



8 Great Strategies to Engage Tenants on Energy Efficiency

ENERGY STAR

Commercial Buildings Program



- Offers a strategic approach to energy management
- Enables building owners, managers, and tenants to save money & protect the environment
- Provides organizations with measurable information on energy savings and greenhouse gas emissions reductions from commercial buildings
- ENERGY STAR on a building = Superior Energy Performance

Celebrating 20 Years of ENERGY STAR



- 20 Years of Partnership, Promise, & Progress
- Together with our partners, we have achieved meaningful reductions in greenhouse gas emissions
- Utility bill savings have grown to nearly \$230 billion over the last two years.
- More than 4,600 commercial buildings partners are working with us to improve energy efficiency in their buildings and across the nation

Tenant Influence

- Building occupants directly and indirectly control a significant portion of energy use
 - Plug loads typically total 30% of building energy use
- Tenant education and behavioral change strategies are integral to effective energy management programs

Between 60-80% of the energy used in our office buildings is consumed by tenants within their spaces.

- Vornado Realty Trust



8 Great Strategies to Engage Tenants

1

Be Transparent & Open



- Share your energy efficiency goals
- Share data with tenants
 - Building's total energy use
 - Building's ENERGY STAR score
- Provide real-time or timely energy information

Wells Real Estate Property-Level Scorecards

ENERGY STAR® Scorecard



Wells Real Estate's Sustainability Statement

As good stewards of the resources entrusted to our care, Wells is committed to improving our sustainable practices to drive value for our clients, and to create exceptional environments for all of our stakeholders, as well as for the communities in which we operate.

Wells Real Estate's 2011 Sustainability Goal

As of November 2010, 42% of Wells properties had earned ENERGY STAR® labels. Our goal in 2011 is to improve the ENERGY STAR rating of the following Wells buildings by a combined total of 20% by October 31, 2011.



Current building score

Target building score

Current 11-building portfolio score

Target 11-building portfolio score

Data as of _____

ENERGY STAR® Scorecard



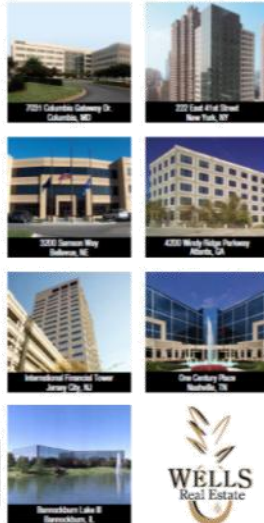
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Wells Real Estate's 2011 Sustainability Goal

As of November 2010, 42% of Wells properties had earned ENERGY STAR® labels. Our goal in 2011 is to earn ENERGY STAR labels in 30% of our unlabeled properties rated 50 or higher by October 31, 2011.

180 Park Avenue #103, Flaham Park, NJ
215 Dield Road, Naperville, IL
222 East 41st Street, New York, NY
303 East Lake Street, Bloomington, IL
360 Interlocken, Springfield, CO
1055-1057 Lenox Park Blvd., Atlanta, GA
2000 Park Lane, Pittsburgh, PA
3200 Samson Way, Bellevue, NE
3405 E. Foothill Blvd., Pasadena, CA
4100 Wildwood Parkway, Atlanta, GA
4200 Windy Ridge Parkway, Atlanta, GA
4300 Wildwood Parkway, Atlanta, GA
4600 Lakehurst Court, Columbus, OH
4725 Lakehurst Court, Columbus, OH
6000 Italian Lane, Minneapolis, MN
7031 Columbus Gateway Dr., Columbia, MD
8990 Duke Blvd., Mason, OH
9127 South Jamaica Street, Englewood, CO
9189 South Jamaica Street, Englewood, CO
9191 South Jamaica Street, Englewood, CO
9193 South Jamaica Street, Englewood, CO
9810 Federal Drive, Colorado Springs, CO
9830 Federal Drive, Colorado Springs, CO
Bannockburn Lake II, Bannockburn, IL
Emerald Point, Dublin, CA
International Financial Tower, Jersey City, NJ
Market Square, Washington, D.C.
Parkway at Oak Hill I, Austin, TX
Parkway at Oak Hill II, Austin, TX
Pinecreek Hill, Springdale, OH
One Century Place, Nashville, TN
Royal Ridge V, Irving, TX
Westway One, Houston, TX



Current building score

Target building score 75

of labels achieved

of labels targeted

Data as of _____



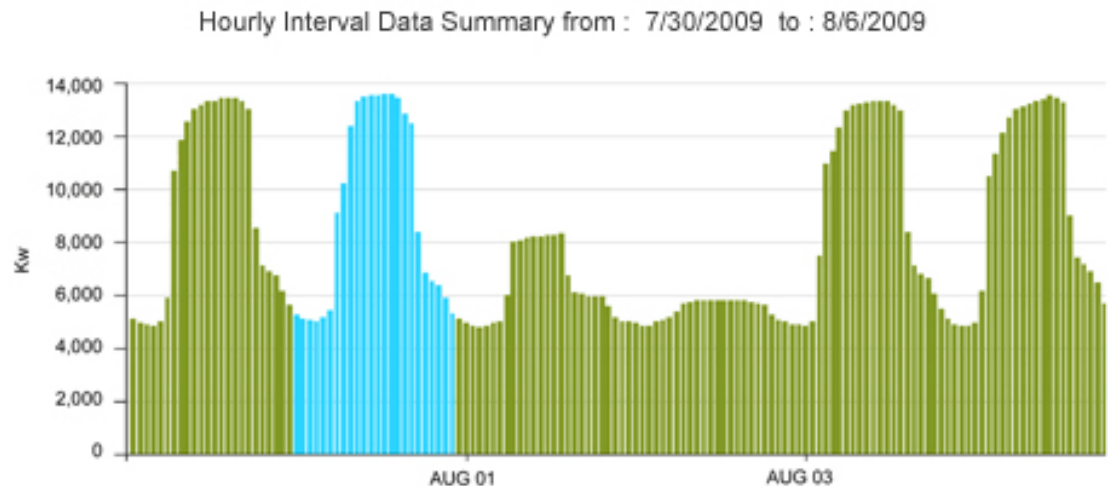
- Scorecard posters displayed in properties targeted by Well's for score improvement
- Property managers updated the posters monthly to keep tenants current on their progress towards the goal



Vornado's Energy Information Portal for Tenants



- Web portal through which submetered tenants can access their energy usage profile and data
 - *“We believe this tool can help tenants identify and change wasteful energy practices within tenant spaces, lower electricity costs and become more energy efficient.”*





Jones Lang LaSalle's Annual Building Environmental Report



- Once a year provides an Annual building Environmental Report that describes progress toward the building's environmental goals

	Actual	Per SF	% Change vs. Prior 12 months	At 100% Occupancy	Per SF
Energy Use					
Electricity - KWH					
Natural Gas - 100 CF					
Steam - 1,000 lbs.					
Chilled Water - 1,000 Ton-Hrs					
Fuel Oil - U.S. Gallons					
Renewable Energy Use					
Total Energy Used - BTU					
Renewable Energy - BTU					
Percentage of Total Energy					
Water Use					
Irrigation					
Domestic Cold Water					
Domestic Hot Water					
Cooling Tower					
Other Process Water					
Total Potable Water Used					
Reclaimed or Grey Water Used					
Waste Stream Management (by weight or volume)					
	Sent to landfill or incineration facility	Diverted from landfill or incineration facility	Waste Diversion Rate		
Consumables					
Durable Goods					
Construction & Demolition					
TOTAL					

