

# ENERGY STAR® ...

## ...Your Market Advantage

	 EPA United States Environmental Protection Agency	ENERGY STAR® Money Isn't All You're Saving	United States Department of Energy 		
<p><a href="#">Put your home to the test</a>   <a href="#">Benchmark your building's energy performance</a> <a href="#">About</a>   <a href="#">Find Products</a>   <a href="#">Find Labeled Homes</a>   <a href="#">Find Labeled Buildings</a>   <a href="#">News</a></p>					
<p>For Your Home For Your Business For Your Small Business For Government For Schools For Congregations <b>For KIDS</b>  For Partners Join Now Who's Working with ENERGY STAR</p>	<p>ENERGY STAR offers businesses and consumers energy efficient solutions -- helping to save money while protecting the environment for future generations.</p>				
<p>change. </p>		<p><b>What's New</b> ■ EPA Administrator launches new hotel rating tool ■ Cool Change: Improve your home's cooling system ■ <a href="#">2003 Award Criteria Available</a></p> <p><a href="#">More...</a></p>		 <p><b>Look for the ENERGY STAR®</b></p>	
<p><a href="#">EPA Home</a>   <a href="#">Privacy</a>   <a href="#">Contact Us</a>   <a href="#">Site Index</a>   <a href="#">DOE Home</a> <a href="#">Search EPA</a>   <a href="#">CPPD Home</a>   <a href="#">ENERGY STAR Home Page</a>   <a href="#">EREN Home</a>   <a href="#">Search DOE</a></p>					

[www.energystar.gov](http://www.energystar.gov)

# Agenda

- **Overview**
- **ENERGY STAR Partnership for SPPs**
- **Tools and Resources**
- **Recognition opportunities**
- **Communicating your partnership with ENERGY STAR**

# What is ENERGY STAR?

**ENERGY STAR is a voluntary program that makes it easy to improve energy performance as a means to enhance environmental and financial performance.**

# ENERGY STAR Today

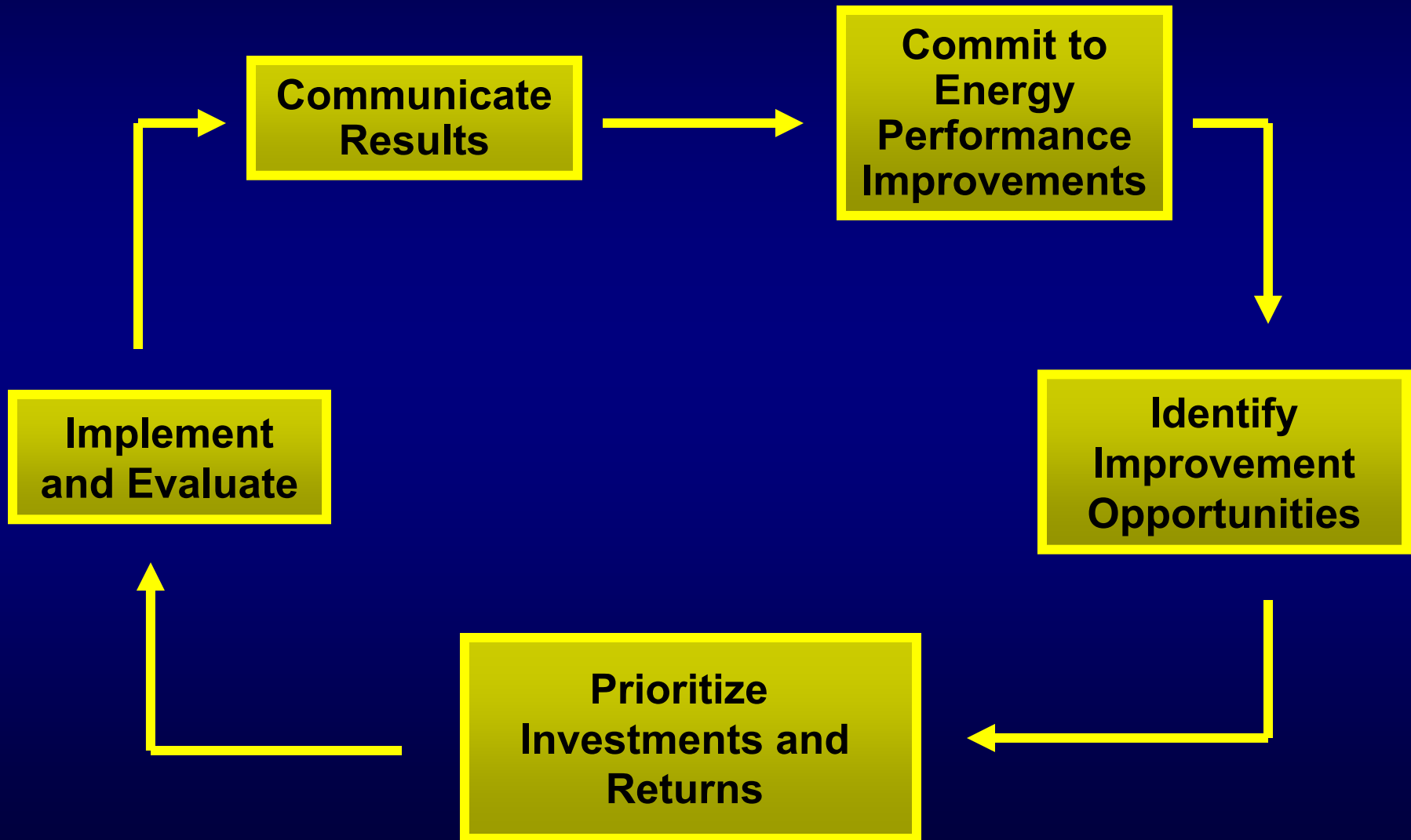
- **The symbol of energy performance**
  - homes
  - commercial and public buildings
  - consumer and business products



