



ENERGY STAR®: Reducing Greenhouse Gas Emissions Begins with Energy Efficiency

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ENERGY STAR



- Voluntary government program, enables organizations to achieve their best in energy efficiency
- ENERGY STAR – a national brand owned and managed by the government
 - Recognized by more than 60% of all U.S. households
 - Brand equity built by over 9,000 commercial and industrial (C&I) businesses

Why energy management?



Strategic energy management is fundamental to the control of climate risk (i.e. carbon dioxide emissions) from the operation of most businesses

Who partners with ENERGY STAR?



- Thousands of organizations across all sectors of the economy, including:
 - Manufacturers
 - Commercial enterprises
 - Public sector organizations



Does business really need help managing energy?

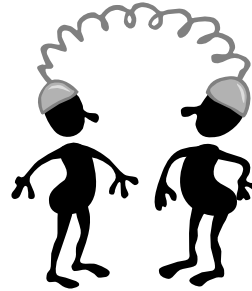


- Energy is not a regular focus for many executives.
- We find many large industrial and commercial companies that still do not have comprehensive energy programs.

Why does business participate?



- Share best practices
 - learn from each other
 - share new technologies



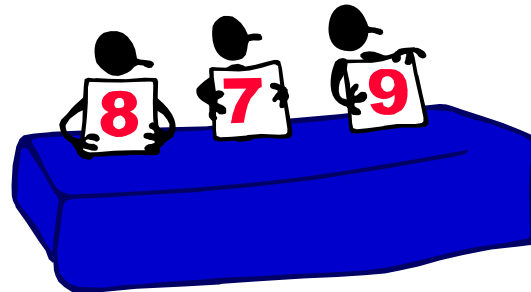
- Reduce energy costs & emissions



- Demonstrate environmental leadership



- Improve competitiveness



Other observations on energy



- **Energy is sometimes managed:**
 - Informally and may be decentralized, not centrally coordinated or managed
 - By project and is not program-oriented
 - On a cyclical basis (i.e. company support is irregular)
- **As a result, many businesses:**
 - Are missing important energy savings and GHG emission reduction opportunities because they lack a means for addressing energy use across the organization

Energy Management 101



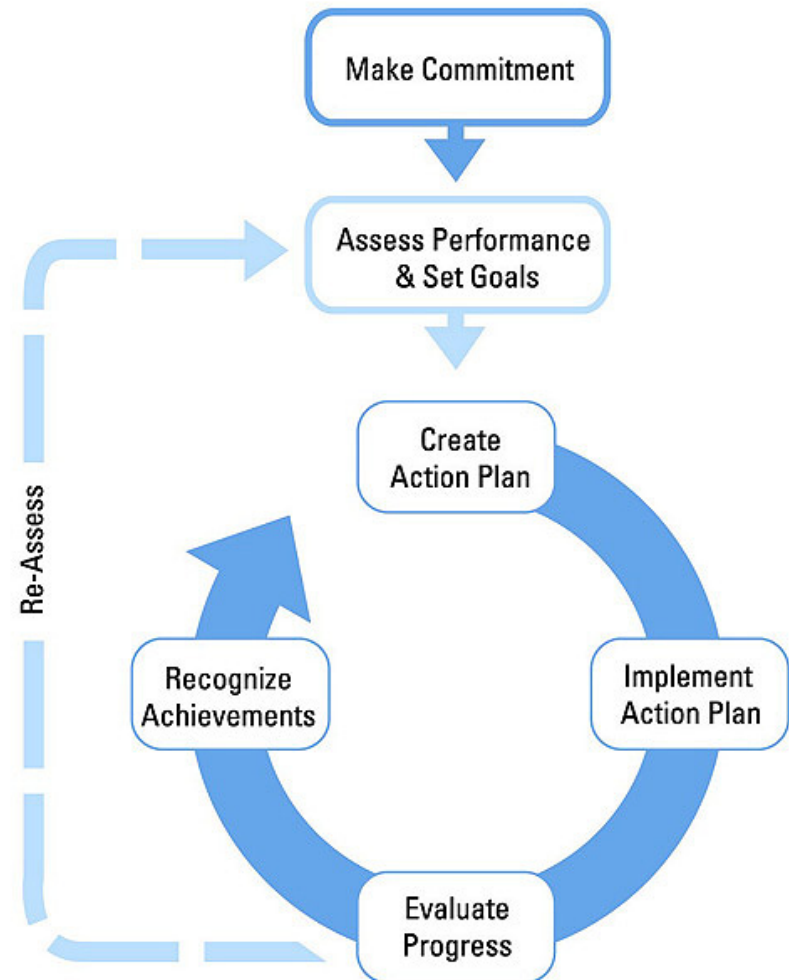
- ENERGY STAR - basics of managing energy
- Tools enable any company to develop its own energy management program
 - Sampler of tools:
 - How to manage energy – ENERGY STAR Guidelines for Energy Management
 - Honestly assess your efforts – program assessment matrix
 - Get people involved – Teaming Guide
 - Get executive support – Elevating Energy Management
 - Build support within - customizable materials for communicating with plants and employees