2 Leverage ENERGY STAR



- 80% of Americans recognize the ENERGY STAR brand
- Ready to use toolkits & resources
 - Tip sheets, posters, & interactive tools
 - Guidance and templates
- ENERGY STAR recognition
 - Building Certification
 - National Building Competition
 - Partner of the Year
 - Leaders



The screenshot displays the ENERGY STAR website's 'Bring Your Green to Work' page. At the top, there's a navigation bar with 'ENERGY STAR' and links for 'Products', 'Home Improvement', and 'New Homes'. Below this, a breadcrumb trail reads 'Home > Buildings & Plants > The ENERGY STAR Challenge > Bring your Green to Work'. The main heading is 'Bring Your Green to Work with ENERGY STAR', followed by a paragraph explaining that office energy use is a significant source of greenhouse gas emissions. Below the text, there are four interactive elements: 1) A video thumbnail for 'Join green guru Danny Seo behind the scenes...' with a 'PLAY' button. 2) A 'TEST YOUR ENERGY IQ' quiz thumbnail with a 'TAKE' button. 3) A 'Save energy and fight global warming' desk-themed thumbnail with an 'EXPLORE' button. 4) A 'Tour a manufacturing plant' 3D model thumbnail with a 'TOUR' button.



Letter to the Tenant



RE: Energy Star and Energy Benchmarking Assistance

Dear Tenant:

<<Company>> is pleased to announce that we have joined ENERGY STAR. ENERGY STAR is a voluntary partnership that makes it easy for businesses and consumers to improve their bottom line and protect the environment. By joining ENERGY STAR, <<Company>> has made a fundamental commitment to the continuous improvement of our organization's energy performance. We believe ENERGY STAR will help enhance our financial health, increase our value and aid in the preserving the environment for future generations. To meet our commitment, we are asking for your assistance.

We are implementing a plan to track and improve your building's energy performance. The first step in the process is to benchmark your building's total energy use, using online software tools provided by ENERGY STAR. By benchmarking your building, we will determine how it is performing in comparison to similar buildings across the country. If the building ranks in the top 25% of the market, we would be eligible to display the ENERGY STAR label. If the building scores lower, we can use the benchmarking information to assess opportunities to make improvements that will improve the competitiveness and value of the building, which is beneficial to you as a tenant, and protect the environment.

To obtain the building's benchmark score, we need 12 months of energy consumption data. Please review the accompanying material and provide us with either 12 months of utility bills, or sign the enclosed release, which will permit your utility company to provide your energy consumption data directly to the building management.

We would also encourage you to consider ENERGY STAR for your own business, in your community, or in your own home. Visit www.energystar.gov or call the ENERGY STAR hotline at 1-888-STAR-YES to see the opportunities to save more than money.

If you have any questions on our request for benchmarking assistance, please call <<Company contact>>.

Sincerely,

Management

Tenant Benefits Letter

- Can help you announce your partnership with ENERGY STAR to your tenants and request energy consumption data from them
- Available within the Commercial and Corporate Real Estate Benchmarking Starter Kit on www.energystar.gov



Co-brand ENERGY STAR Posters & Materials



As a partner with the U.S. Environmental Protection Agency's ENERGY STAR® program, we're committed to protecting the environment through energy efficiency. In 2006, American consumers and businesses prevented the greenhouse gas emissions equivalent to 25 million vehicles by using less energy. Learn more at www.energystar.gov.



Bring Your GREEN TO WORK with ENERGY STAR®



Learn how you can make many of the same green choices at work as you make at home to save energy and fight global warming with help from EPA's ENERGY STAR program.

- 1 Give It a Rest**
Use the ENERGY STAR power management settings on your computer and monitor so they go into power save mode when not in use. Also use a power strip as a central "turn off" point when you are using equipment to completely disconnect the power supply.
- 2 Unplug It**
Unplug electronics such as cell phones and laptops once they are charged. Adapters plugged into outlets use energy even if they are not charging.
- 3 Light Up Your Work Life**
Replace the light bulb in your desk lamp with an ENERGY STAR qualified bulb. It will last up to 10 times longer and use about 75 percent less energy. Turn off the lights when you leave, especially at the end of the day.
- 4 Let It Flow**
Keep air vents clear of paper, files, and office supplies. It takes as much as 25 percent more energy to pump air into the workspace if the vents are blocked.
- 5 Team Up**
Create a Green Team with your co-workers, help build support for energy efficiency in your workplace, and reduce office waste. Set a goal to make your building an ENERGY STAR qualified building.

BEACON CAPITAL PARTNERS





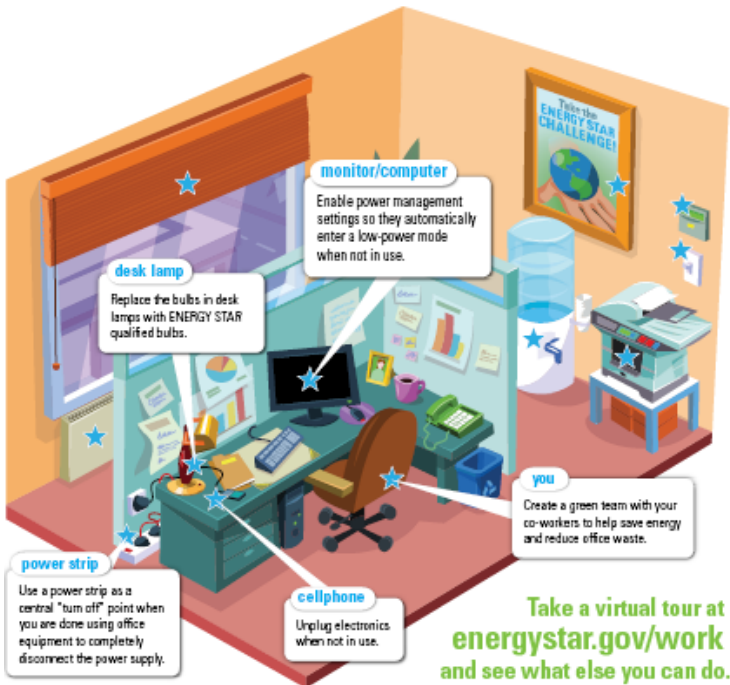
Ready to Use Materials



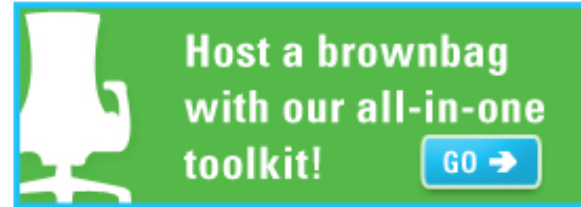
Bring Your **GREEN TO WORK**

ENERGY STAR with ENERGY STAR®




The small steps you take at work to save energy can make a big difference in the fight against global warming.



Spread the Word At Work



Use our free toolkit to host a brownbag or training session to help employees learn how to save energy at work.