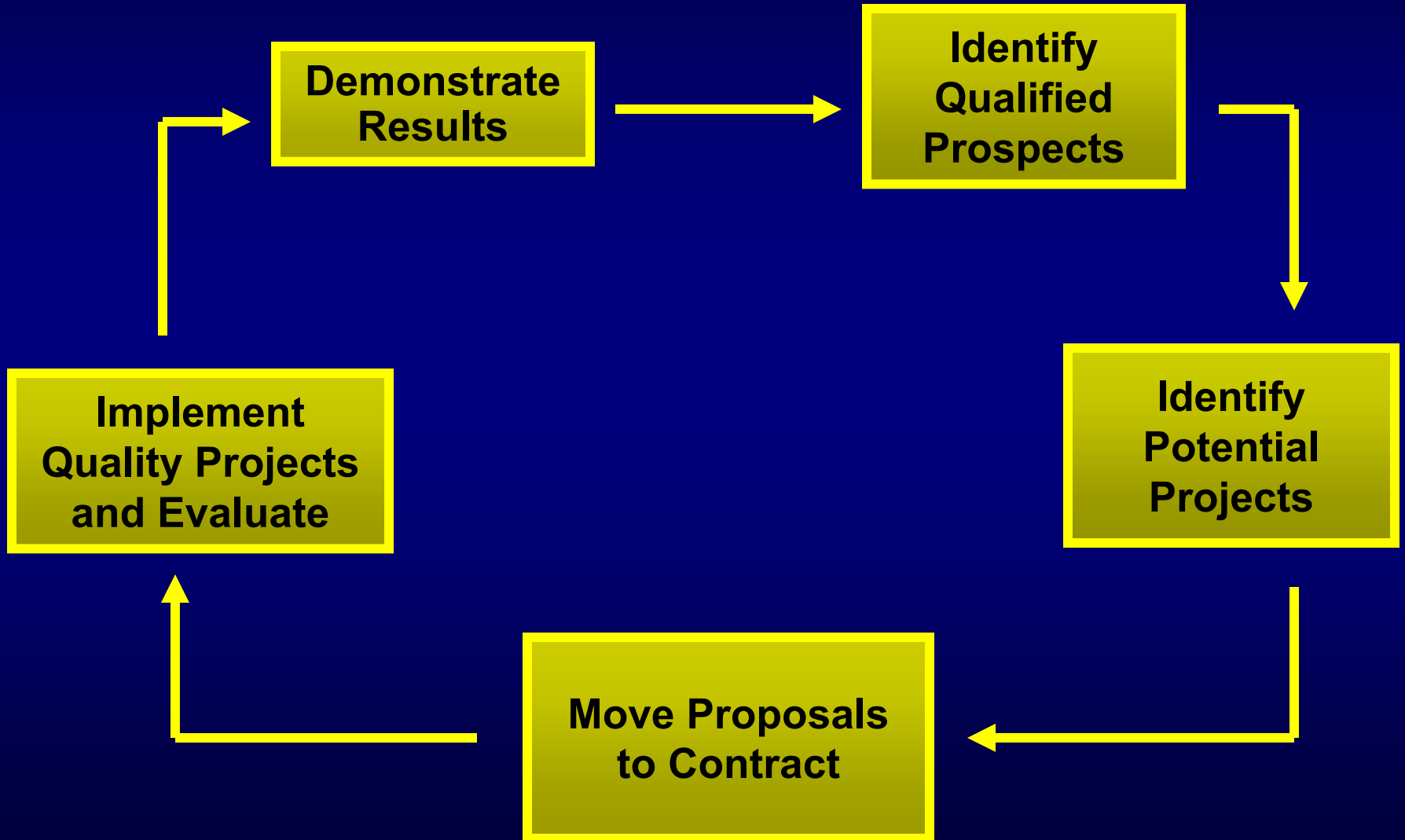
# Why Join ENERGY STAR?

