

ENERGY STAR® Partnership

Program Requirements for Energy Efficiency Program Sponsors for the Commercial & Industrial Sectors

Eligible Organizations:

Regulated utilities, publicly owned utilities, and energy delivery companies; national, regional, state, or local government entities or other organizations involved in coordinating and/or administering energy efficiency or environmental education programs that promote ENERGY STAR, including ENERGY STAR qualified commercial and industrial buildings.

The following are the terms of the ENERGY STAR Partnership Agreement as it pertains to Energy Efficiency Program Sponsors in the Commercial and Industrial markets. The ENERGY STAR partner, herein after referred to as “partner”, believes ENERGY STAR will enhance its customers’ financial health, increase program value and aid in preserving the natural environment for future generations. The partner commits to promote and use ENERGY STAR in a manner consistent with the national ENERGY STAR efforts and specifically agrees to follow all applicable terms and conditions governing the use of the ENERGY STAR logos, which are registered trade and service marks.

The partner also commits to submit and periodically update a brief plan outlining the key activities it intends to undertake to cooperatively promote ENERGY STAR in the Commercial and/or Industrial markets.

The partner will be required on an annual basis to update organization and contact information displayed on the ENERGY STAR Website and the Directory of Energy Efficiency Programs (DEEP). Failure to update or confirm accuracy of this information will result in the partner profile being deactivated from DEEP.

Commercial Program Sponsors

If promoting ENERGY STAR as an Energy Efficiency Program Sponsor in the commercial market, the partner will collaborate with ENERGY STAR to improve the energy performance of its customers’ buildings and portfolios. In delivering its existing program resources, the partner may choose to include ENERGY STAR tools, messages and guidelines to help customers measure their energy performance, quantify the financial value of improvements across their organization, set targets, take action, and promote their accomplishments. The partner may also coordinate with ENERGY STAR to promote and recognize high-performance buildings as well as organizations that have demonstrated financial and environmental leadership by improving energy performance across their facilities.

Partners can use ENERGY STAR to help improve energy performance of their customers’ **existing building portfolios** in the following ways:

1. Demonstrate to building owners and decision makers the financial value of energy performance improvements using the Financial Value Calculator, Quick Scope and/or the Cash Flow Opportunity Calculator (for public sector customers) provided by ENERGY STAR;
2. Assist program participants to measure, manage and improve the energy performance of their facilities using the National Energy Performance Rating system and online Portfolio Manager provided by ENERGY STAR;

3. Integrate ENERGY STAR's Building Manual and Guidelines for Energy Management into existing program offerings and services to help customers prioritize and execute upgrades that improve the energy performance their facilities and deliver financial value across the organization;
4. Help program participants earn ENERGY STAR recognition in the following ways:
 - a. posting building profiles in the Registry of ENERGY STAR Qualified Buildings
 - b. posting management success stories on the ENERGY STAR Business Improvement web page
 - c. becoming listed as an ENERGY STAR Leader based on organization-wide energy performance improvements

Partners can use ENERGY STAR to help improve energy performance in **commercial new construction** in the following ways:

1. Demonstrate the financial value of high performance building design with enhanced energy performance;
2. Help customers evaluate design energy consumption and estimate an energy performance target for building projects; also encourage building designers and owners to specify their energy performance target in contract documents;
3. Assist building designers and owners during the design process with New Building Design Guidance, a strategic management approach provided by ENERGY STAR;
4. Recognize customers by promoting their accomplishments in achieving superior energy performance through success stories, case studies, and award incentives.

Industrial Program Sponsors

If promoting ENERGY STAR as an Energy Efficiency Program Sponsor in the industrial market, the partner will collaborate with ENERGY STAR to assist industry in adopting a continuous improvement strategy for corporate-wide energy management. ENERGY STAR and its partners will seek ways to leverage and expand upon national, regional/state, and local efforts to collectively enhance efforts to promote energy efficiency in industry. Partners will coordinate with ENERGY STAR in recognizing organizations that have demonstrated financial and environmental leadership by sustaining corporate-wide improvements in the energy performance of their operations.

Partners can use ENERGY STAR to help improve energy performance in the industrial market in the following ways:

1. Actively participate in activities to explore and define ways in which the ENERGY STAR brand can be extended into the industrial sector;
2. Share information on industrial sector program design, implementation and evaluation; market research; and, business / financial messaging for distribution among a network of stakeholders working to increase the pace of investment and innovation in industrial energy efficiency;
3. Seek ways of increasing participation in the Industrial Partnership of ENERGY STAR, and;
4. Collaborate in joint outreach activities to promote the opportunities for superior energy management in the industrial market.