-  Download tip sheets, posters, and ideas for saving energy.
-  Find **Fast Facts** about energy use and the important role buildings play in the fight against climate change.
-  Create a **"Green Team"** with your co-workers to save energy and reduce office waste.

www.ENERGYSTAR.gov/Work

www.energystar.gov/LowCarbonIT



Ready to Use Materials



Brochures, tip cards, posters, and more – from us to you for free!
(also available electronically for download)

Place your order at
energystar.gov/publications

If you need to request large quantities, contact the ENERGY STAR Hotline at
hotline@energystar.gov
or call 1-888-782-7937



3

Raise Awareness & Educate



- Increase general energy awareness
 - Improve tenants' understanding of their energy use and impacts
- Give them specific steps and actions
 - What they can do to reduce their energy consumption
 - How they're contributing to the building's energy efficiency
- Tailor the messages to fit the audience
 - Address the chief concerns of your tenants
 - Energy cost per square foot
 - Greenhouse gas emissions reductions



CBRE's Letter to the Tenant



CB Richard Ellis-N.E. Partners, LP

Ryan Parsons
Tenant Coordinator
Asset Services

CBRE
CB RICHARD ELLIS
25 Corporate Drive
Suite 110
Burlington, MA 01803-4238
T 781 272 4212
F 781 272 6226
ryan.parsons@cbre-ne.com
www.cbre-ne.com

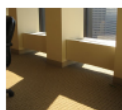
June 1, 2011

Dear Tenant of Burlington Centre,

The Corporate Drive property owner, MEPT Burlington, LLC, and CB Richard Ellis have committed to reducing energy use, water use, and waste disposal. Help reduce our building's environmental footprint by following these simple, no- and low-cost energy-saving tips.

REDUCE ELECTRIC CONSUMPTION

- **Turn Off Overhead Lighting When Offices Are Unoccupied**
On average, lighting accounts for 29% of total building energy consumption. While the Burlington Centre Cleaning Team turns all building lights off at 9:30 PM, most tenants can conserve additional electricity by turning lights off as they leave offices, conference areas, and other rooms.
- **Install Energy Efficient Light Bulbs In Proprietary Fixtures**
Burlington Centre completed a building-wide lighting retrofit that reduced the energy consumption of overhead light fixtures. If your office has additional fixtures, such as small desktop lamps, we encourage you to install energy-efficient compact fluorescent lights (CFLs).
- **Open or Close Blinds**
In warm weather, help reduce cooling costs by closing window shades to keep out the sun's heat. In colder months, reduce heating costs by keeping shades open to the sun's warmth. This will reduce energy consumption and help employees remain more comfortable.



Heaters Out of the Building

Heater – pictured to the right – uses approximately 1500 wattage – the equivalent of approximately fifteen computers! Heaters also pose a serious fire hazard and thus are not permitted in the Burlington Centre. When your workspace is cold, you are encouraged to contact building management.



Modify Your Internal "Comfort Zone"

Research has shown that a personal indoor "comfort zone" exists between 68 and 78 degrees. To remain comfortable while also saving energy, employees can simply set thermostats at the top of this zone in the summer and at the bottom of the zone in winter. Employees are also encouraged to dress appropriately for the season.



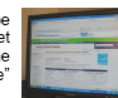
Reposition Desks to Receive Natural Light

Employees receive natural light, overhead lighting requirements can be conserved by simply repositioning a desk, cubicle partition wall or lowering cubicle walls.



Configure Computers and Copiers For Low Power "Sleep Mode"

Computers, computer monitors and photocopiers can be configured to automatically switch to a low power mode after a set amount of idle time. "Sleep mode" decreases the consumption of the computer from 100 Watts to only 15 Watts, while "hibernate mode" reduces consumption to an average of 8 Watts. Avoid screensavers.



Turn Off Computer Peripherals and Equipment When Not in Use

Unplug printers, copiers, and fax machines at night and on weekends rather than simply putting them into stand-by mode. This saves energy and generates heat (increasing the amount of cooling needed in the office) even when idle.



Use ENERGY STAR Office Equipment

Visit www.energystar.gov to explore a variety of computers, copiers, printers, mail machines, water coolers and more that all feature the ENERGY STAR label. Equipment that has been certified by ENERGY STAR represents the most efficient equipment that is currently available, using 30-75% less energy than typical equipment.





Beacon Capital's Plug Load Educational Program



Page 9 of 10, Exhibit 22: Our Plug Load Educational Program is given at tenant meetings.

What more needs to be done?

- Need to focus on reducing plug load usage
- What is plug load?
 - Anything that is plugged into an outlet in the wall
 - Even if an appliance is not in use, it will draw electricity if plugged into the wall
- Total Plug-load equipment accounts for more than 20% of the electricity use in Offices. Use ENERGY STAR appliances – more energy efficient.
 - Reducing plug load can reduce heat generated by appliance usage
 - For every 100-watt reduction in computer energy consumption in an office building, there's a corresponding 28-watt drop in cooling loads



BEACON CAPITAL PARTNERS



Liberty Property Trust's Green Guide Web Portal



Liberty Green Guide - Energy - Windows Internet Explorer provided by EPA

http://www.libertygreenguide.com/energy

LIBERTY PROPERTY TRUST

Home Benchmarking **Energy** Waste Water Procurement Workplaces Certifications Transportation News

green GUIDE

Energy
Lighting
HVAC
IT
Imaging
Grid

Did you Know?

US Buildings account for:

- 72% of electricity consumption
- 38.9% of total energy use
- 30% of CO2 emissions

[learn more](#)

Energy

Efficient Energy

Energy consumption can be the most costly factor in the operation of a building or office space. Lighting, plug load, and HVAC are heavy consumers of electricity, and also account for the majority of your greenhouse gas emissions. There are simple ways to reduce your consumption, while positively impacting your company's bottom line.

Benefits

- Reduced electricity and gas bills
- Better comfort and a more productive work environment
- Reduced equipment maintenance and replacement costs
- Reduced greenhouse gas emissions

Resources:

- Energy Star
- EPA – Energy Tips for Small Businesses



TIAA-CREF's Blast Email

Sent: Friday, November 18, 2011 5:00 PM
Subject: TIAA-CREF Sustainability Initiative: Holiday Season Reminders

TIAA-CREF Sustainability Initiative: Holiday Season Energy Efficiency Opportunities

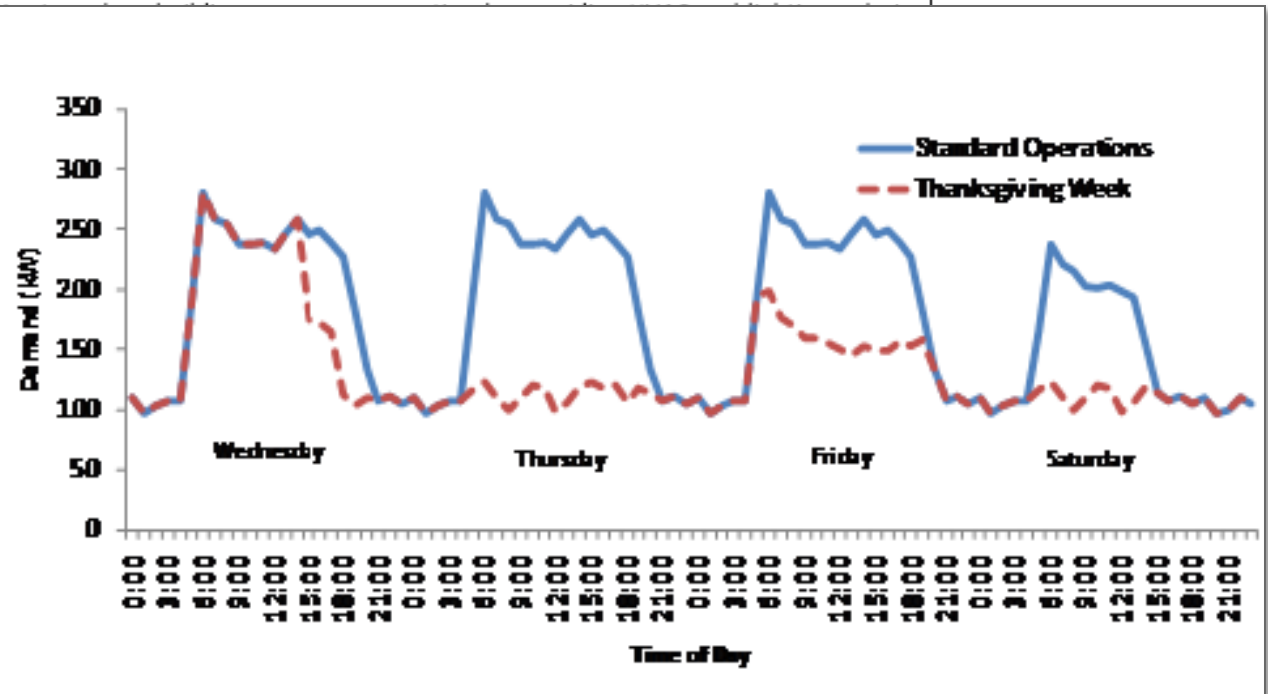


The holiday season offers significant opportunities to reduce energy consumption in unoccupied floors or building zones. To maximize energy efficiency, adjust heating and cooling schedules. For example, many companies delay heating and cooling schedules. On other days during the holiday season, heating and cooling may be set back in certain zones.