- **Affiliation with nationally recognized brand**
- **Access to ENERGY STAR tools and resources that can increase your sales**
- **Public Relations opportunities and recognition**

# The Energy Management Process



# SPP Sales Process



# **ENERGY STAR**

## **for Service and Product Providers**

**Few companies can help their clients make decisions that are as good for the environment as they are for business.**

**Are you one of them?**



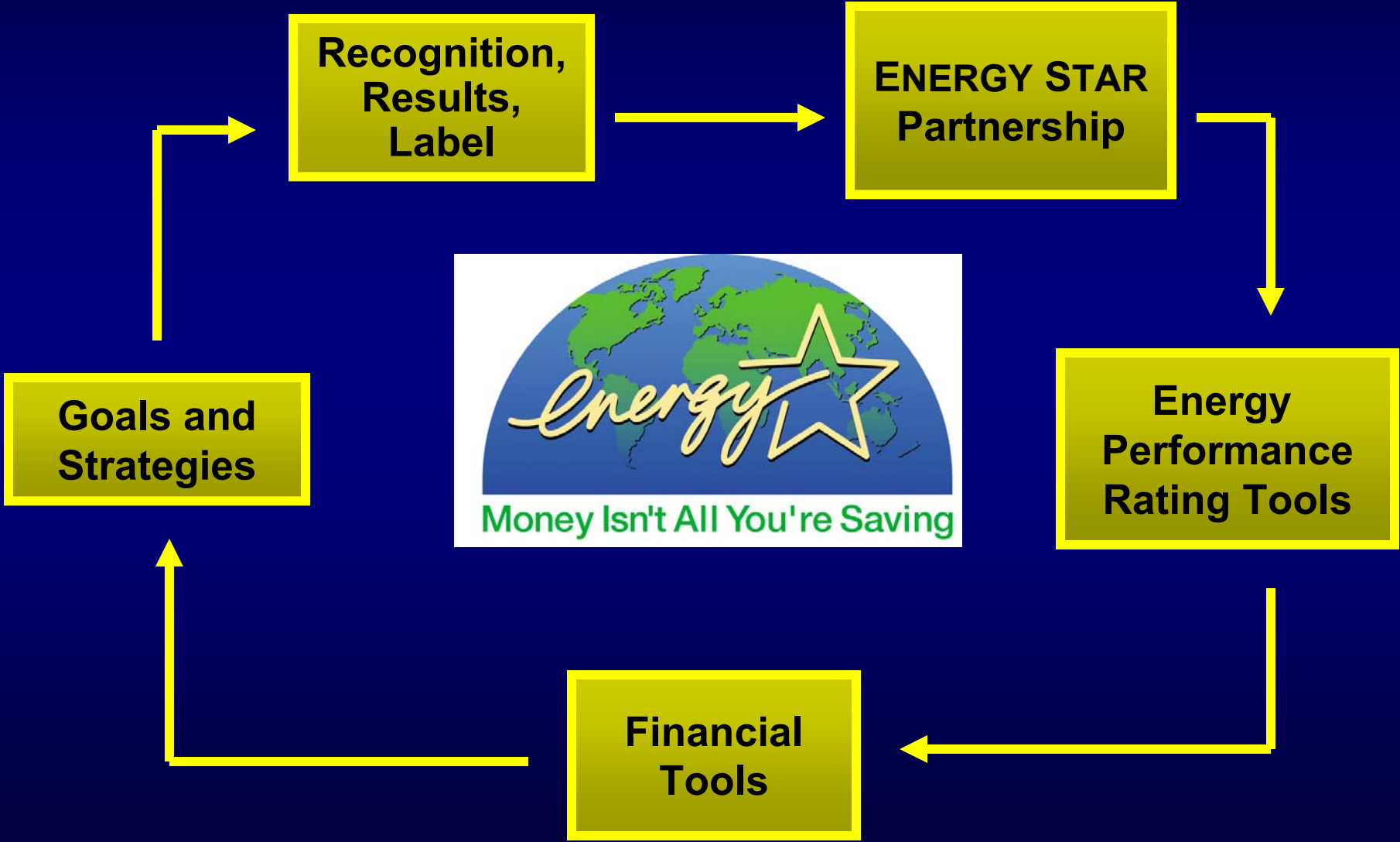
# ENERGY STAR for Service and Product Providers

- **Eligible organizations:**

- energy service companies (ESCOs)
- unregulated energy retailers and marketers
- engineers
- architects
- energy consultants
- contractors
- distributors
- manufacturers
- commercial lenders
- other providers of products and services



# ENERGY STAR Tools and Resources Link the Market



# **ENERGY STAR**

## **Benefits of Partnership**

**A Partnership with  
ENERGY STAR Lends  
Visibility**

# ENERGY STAR Offerings Link to Your Sales Process



# ENERGY STAR Partnership Benefits

## Access to a Large Group of Potential Clients



# **ENERGY STAR Partnership Benefits**

## **Energy Performance Rating Tool**

- **Help prioritize opportunities across the entire portfolio**
- **Allow you to assist customers in planning aggressive upgrade programs**
- **Provide M&V support**

# **ENERGY STAR Partnership Benefits**

## **Financial Tools**

- **Open doors to decision-makers**
- **Frame benefits for shareholders**
- **Help close deals**

