will be every bit as much a part of the new economy as it has been of the old."**

—Jeff DeBoer, President and CEO,  
The Real Estate Roundtable

ENERGY STAR® is a U.S. Environmental Protection Agency program helping businesses and individuals fight global warming through superior energy efficiency. Learn more at [energystar.gov](http://energystar.gov).



## For Your Association:

- > **Increase Your Visibility:** As a partner, your association will be listed on the ENERGY STAR Web site as playing a key role in promoting the benefits of energy efficiency to members, and as a supporter of the ENERGY STAR Challenge.
- > **Engage SPPs:** Associations representing energy users can draw support for members from SPPs by promoting your energy efficiency initiatives on the SPP “Spotlight On...Business Opportunities” page on the ENERGY STAR Web site.
- > **Earn Recognition for Your Success:** Apply for the ENERGY STAR Partner of the Year Award for Excellence in Energy Efficiency Program Delivery which recognizes associations for their efforts in the commercial and industrial buildings sector.

### Join Successful Associations in Taking the ENERGY STAR Challenge at [www.energystar.gov/challenge](http://www.energystar.gov/challenge)

- > American Hotel & Lodging Association
- > American Society for Healthcare Engineering
- > Association of Energy Engineers
- > Building Owners and Managers Association
- > Food Marketing Institute
- > International Facility Management Association
- > National Association of Energy Service Companies
- > National Automobile Dealers Association
- > National School Boards Association
- > The Real Estate Roundtable

## Learn More About the Tools and Resources ENERGY STAR Can Offer to Your Association, Your Members, and Their Clients

*Use these tools and resources to help your members market their expertise to potential customers and to strategize and quantify improvements in energy performance in their own facilities.*

- > **ENERGY STAR Challenge Toolkit:** Find valuable marketing materials such as customizable press releases and co-brandable posters to promote participation in the ENERGY STAR Challenge. Use these materials to communicate environmental stewardship and expertise in bringing savings and added value to members.
- > **EPA's Energy Performance Rating System:** Promote use of Portfolio Manager, a free, online tool to help measure and track energy consumption. Educate members on how the tool can help prioritize opportunities for improvement, set performance goals, and benchmark progress by rating a facility against similar buildings nationwide. Offer guidance to members in applying for the ENERGY STAR for top-performing buildings.
- > **Financial Evaluation Tools:** Provide access to the Financial Value Calculator, Building Upgrade Value Calculator, and Cash Flow Opportunity Calculator to quantify and communicate potential financial returns in persuasive business terms.
- > **Trainings:** Take advantage of ENERGY STAR sponsored Web-based trainings and monthly ENERGY STAR Web presentations to increase awareness of developments in energy efficiency and to network with industry peers. Hold specialized in-person or online trainings, developed in partnership with ENERGY STAR, to educate members about energy efficiency and various tools and resource offerings.
- > **SPP Directory:** Demonstrate how the SPP Directory highlights providers of services and products which improve energy efficiency. Each listing includes a company profile, area of expertise, markets served, and contact information. Information in the Directory is updated annually to ensure the most current content and to maximize the Directory's effectiveness as a business expansion tool.

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