If you are not already preparing to do so, please ensure your building is minimally conditioned – on designated holidays, adjust heating and cooling schedules. A survey to determine tenants' holiday schedules can help identify opportunities to reduce the services provided to unoccupied spaces. Large portions of the building are unoccupied.

Thank you for your continued commitment to TIAA-CREF.

Sample Energy Demand Graph

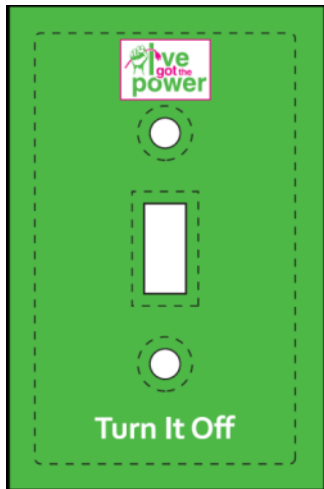


- Company holidays
- Days when your company will be closing early
- Days when you expect a significantly reduced number of employees to be in the office

Please email your response ASAP to [\[info\]](#). We will help you save money by adjusting heating and cooling schedules based on this information. If you have any questions, please contact the property management office at [\[info\]](#). Thank you, and happy holidays!



Lightswitch Covers



4 Assess Current Practices & Identify Opportunities




- Determine how your tenants currently use their space
- Identify opportunities for improvements
- Give them a plan or a checklist so they know what they can work to improve

Tenant Checklists & Toolkits



Cushman & Wakefield's Green Office Tool Kit



Green Office Tool Kit

CSW Office Information


Site Address _____ State _____ Zip _____
 City _____

Operations Manager

Name _____ Title _____
 Email Address _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____

© 2011 Cushman & Wakefield

CSW Occupied Space (SF)
 Number of Employees
 Separately measured for Electric _____





Green Office Tool Kit

Factor
 Description:
 Current number of this factor is "Not Known," "In Progress," or "Completed." This will enable the assessment team to determine additional factors. If the action cannot be completed, KPI/Score is zero in this column.

#	Action Item	Status	Notes
1	Conduct an energy audit using the flow and matrix through the office space to evaluate options for increasing operational efficiency & energy.		
2	Encourage all employees to turn off non-essential equipment (e.g., overhead projectors) to turn lights off leaving the building at the end of day, and off base lighting systems if they have function (Access/Disaster).		
3	Encourage employees to unplug and phantom loads (e.g., radio chargers and device chargers) when not in use or turn off power strips when not in use (see "Low Cost Measures" section of section "Action & Resources").		
4	Check with IT to see equipment (computers, monitors, printers, copiers, fax machines, etc.) for energy saving power settings.		
5	Develop a team responsible for shutting down equipment during nonworking hours (i.e., holidays, end of day, weekends) (see "Action & Resources").		
6	Place signs at all entrances and office equipment as a reminder to shut them off. Involve post-occupancy evaluation group for office (see "Action & Resources").		
7	Monitor and encourage auto shut-down settings for more efficiency/energy.		
8	Turn off lights from using preflight apps located in frontiers for office and encourage the barbed employees (see "Action & Resources").		
9	Communicate with employees about the location of observations over reports of furniture, file cabinets, and stacks of paper. (see "Action & Resources").		
10	Encourage employees to complete the following actions: in warm weather, close window shades to keep out the heat shield. In cold weather, leave double paneled windows closed. (see "Action & Resources").		
Low Cost Action Items			
11	Purchase and install more sensors throughout office space, including for doors, parties.		
12	Consider energy saving measures (e.g., smart thermostats, smart displays).		
13	Select energy-efficient lighting (replace incandescent bulbs with LED) and energy-efficient compact fluorescent lights (CFLs) (LED).		
14	Check with the vendor to make sure to specify the inclusion of occupancy sensors and sensors for monitoring of the inside vending machines if when the sensors have been for a given period of time new vending machine.		

Energy Conservation 4 and 5

Energy Efficiency Best Management Practices

Purpose
 To identify opportunities to identify excessive energy uses in the building. This document will be used to establish a baseline for the building's current practices and will be reviewed against the schema requirements.

Gauging an Existing Building Baseline

Does the building have a Building Operating Plan that provides details on how the building is to be operated and maintained, including the following information, if available?

- Occupancy schedule
- Equipment run time schedule
- Design set points for all HVAC equipment and design lighting levels throughout the building
- Identify any changes in schedules or set points for different seasons, days of the week and times of day
- Auditing and confirmation of completion

Is there a Sequence of Operations for the building?

- Yes
- No
- Unsure

Is there a Preventive Maintenance program for the building?

- Yes
- No
- Unsure

Please take a moment to describe the mechanical and electrical systems.



Bentall Kennedy's Sustainable Tenant Improvement Manual




Exhibit 22



Sustainable Tenant Improvement Manual



The Bentall Kennedy Sustainable Tenant Improvement Manual cannot be reproduced without the explicit written consent of NEBA's BetterBricks Initiative and Bentall Kennedy. © 2010 NEBA's BetterBricks and Bentall Kennedy.

 REQUIRED	
RESPONSIBILITY	A/ID, MEP
COST	\$
DIFFICULTY	2
LEED CI	EAc1.1
LEED EB: O&M	EAc1

Reduce Lighting Power

Lighting consumes energy and must be addressed. Design power density 15% below ASHRAE allowance power density of app

- Strategies to consider:
- Use electronic ballasts
 - Provide lower wattage lamps
 - Maximize the area of natural light that give all employees



14

Use 90% ENERGY STAR Appliances

ENERGY STAR products use less energy than typical models. Specify ENERGY STAR qualified equipment and appliances for 90% of the installed equipment and appliances that are eligible for the ENERGY STAR. This includes:


- **Office equipment:** computers, monitors, printers, scanners, copiers, fax machines, digital duplicators, servers, external power adapters, mailing machines, and water coolers
- **Appliances:** refrigerators, freezers, and dishwashers
- **Electronics:** TVs, DVD players, and combination units
- **Commercial food service equipment**

The project team may want to consider including this requirement in the lease, if it is not already specified.

Though the corresponding LEED CI credit requires all appliances and equipment installed at the time of occupancy to be included in the credit calculation, equipment that is being reused from another location is exempt from Bentall Kennedy's requirement. Also excluded from this requirement are HVAC, lighting, and building envelope products, which all should be encompassed in the overall energy efficiency strategy for the TI.

Almost all leading brands carry ENERGY STAR qualified products. Product listings can be found at www.energystar.gov/products.

Wherever Bentall Kennedy controls the purchase and installation of appliances and equipment, those purchases will also meet the minimum standard of 90% being ENERGY STAR qualified.

