

# Better Buildings Webinar Series

We'll be starting in just a few minutes....

**Tell us...please send your response to the webinar organizers via the question box:**

**What topics are you interested in for future webinars?**






## Shout it from the Mountaintops!

Working with your communications team to tell your energy efficiency success story

October 4, 2017  
3:00-4:00 PM ET

# Today's Presenters

Name		Organization
Bryan Cohen		C + C
Maxime Verstraete		Hilton Worldwide
Aaron Daly		Whole Foods Market

Bryan Cohen

C + C

# Better Buildings Communications

- Partners are doing tremendous work!
- Partners are real people doing real projects that are resulting in real savings
- Other organizations in industry can also benefit from our partners' work
  - No matter how different each sector may seem, we can always learn from each other

## Stories that make newspaper headlines



# Better Buildings Communications In Action

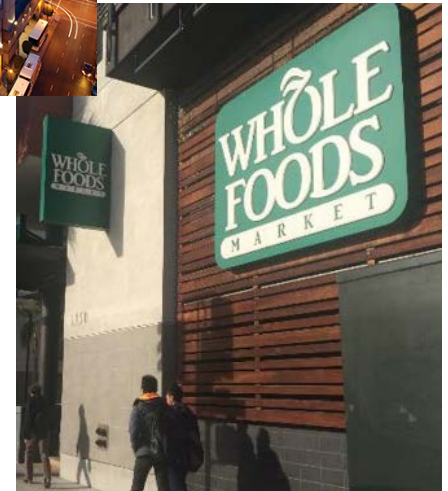
- Take the technical and sometimes wonky subject matter --- and make it compelling
- Bring the human story forward
- Energy is “cool!”



# Enter SWAP

## Strategies

- Leverage SWAP as a creative energy efficiency strategy that sets a new standard for sharing best practices
- Offer the opportunity for other organizations to learn from BBC partners' leadership and expertise
- Emphasize the value of transparency and innovative approach in improving efficiency
- Work with Hilton and Whole Foods to expand digital and social media engagement



# SWAP Season One Results

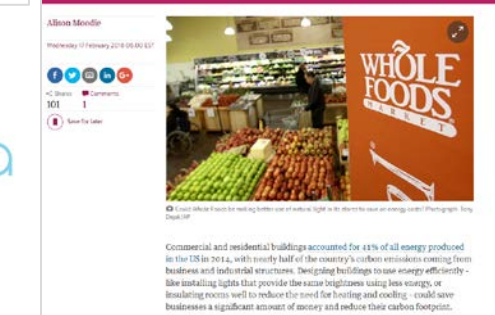
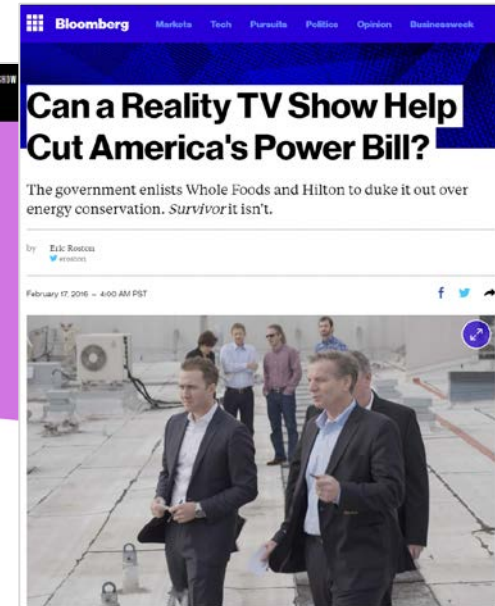
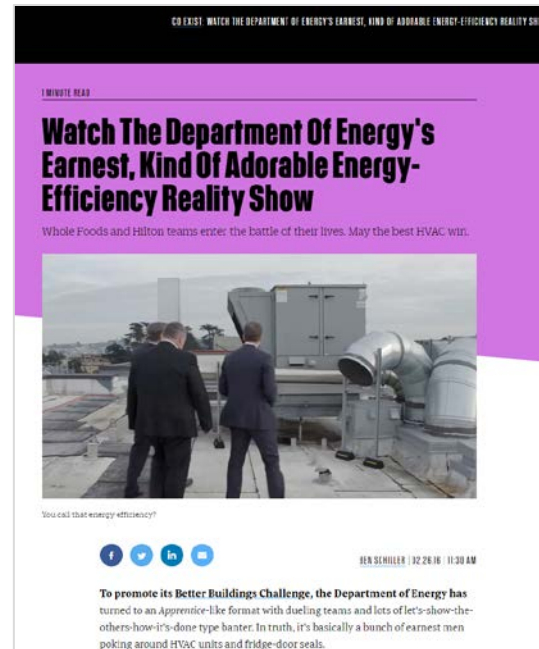
<b>433K</b>	<b>11M</b>	<b>45M</b>
Total YouTube Views	#SWAPPED16 Twitter Impressions	Total Media Impressions
<b>25K+</b>	<b>10M</b>	<b>4.6M</b>
Twitter Impressions for @BetterBldgsDOE	Whole Foods Market + Hilton Worldwide #SWAPPED16 Impressions	Accounts reached via #SWAPPED16
<b>178K</b>	<b>1.7K</b>	
Minutes of Video Watchtime	New YouTube subscribers	



