



# How ENERGY STAR®

**Works with  
Manufacturers**



# What is ENERGY STAR?

A ***voluntary*** program that enables organizations of all types to achieve their best in environmental and energy performance



**Many think of ....**

**buildings**



**products**



**homes**

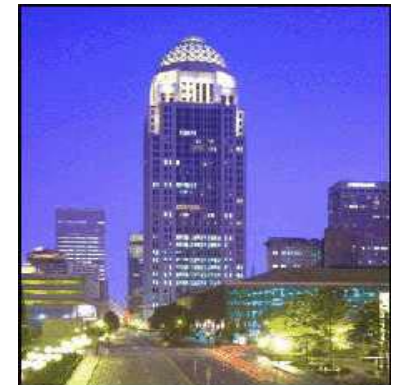
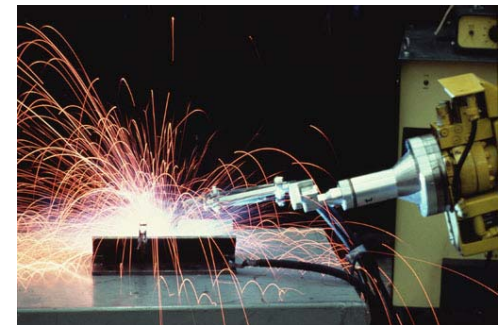


**.... when ENERGY STAR  
comes to mind**



# ENERGY STAR is more . . . .

ENERGY STAR works with  
*industrial corporations*





# Companies participate to ....

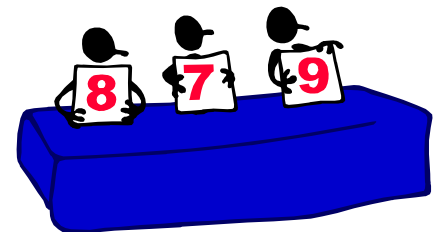
- Reduce energy costs & emissions



- Demonstrate environmental leadership



- Improve competitiveness





# Managing greenhouse gas emissions

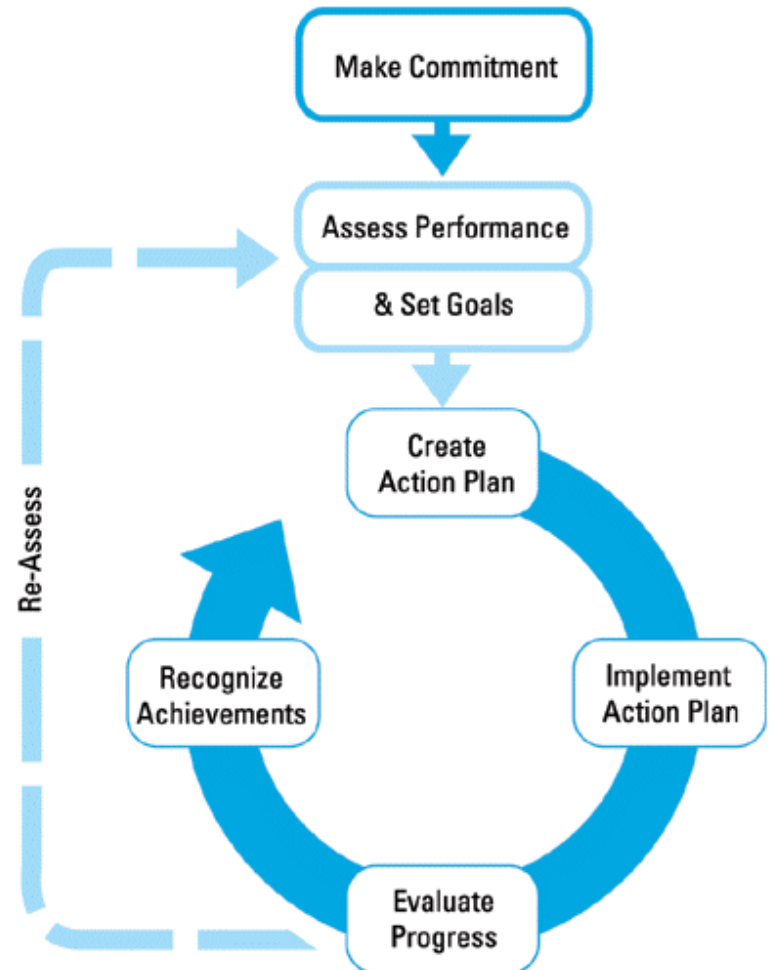
- ENERGY STAR helps manufacturers meet their carbon dioxide emission reduction goals.
- ENERGY STAR can help you to define an energy efficiency pathway to meet your company's goals.