 REQUIRED	
RESPONSIBILITY	T, A/ID
COST	\$
DIFFICULTY	2
LEED CI	EAc1.4
LEED EB: O&M	EAc1, MRc2

ENERGY AND ATMOSPHERE

17



Jones Lang LaSalle Go Green Tenant Sustainability Assessment



Green Globes - Basic Tenancy Information - Windows Internet Explorer provided by MSN & Bing

https://www.greenglobes.com/tenantinfo.asp

File Edit View Favorites Tools Help

Google Search

Green Globes - Basic Tenancy Information

JONES LANG LASALLE | Go Green Tenant Sustainability Assessment

Logout
Assessment List
New Assessment
Survey Instructions
★ Basic Information
Select Optional Items
Base Building Assessment
Tenancy Assessment
Verifiers Worksheet
Assessment Report
Portfolio Report

Basic Information

The data for this assessment is currently locked pending certification. You may view the data, but cannot update it.

Updating information for Another Tenancy - Test Assessment

What is the name of the facility/tenancy?	Another Tenancy
What is the current assessment?	Test Assessment
What is the name of the building?	Another Building
What is the street address?	1 Other St
What is the suite number of the occupancy?	3
City?	Toronto
State/Province?	Ontario
Zip Code/Postal Code?	M3F4G5
Country?	Canada
What is the floor area of gross leasable space of the base building (in square feet)?	500,000 SF
How many floors are there in the building?	22
What is the floor area of the occupied or leased space that is being assessed?	100,000 SF

5 Partner & Empower



- Reach out to your tenants and empower them to take an active role in improving the efficiency of their building
- Collectively establish performance goals for the building
- Create a joint tenant/owner/management council
 - Find the energy champions
- Welcome new ideas
 - Create a mechanism for tenants to share their suggestions with you
 - Respond, and if feasible, act on the recommendations





ENERGY STAR Green Team Checklist



Provides steps and considerations to take into account when establishing a green team



ENERGY STAR® Green Team Checklist

One person cannot do it all! So when it comes to making your workplace greener and more energy efficient, nothing beats a team. The Environmental Protection Agency (EPA) has learned from ENERGY STAR partners that forming a green team with coworkers is a great way to help increase energy efficiency and reduce office waste.

Consider the following checklist of creative ideas from EPA to help your green team get started. Once you've formed your team, start by planting the seeds for success with small changes in individual workspaces. Then move through the list and help success bloom with bigger changes that can affect the whole organization. Together, these actions can help your green team build a better world!

STEP 1: GET ORGANIZED

- Start Off Right**—Meet with management to get approval and buy-in for the idea of forming a green team. Not only does support from management add legitimacy to your team, some of the measures needed to "green" your workplace might require an investment of time, money, or both by your organization.
- Recruit from A-Z**—Encourage coworkers from different levels and parts of your organization—from senior management and interns to facility managers and human resources personnel—to get involved. A team approach improves buy-in from all levels of the organization, which helps to ensure greater support and success.
- Kick It Off**—Organize a kickoff meeting to develop a plan of action—the suggestions below are a great place to start. Another great resource is EPA's [Teaming Up to Save Energy guide](#), which provides step by step instructions for forming an energy team—many of which apply to green teams too—as well as real-world examples from other businesses and organizations committed to saving energy, saving money, and fighting global warming.

STEP 2: PLANT THE SEEDS OF SUCCESS

- Spread the Word**—Order copies of the Bring Your Green to Work with ENERGY STAR® [tip card](#) and share them with your coworkers, display the Bring Your Green to Work with ENERGY STAR [poster](#) in break rooms or other common areas, and share the link to the [ENERGY STAR @ work](#) Web site (energystar.gov/work).
- Give It a Rest**—Use the ENERGY STAR [power management settings](#) on computers and monitors so they go into power save mode when not in use. Also use a power strip as a central "turn off" point when you are using equipment to completely disconnect the power supply.
- Unplug It**—Unplug electronics such as cell phones and laptops once they are charged. Adapters plugged into outlets use energy even if they are not charging.
- Light Up Your Worklife**—Encourage your coworkers to replace the incandescent light bulb in their desk lamp with an [ENERGY STAR qualified bulb](#). It will last up to 10 times longer and use about 75 percent less energy. Turn off the lights when you and your coworkers leave, especially at the end of the day.
- Let It Flow**—Keep air vents clear of paper, files, and office supplies so air can circulate freely. It takes as much as 25 percent more energy to pump air into the workspace if the vents are blocked.

ENERGY STAR® is a U.S. Environmental Protection Agency program helping businesses and individuals fight global warming through superior energy efficiency.



LEARN MORE AT energystar.gov

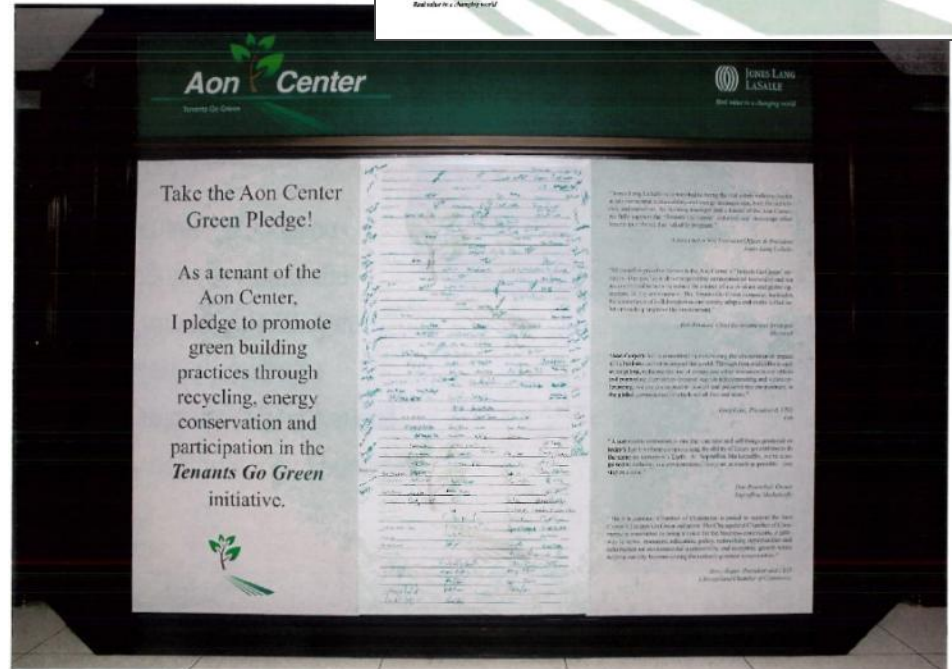


Jones Lang LaSalle Aon Center



- Created a Tenants Go Green Committee
- Established a monthly meeting schedule & agenda
 - Focused on both building and tenant initiatives
- Crafted a mission statement and identified the committee's objectives

Achieved a 5% energy reduction



6 Incentivize



- Offer an explanation
 - Tell tenants why you need their participation and/or their energy data
 - Express what you're trying to achieve and their role in accomplishing it
- Offer an incentive
 - Rewards
 - Food
 - Cash
 - Prizes
 - Recognition



Food incentives

Lunch & Learn



Bagel Breakfasts



Brandywine's Ice Cream Social



Hines Green Office Recognition



- HinesGO[®]
 - Hines awards tenants who have successfully completed the Tenant Guide



Wells Real Estate Triple Play for Triple Net Lease Tenants



Wells Real Estate Commits to Increasing NNN Tenant Participation in ENERGY STAR®
 M. Scott Meadows, CCIM, RPA, CFM®
 Managing Director - Property Services, Wells Real Estate

When Wells Real Estate became an ENERGY STAR® Partner in 2006, we committed to leveraging ENERGY STAR tools such as Portfolio Manager to track energy usage across our national commercial real estate portfolio. At the time, this national portfolio was made up of nearly 170 buildings, with approximately 70% managed under full-service contracts and the remainder under triple-net (NNN) arrangements.