Is your organization managing energy well?



✓ **ENERGY STAR Guidelines for Energy Management:**

- Based on the successful practices of leading ENERGY STAR partners.
 - The key components for a successful energy management program
 - On-line and combined with a growing best practice database
- ✓ Organizations with formal energy programs save more energy and money.
- ✓ **Formal energy programs will be critical to climate risk management.**



If energy is managed, can it be improved?



- **Advanced Energy Management**
 - Executive level strategic energy management best practices
 - Tools to encourage existing energy management programs to progress further
 - Facility matrix
 - Networking with peer-level energy programs – join a group of leading companies who strategically manage energy
 - Rewards for achieving superior energy performance
 - Partner of the Year – recognizes the best in corporate energy management
 - National plant label for energy efficiency

Specialized industry focuses



- A concentrated effort to improve energy efficiency within an industry
- Does your company participate in a focus?

Specific assistance for the focus industries



- Annual industrial focuses
 - Create momentum for continued improvement of energy efficiency
 - Identify and tackle barriers to energy efficiency in the industry
 - Annual meeting of an industry's corporate energy management
 - Promote networking, refinement of tools, and sharing of best practices specific to the industry
- Energy guides
 - A systematic analysis and discussion of the energy efficiency opportunities in an industry's manufacturing plants
- National Performance Rating System: plant energy performance indicators (EPIs)
 - Enable benchmarking of plant energy performance relative to the industry, where in most cases it had not been possible
 - Developed in cooperation with industry
 - Empower corporations to set goals for improvement and monitor progress

Specialized industry focuses



Focus Industry	Year in Progress	Peer Exchange Forum	Energy Guide	Energy Performance Indicator (EPI)
Cement	3		Complete	Complete
Corn Refining	4		Complete	Complete
Food Processing	2		Final draft	Under testing
Glass	2		Final draft	Under testing
Motor Vehicle	5		Complete	Complete
Petrochemicals	1	Initiated	Planned	Exploring options
Petroleum Refining	2		Complete	System available
Pharmaceuticals	2		Complete	Under testing
Pulp & Paper	1	Initiated	Planned	Exploring options

Successful pathway to control greenhouse gas emissions



- **ENERGY STAR** – builds energy efficiency in a corporation; supports **CORPORATE ENERGY DIRECTORS**
- **Climate Leaders** – helps corporation develop climate protection strategies, set GHG greenhouse gas reduction goals, and inventory emissions to measure progress
- **Combined Heat and Power Partnership** - promotes use of CHP
- **Green Power Partnership** – support in choosing green power
- **DOE resources** – plant-specific tools

Challenge



- If an environmental manager, you need the support of a strong energy effort that covers all operations of the core business.
- Engage with the corporate energy director.
- If this role is unfilled, support the development of this position.
- ENERGY STAR can help. Ask how.

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