



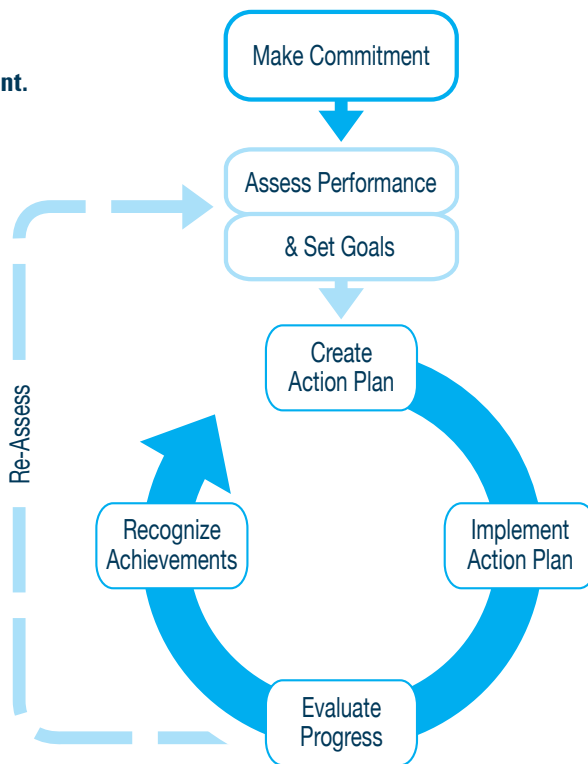
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ENERGY STAR®, a U.S. Environmental Protection Agency and U.S. Department of Energy program, helps us all save money and protect our environment through energy efficient products and practices. For more information, visit [www.energystar.gov](http://www.energystar.gov).

# Guidelines for Energy Management For Service and Product Providers

Based on the successful practices of ENERGY STAR® partners, the U.S. Environmental Protection Agency (EPA) developed the Guidelines for Energy Management to provide a strategy for superior energy management in buildings and across portfolios. Using the Guidelines, ENERGY STAR Service and Product Provider (SPP) partners can follow a highly credible, value-added strategy that distinguishes your customers as environmental leaders and delivers improved energy and financial performance. SPP partners can access free tools and resources to help devise and implement energy-efficient strategies for customers at each step of the way.

Use this diagram to navigate the steps of the ENERGY STAR Guidelines for Energy Management.



## 1 Make a Commitment

Help your customers become ENERGY STAR partners. Partnership with ENERGY STAR is a commitment to energy excellence through pursuit of whole-building energy performance improvement. SPP partners can expand their customer base through a listing in the online, searchable SPP Directory.

## 2 Assess Performance

Use EPA's Energy Performance Rating System to identify improvement opportunities and evaluate building efficiency relative to similar buildings nationwide.

## 3 Set Goals

Establish energy performance goals for your customers' buildings. Use the Energy Performance Rating System to set goals for existing buildings, and use Target Finder to set achievable goals for new building designs.

## 4 Create an Action Plan

Leverage ENERGY STAR financial tools and technical resources to help customers prioritize opportunities and investments, justify projects in powerful financial terms, and establish clear plans for achieving goals.

## 5 Implement Action Plan

Use ENERGY STAR resources to develop targeted information for key audiences, build support for projects, create incentives, and track and monitor progress.

## 7 Recognize Achievements

Assist your customers in documenting and communicating project successes. Enhance customer satisfaction by helping customers to earn recognition through the ENERGY STAR label, leadership awards, and publicized case studies.

## 6 Evaluate Progress

After implementation of energy performance improvement projects in your customers' buildings, compare performance against established goals using the Energy Performance Rating System.



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## ENERGY STAR Tools and Resources for SPPs

### Service and Product Provider Directory

Increase your credibility and visibility with a listing in the SPP Directory. This online, searchable directory maintains detailed information about all ENERGY STAR SPP partners. Building owners and managers use this Directory to locate providers of services and products to improve their energy efficiency. Also use the Professional Engineer (PE) Directory to search for PEs that can perform verifications for customers' buildings that are eligible to earn the ENERGY STAR.

### EPA's Energy Performance Rating System

Measure and track energy consumption using the free, online Portfolio Manager tool. Help customers assess energy performance, prioritize opportunities for improvement, set performance goals, and benchmark progress by rating a facility against similar buildings nationwide. Portfolio Manager provides an unbiased energy performance rating on a 1-100 scale. Encourage customers with top performing buildings, which earn a 75 or higher, to apply for the ENERGY STAR.

### Building Manual

Use this guide to help you plan and implement profitable energy-saving building upgrades for your customers. The Building Manual is a Web-based technical resource (downloadable in PDF format) that provides a comprehensive and strategic approach for improving energy efficiency in new and existing buildings. The strategy is based on a formula for success that includes forming the right teams, using a sound technical approach, and communicating results.

### Target Finder and Commercial Building Design Guidance

Use EPA's Target Finder to help your customers set aggressive, realistic energy targets and rate a building design's estimated energy use. Design projects that receive a rating of 75 or higher are eligible for Designed to Earn the ENERGY STAR. Follow the Commercial Building Design Guidance to incorporate best practices for energy design during the design process to help translate design intent into top energy performing buildings.

### Financial Value Calculator

Investments in energy performance can have a favorable impact on profit margins, earnings per share, and ultimately, shareholder value. The Financial Value Calculator presents energy investment opportunities using key financial metrics that managers need to convey the message of improved energy performance to customers. Preload the calculator with customized information to make powerful presentations to customers and potential customers.

### Building Upgrade Value Calculator

This calculator assesses the financial value of proposed investments in energy efficiency for your customers' commercial real estate properties. Estimate energy savings, return on investment, and net present value as well as the impact on asset value and a property's energy performance rating. Generate a summary of results to highlight financial benefits for use as part of a capital investment proposal.

### Cash Flow Opportunity Calculator

Use the Cash Flow Opportunity Calculator to estimate how much new equipment can be purchased and financed by anticipated savings cash flows. Also, compare the costs and benefits of financing projects now versus waiting for a lower interest rate, or until cash is available from a future budget.

### Case Studies

Review ENERGY STAR Building Profiles and Success Stories posted online to learn how SPPs have worked with their customers to improve energy performance and gain recognition.

To learn more, visit [www.energystar.gov/sppresources](http://www.energystar.gov/sppresources), or call the ENERGY STAR hotline at 1-888-STAR-YES.