For the first two years, we focused on inputting and tracking the energy data related to our full-service properties since, in such an arrangement, the landlord is responsible for energy management, so Wells had ready access to this needed information. Over this two-year period, Wells' portfolio-level ENERGY STAR rating grew steadily, reaching 73 by year-end 2008. Our energy-efficiency efforts, primarily as they relate to our full-service portfolio, recently earned Wells the 2011 ENERGY STAR Partner of the Year Award.

Targeting NNN Tenant Participation in ENERGY STAR

In 2009, we turned our attention to our NNN portfolio. Property managers were charged with educating NNN tenants on the benefits of tracking utilities through ENERGY STAR, with the goal of increasing NNN representation in Portfolio Manager by 25%. During the year, NNN participation increased by an impressive 175%, from four NNN properties to 11.

During this time period, we quickly discovered that tenants who were interested in saving money were the most inclined to participate in ENERGY STAR. Wells also found that the tenants' corporate stance on "green" helped drive ENERGY STAR participation. Those companies that embraced environmental stewardship as a strategic business practice were more likely to release their energy data to Wells and to implement energy-efficiency initiatives at their properties.

One prime example is CH2M HILL, a global full-service consulting, design, construction, and operations firm. Embedded in CH2M HILL's corporate mission is the desire to help clients "build a better and more sustainable world." As part of this mission, CH2M HILL constructed

its corporate headquarters campus in Denver, Colo. to meet LEED specifications. Wells acquired the four-building campus in 2007.

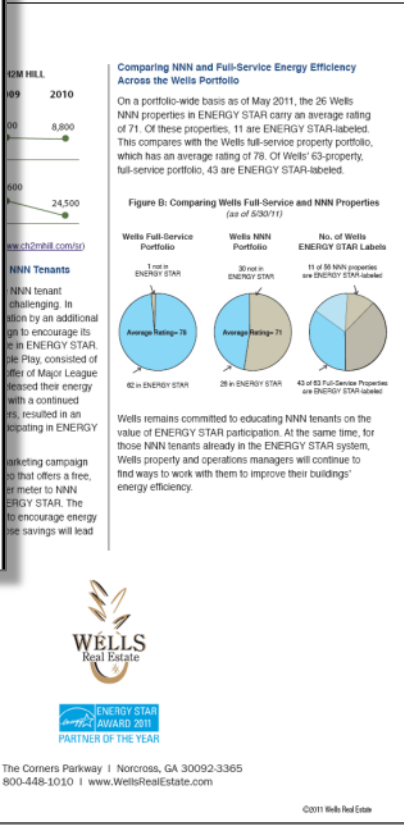
In 2009, Wells assistant property manager Stephanie Pierce introduced the topic of ENERGY STAR to a respective CH2M HILL. Wells operations manager William Clarke then worked with the tenant to set them up in Portfolio Manager. Once the data was uploaded, "Our facilities management team assessed the baseline rating of each building and found that three of the four buildings already met the rating needed for ENERGY STAR certification," said Susan McWhite, CH2M HILL's campus management and services coordinator.

Wells and CH2M HILL implemented energy-saving measures to increase the ENERGY STAR rating in each building. Initiatives included:

- Rooftop air-handling units featuring high-efficiency motors with variable frequency drives and indirect evaporative cooling units
- Reduced-wattage lamps and high-efficiency lighting with electronic ballasts
- Dual-flush toilets
- HVAC and lighting on a Building Automation System with programmed start and stop times, and after-hours two-hour override switches for building quadrants
- High-efficiency glazing on exterior glass
- Summer and winter standardized temperature set-points

By November 2010, three of the four buildings had achieved the prestigious ENERGY STAR label. The fourth building now meets the rating needed for labeling and will be moving toward certification soon.

Of the three CH2M HILL buildings that currently are ENERGY STAR-labeled, the ratings as of May 2011 ranged from 82 to 89. As building ratings have increased, electricity and natural gas usage at the property have steadily decreased (see Figure A). CH2M HILL projects a savings of approximately \$150,000 a year through its energy-efficiency efforts.



Offered their triple net lease tenants Cracker Jacks and tickets to a major league baseball game for sharing their data

-Full case study available on www.energystar.gov by searching for Wells Real Estate under the ENERGY STAR 2012 Awards



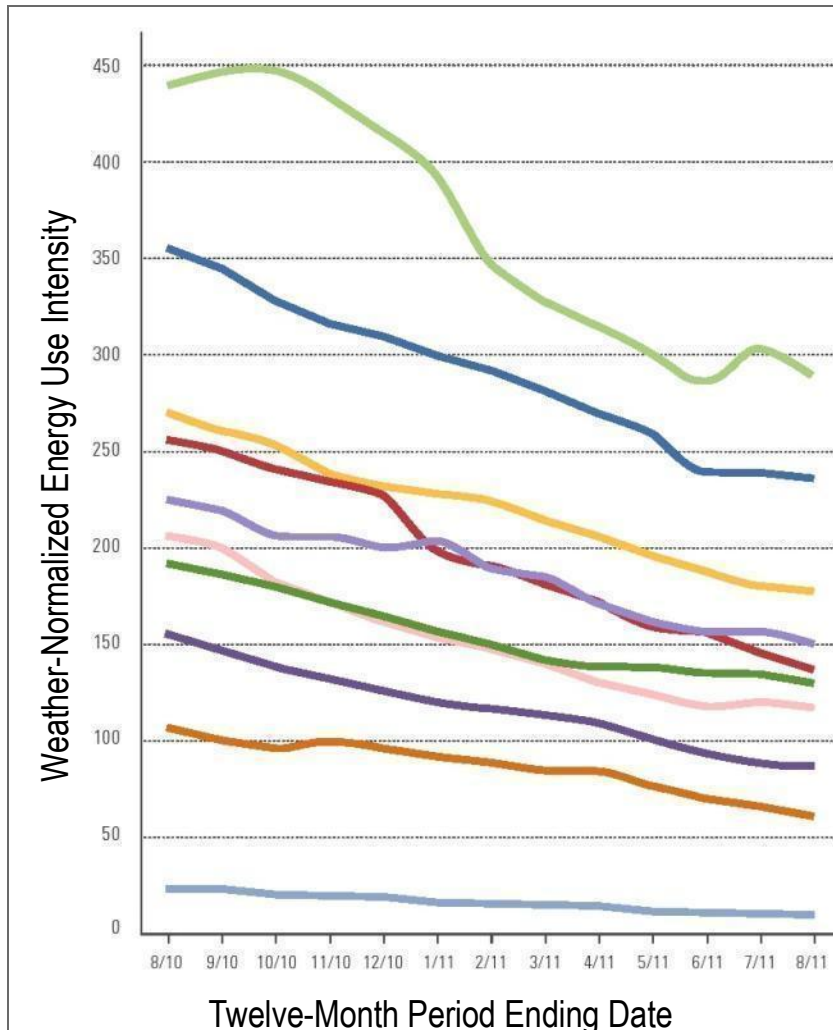
7 Host a Competition



- Build camaraderie in a shared effort
- Harness people's competitive spirit
- Focus efforts in a very defined way
- Keep it fun
- Provide awards or recognition for winners
- Gain significant cost savings



Results from EPA's National Building Competition



- In 2011:
 - 245 competitors saved 240 million kBtu of energy and \$5.2 million on utility bills
 - Top 10 finishers saved 30% or more
 - 75 competitors saved 10% or more
- Remember:
 - 30% of energy consumed in commercial and industrial buildings is wasted
 - Reductions of 10% in energy use can be possible with little or no cost



ENERGY STAR Competition Guide



U.S. Environmental Protection Agency
ENERGY STAR® Guide to Energy Efficiency Competitions for Buildings & Plants



APPENDIX: ENERGY STAR COMPETITION WORKBOOK

Complete this workbook to help plan your competition. The layout of the workbook parallels the chapters in the ENERGY STAR Guide to Energy Efficiency Competitions for Buildings and Plants. You can reference the guide for help completing this workbook.