# **ENERGY STAR Partnership Benefits**

**Implement and Evaluate  
Quality Projects**

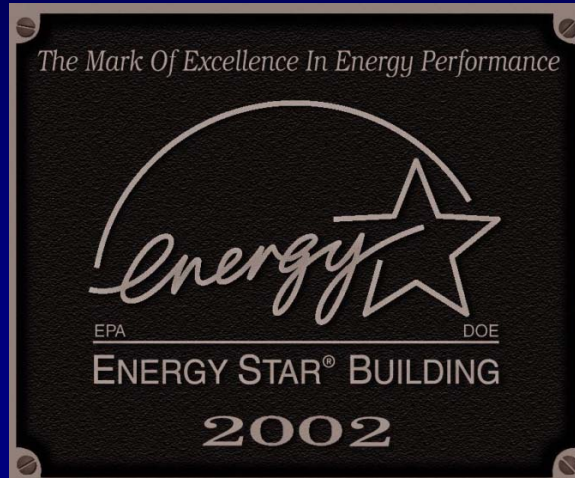


# **ENERGY STAR Partnership Benefits**

## **Other Tools and Resources**

- **Delta Score Estimator**
- **Target Finder**

# Public Relations Opportunities and Recognition



# **ENERGY STAR**

## **Recognition Opportunities**

- **ENERGY STAR Awards**
- **Activity Recognition**
- **Web Site Directory Listings**
- **Building Profiles/Success Stories**

# How to Communicate Your Partnership with ENERGY STAR

- Inform existing and potential customers
- Use ENERGY STAR Logos
- Train staff

# How to Communicate Your Partnership with ENERGY STAR

- Marketing support
- Events/Conferences
- Press Releases



# Use of ENERGY STAR Logos

- Partner logo
- Linkage Phrase logo
- Linkage Phrase and Partner Logos and Guidelines



# Sample Sector-Specific Value Statements

## Office Buildings

- *Saving 30% of energy costs in a commercial office building is equivalent to increasing the net operating income by 5%, which would support a 5% increase in asset value.*

## Hotels

- *A 10% reduction in energy costs is equivalent to increasing Average Daily Room Rate by \$0.62 for limited service hotels and \$1.35 for full service hotels.*

# Sample Sector-Specific Value Statements

## Supermarkets

- *For the average supermarket, reducing energy costs by 10% is equivalent to increasing sales per square foot by nearly \$42.*

## Hospitals

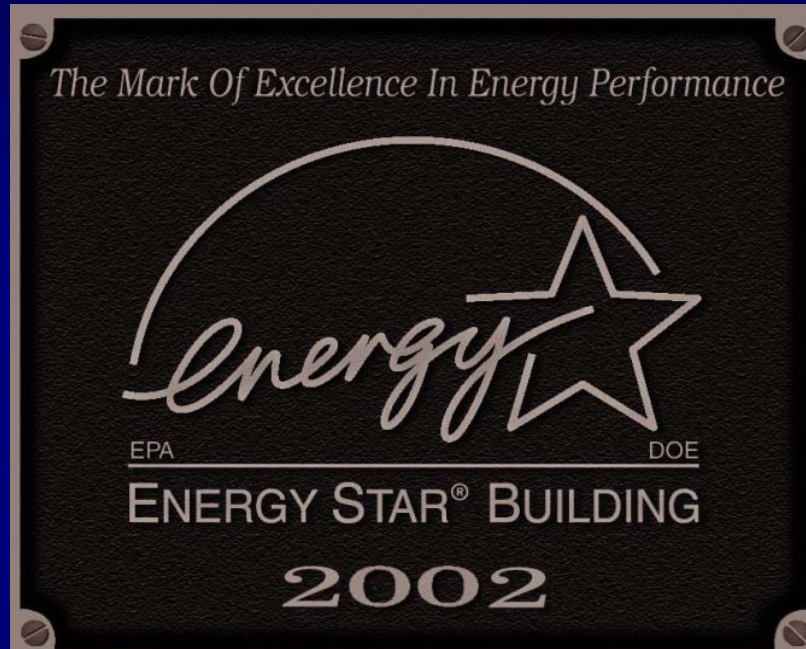
- *Each dollar saved in energy cost is equivalent to generating new revenues of \$20 for hospitals, or \$10 for medical offices and nursing homes.*



# Putting it All Together

- **Join the Partnership**
- **Train Staff**
- **Inform Customers**
- **Achieve sales goals by leveraging ENERGY STAR**

# Thank You and Aim for the Star!



**For more information visit:**  
**[www.energystar.gov](http://www.energystar.gov)**

and click on “For Your Business”

**or call the ENERGY STAR Hotline at  
1-888-STAR-YES.**