# SWAP Season One Media Coverage

## 45 million impressions

- Bloomberg
- The Guardian
- Politico
- Fast Company -- Co.Exist
- Green Lodging News
- Eco News Network
- Facility Executive Magazine
- HPAC Engineering Magazine
- Green Retail Decisions
- Energy Manager Today
- Smart Energy Decisions
- Green Building Elements
- Clean Technica
- Sustainable Brands
- California Building News
- Behind the Meter Podcast
- Energy Efficiency Markets



**ENERGY  
MANAGER  
TODAY**

Clean  
Technica


**POLITICO**

**FAST COMPANY**

# SWAP Season One Social Media

**QM Power** @QM\_Power · Feb 23  
 Love the idea behind this reality web series @Energy! Our #SWAPPED16 advice would be to retrofit w/ our #QSync motor

**Energy Department** @ENERGY  
 .@HiltonWorldwide & @WholeFoods swap energy teams. Watch what happens next! 1.usa.gov/1PRfZU #SWAPPED16



**RILA** @RILAtweets · Following

How can your biz improve #energyefficiency? See ep3 of @BetterBldgsDOE's Swap, where 2 cos share energy mngmnt ideas [bit.ly/1KWKUGd](http://bit.ly/1KWKUGd)

**Better Buildings Challenge SWAP | Ep. 3 | "The Unveil"**  
 Smart energy management is key to running energy efficient buildings. In Episode Three of Better Buildings Challenge SWAP (<http://betterbuildingsolutioncenter.energy.gov/swap>)



**DOE Press Staff** @EnergyPressSec · Feb 19  
 Watch our #SWAPPED16 series here. Drink (water!) whenever someone says "opportunity." You're welcome. #HappyFriday

**Energy Department** @ENERGY  
 .@HiltonWorldwide & @WholeFoods swap energy teams. Watch what happens next! 1.usa.gov/1PRfZU #SWAPPED16



**NRG Insight** @NRGinsight · Follow

@BetterBldgsDOE We can't get enough of #SWAPPED16! Awesome job of making this series fun and smart - it is GREAT water-cooler fodder!