1. SET GOALS

List the goal(s) for the competitors (goals should be measurable, reasonable, and well-defined).

Goal 1: _____
Goal 2: _____
Goal 3: _____

2. DEFINE THE PLAYING FIELD

2A. Describe the geographic and organizational boundaries of the competition.

2B. Identify key dates related to, or that may affect, the competition.

Start/Finish: _____
Data entry deadlines: _____
Recognition event: _____
National holidays: _____
Other: _____
Other: _____
Other: _____

2C. List the building type(s) that are eligible to participate.

3. DEDICATE RESOURCES

3A. List the names of personnel who will manage this competition, and describe their individual roles.


Name:	Description of Role:
	[Primary competition manager(s)]
	[Communications]
	[Training on benchmarking tools, such as Portfolio Manager]
	[Data analysis]
	[Other]
	[Other]
	[Other]



L'Oréal's I've Got the Power Energy Challenge



Join Your Floormates in a
Challenge to Conserve Energy



The floor to reduce the most electrical energy will win a \$5,000 Grand Prize!

I've got the power
Energy Conservation Challenge

Challenge begins August 1st

Contact your Energy Champ for more details!

Your Energy Champ _____
Extension _____
Email _____

Friend I've Got the Power on Facebook to stay in the loop!



- Floor by floor energy challenge
- Monthly winners received a bagel breakfast
- Overall 9% reduction over 6 months

Fast Facts About Energy Use

I've got the power
Energy Conservation Challenge

Did you know?

There are more than 5 million commercial and industrial buildings in the U.S. ...

- where energy use is responsible for about 45% of U.S. greenhouse gas (GHG) emissions contributing to global warming.
- where the annual energy cost is \$202.3 billion.
- where as much as 30% of the energy is used inefficiently or wasted.
- where the energy used daily by one office worker results in twice the GHG emissions as the worker's round-trip commute.

If the energy efficiency of commercial and industrial buildings improved by 10% ...

- it would save \$20 billion.
- it would reduce GHG emissions equal to about 30 million vehicles, which is the number of registered automobiles in Illinois, New York, Ohio and Texas combined.

In the United States...

- the burning of fossil fuels such as oil, coal and natural gas represents 86% of our annual energy use.
- GHG emissions increased by 70% between 1970 and 2004, due to human activities.
- human activity produces about 30% of the global GHG emissions, even though the U.S. represents only 5% of the world's population.



Easy Tips to Help L'Oréal Reach 20% Reduction in Energy Use

I've got the power
Energy Conservation Challenge

I CAN UNPLUG


- Unplug cell phone and BlackBerry chargers that draw "vampire" power when not in use
- If your floor has lighted display cases, unplug them each evening
- Unplug appliances in kitchenettes/pantries (e.g., toasters) at end of day

I CAN POWER DOWN

- If your floor has TV monitors, switch them off at end of day
- Adjust computer settings so computer goes to sleep after five minutes of inactivity
- Switch off power strips at end of day
- Avoid the use of personal fans (or space heaters, come winter!)

I CAN DO MORE

- Print or copy on both sides of paper
- Replace personal desk/floor lamps with CFLs
- Close blinds in the summer to reduce air conditioning usage, but leave them cracked to permit natural light
- Turn off the overhead lights when daylight is sufficient in your workspace





Cushman & Wakefield Environmental Challenge



Cushman & Wakefield challenged all of their managed properties to reduce energy consumption, water use, and waste disposal by 10%

Participants maximized resources by targeting low-hanging fruit, focusing on potential savings, and utilizing EPA's energy-tracking tool, Portfolio Manager



BOMA Seattle/King County Kilowatt Crackdown



- Participants competed against other participating buildings to reduce energy and save costs
- Winners were awarded lunch with the mayor of Seattle
- Local competition sponsors provided tickets to the Seattle Mariners baseball game to the winning energy management team

8 Communicate!



- Create an all occupant communications plan
- Establish a dedicated marketing collateral budget
- Connect with the tenants in ways that have the most impact
 - Host events
 - Display posters and information in the building lobby
 - Have a tenant portal
 - Send email blasts and newsletters
 - Offer building tours
- Maintain regular contact with reminders, tips, and updates
- Celebrate successes



Around the Office



Cassidy Turley Commercial Real Estate Services

Cassidy Turley Commercial Real Estate Services



POWERFUL IDEAS

AVOID TOO MANY UPS & DOWNS

Conserve energy and save on costs by keeping your thermostat set at 68° in the winter and 75° in the summer.

Cassidy Turley Commercial Real Estate Services
www.cassidyturley.com

POWERFUL IDEAS

LESS IS MORE.

Working at night? Using desk light has a more positive impact on energy conservation than you might think.

Cassidy Turley Commercial Real Estate Services
www.cassidyturley.com

POWERFUL IDEAS

HANG OUT AT THE WATER COOLER

Last year, Americans threw away 38 billion plastic water bottles, about \$1 billion worth of plastic.

You can make a difference by choosing to reduce your contribution to bottled water waste.

Install a water cooler and reconnect with co-workers.

Cassidy Turley Commercial Real Estate Services

POWERFUL IDEAS

BURN CALORIES NOT GAS

Regular biking burns about 300 calories per hour and the weight you lose is more likely to stay off.

For every mile you bike instead of drive you reduce your carbon impact by almost 1 pound of CO₂ and avoid high gas prices.

Try biking daily to work, run errands, or just enjoy the view.

Cassidy Turley Commercial Real Estate Services

earth day

How I punch out at the end of the day!

Impress your colleagues.

Nothing says "cool" like turning off power that's burning when no one's around. To learn more about energy conservation at work, or to make a personal commitment to greater efficiency in 2011, take part in events on April 22 or punch in clean.com on the computer.

EARTH DAY
2011

POWERFUL IDEAS

HOW MANY LIGHT BULBS DOES IT TAKE TO CHANGE YOU?

Just one. By changing to an energy efficient option, you can save 75 percent. Plus, the bulb will last up to 10 times longer.

Cassidy Turley Commercial Real Estate Services
www.cassidyturley.com

POWERFUL IDEAS

ENERGY CONSERVATION IS JUST A TURN OFF.

Wasting energy is a pretty simple habit to break. Just turn off lights, computers and other equipment when you leave each night.

Cassidy Turley Commercial Real Estate Services
www.cassidyturley.com

POWERFUL IDEAS

ENJOY AN ON AND OFF AGAIN RELATIONSHIP

Don't forget that turning your switch on and off is a great way to save energy while having a long-term, healthy relationship with your power bill.

Cassidy Turley Commercial Real Estate Services
www.cassidyturley.com

POWERFUL IDEAS

BE LIBERAL WITH YOUR CONSERVATION

No matter what side of the aisle you're on, energy independence means getting the job done right while using less power.

Cassidy Turley Commercial Real Estate Services
www.cassidyturley.com

cassidyturley.com

cassidyturley.com





Lobby Displays



LIBERTY
PROPERTY TRUST

5 Walnut Grove Drive
Horsham, PA

This building currently uses

30%

less energy compared to average office buildings nationwide.