# Strategic Energy Management

## ENERGY STAR Guidelines For Energy Management

Approach based on the successful energy management practices of over 1,600 commercial and industrial organizations

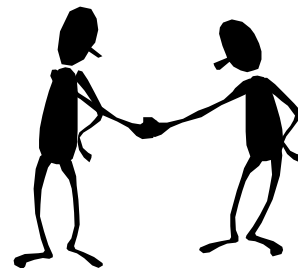




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## Partners agree to...

- Institute a corporate policy for continuous improvement of energy performance
- Measure, track and benchmark energy use for all facilities
- Develop and implement a plan for improving energy performance in all facilities
- Educate employees and the public about energy efficiency and ENERGY STAR







# ENERGY STAR agrees to...

- Share a sustainable, strategic approach
- Support corporate energy managers
- Provide energy management resources
- Facilitate sharing of best practices
- Promote networking & recognition
- Offer specialized energy efficiency focuses for specific industries



# ENERGY STAR

## helps companies to ...

- Strengthen corporate energy management
- Design a corporate energy policy
- Appoint a strategic energy director
- Assemble an energy organization
- Develop performance goals
- Implement a strategic plan
- Institute tracking & benchmarking
- Train & motivate staff
- Create awareness



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# Industry Focuses

Concentrated work with a single manufacturing industry to:

- Improve energy efficiency of the industry
- Create momentum for continued improvement
- Provide tools to enhance energy performance
- Uncover new energy saving opportunities
- Encourage sharing of ideas



# Focus industries include...

- Automobile assembly
- Beer brewing
- Cement
- Corn refining
- Pharmaceutical
- and more to come



# Attributes of a Focus

- Assign an energy professional to the industry
- Convene the industry's energy managers
- Complete technical opportunities assessment (*a guide on energy efficiency options targeted to the specific industry*)
- Develop plant Energy Performance Indicator (*external benchmark for comparing plant performance to that of the industry*)



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# ENERGY STAR Focus



- Address barriers to efficiency & share non-confidential energy management techniques
- Refine ENERGY STAR tools for industry



# ENERGY STAR's Industrial Partners

Over 470 U.S. manufacturing companies from diverse industries

- J&J
- Eastman Kodak
- GM
- National Starch and Chemical
- Lockheed Martin
- Raytheon
- Toyota
- Miller
- IBM
- 3M
- ExxonMobil



# Partner Achievements

## Johnson & Johnson

*“ENERGY STAR ... has generated a tremendous amount of enthusiasm and activity within Johnson & Johnson. To summarize, as of August, 2003, we have ... saved \$16 million.”*

Harry Kauffman

Corporate Energy Director





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# Partner Achievements

**General Motors Corporation,**  
a partner since 1995, sustains its  
excellent performance by:

- Promoting corporate energy performance
- Saving over **\$450 million** in eight years
- Creating savings equivalent to the profit margin from the sale of 100,000 vehicles



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# Recognition



**ENERGY STAR Partner Eastman Kodak Company,  
recipient of 2004 Leadership in Energy Management  
Award, and DOE Secretary Spencer Abraham**



# Partner with **ENERGY STAR**

- **Download** partnership letter directly at:  
[www.energystar.gov/join](http://www.energystar.gov/join)
- **Print** the letter on your organization's letterhead
- Have the CEO/CFO **sign** the letter
- **Mail** it to the addressee



# Do something that matters

Partner with **ENERGY STAR**.  
Improve your corporate bottom  
line while you become an  
environmental leader.