This year, 5 Walnut Grove Drive earned the Energy Star Performance Rating of 84 and will produce 30% fewer greenhouse gas emissions than a typical office building.


That's equal to the annual electric use of 52.5 houses.



ENHANCING PEOPLE'S LIVES THROUGH EXTRAORDINARY WORK ENVIRONMENTS


Liberty Property Trust United States
5 Walnut Grove, Suite 200, Horsham, PA 19044 | 215

Liberty Property Trust displays building specific posters in their ENERGY STAR Certified buildings



This year, One Crescent Drive earned the Energy Star Performance Rating of 77 and will produce 27% fewer greenhouse gas emissions than a typical office building.

That's equal to the amount of carbon absorbed annually by 52.5 acres of pine forest.



LIBERTY
PROPERTY TRUST

One Crescent Drive
Philadelphia, PA



This building currently uses

27%

less energy compared to average office buildings nationwide.

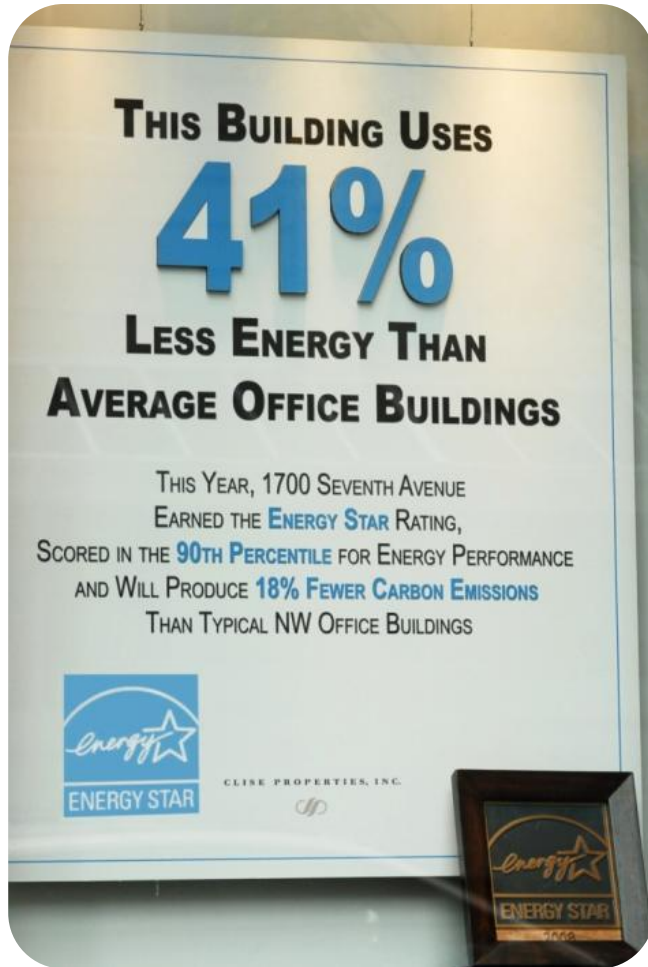
ENHANCING PEOPLE'S LIVES THROUGH EXTRAORDINARY WORK ENVIRONMENTS

Liberty Property Trust United States, United Kingdom | NYSE: LRY
Eight Penn Center, 1628 JFK Boulevard, Suite 1100, Philadelphia PA 19103 | 215-568-4100 | www.libertyproperty.com




Lobby Displays



- Brag a bit
- Communicate what the ENERGY STAR Certification means

Example from Clise Properties Inc., their 1700 7th Avenue building here in Seattle



Plan and Host an Event



Hold an energy fair



Host an energy awareness event in the lobby



Conduct building tours



Share Results

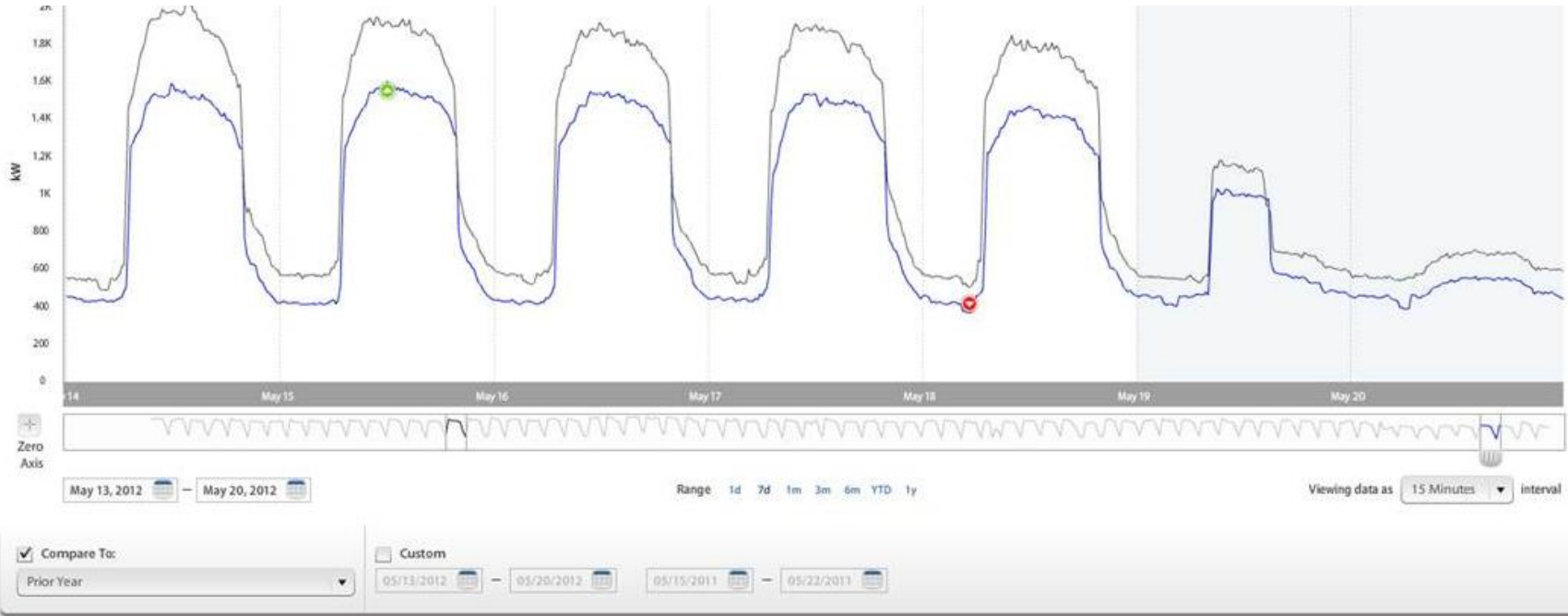


From:
Sent:
To:
Cc:
Subject:

Over the past year T has achieved over \$120,000/yr in energy savings at almost no cost as a result of the No Cost Energy Savings Program and the LEED retro-commissioning work. Congratulations to all the Property Management staff.

The chart below shows time-of-day electricity use for comparing a week in May 2012 to the same time last year (May 2011). Blue line is 2012, Grey line is 2011.

Peak electric load has been reduced by about 20% and nighttime baseload by nearly 20% - no change in occupancy. Great work.



Recap



- 1 Be Transparent & Open
- 2 Leverage ENERGY STAR
- 3 Raise Awareness & Educate
- 4 Assess Current Practices & Identify Opportunities
- 5 Partner & Empower
- 6 Incentivize
- 7 Host a Competition
- 8 Communicate



Questions? Stories to share?

Please contact buildings@energystar.gov