**USGBC** Retweeted **Energy Department** @ENERGY · Feb 17  
 .@HiltonWorldwide & @WholeFoods swap energy teams. Watch what happens next! 1.usa.gov/1PRfZU #SWAPPED16

**ONE HILTON HOTEL**

1.8 Million Sq. Ft.  
 1,200 employees  
 24hrs a day



**Scott Wood** @scottwood\_ · Follow

This is a must-watch! Reality TV for corporate energy management. #SWAPPED16 Way to go @BetterBldgsDOE

**Maria Belenky** @mbelenky2 · Follow

@BetterBldgsDOE Thank you for bringing #energyefficiency and reality TV together for nerds like me. ... [terbuildingsolutioncenter.energy.gov/swap](http://terbuildingsolutioncenter.energy.gov/swap) #SWAPPED16

Like 1

10:58 AM - 17 Feb 2016

**ACORE** @ACORE · Feb 18  
 .@WholeFoods and @HiltonWorldwide challenge each other's #energy use in a new reality show. Check it out: 1.usa.gov/1TqP8bA #SWAPPED16

**BEEEX** @BEEexNY · 23h  
 We have @BetterBldgsDOE's SWAPPED show cued up-#NetflixAndChill anyone? #energyteamswap @WholeFoods @HiltonWorldwide 1.usa.gov/1Tr4uf8

**Maxime Verstraete**

**Hilton Worldwide**

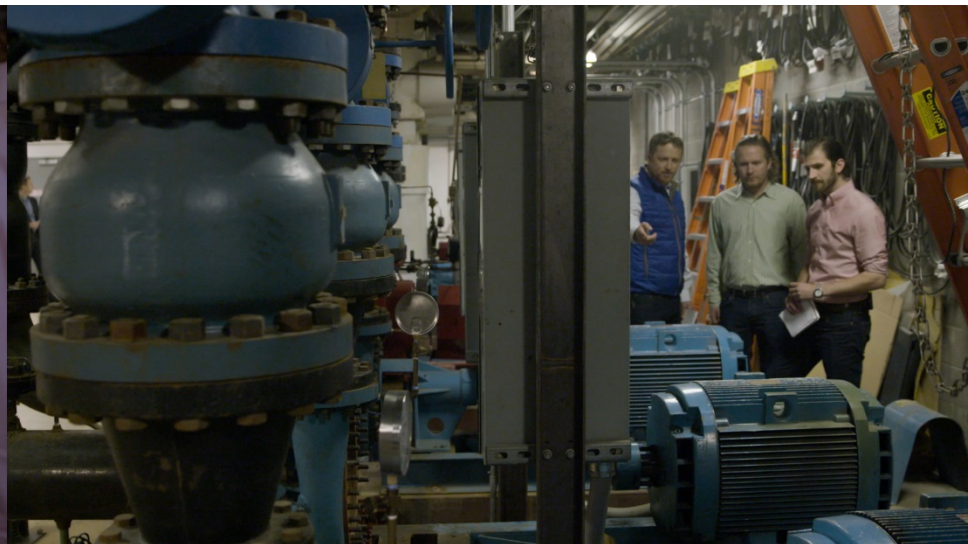
# A unique opportunity

- Making energy efficiency interesting
  - A different approach from anything we had done before
  - Two great partners in DOE and Whole Foods Market
  - Expected success due to content and form



# Great learnings

- A different set of eyes in our back of house
  - Implement a system that will bypass the chiller and go straight to the condenser water
  - Switch the evaporator fans to solid-state motors
  - Install sensors to control outlets and plug loads when not in use...



# And impressive media pick-up

**Hilton Worldwide** @HiltonWorldwide · Feb 22  
"Teamwork makes all the difference"—our VP of #Sustainability on our @BetterBldgsDOE SWAP experience: [goo.gl/25TmxX](http://goo.gl/25TmxX) #SWAPPED16

**Hilton Worldwide** @HiltonWorldwide · Feb 24  
We recently swapped energy saving strategies w/ @WholeFoods in @BetterBldgsDOE #SWAPPED16. Details in @CleanTechnica:

**Whole Foods & Hilton Partner in Better Buildings ...**  
Originally published on Green Building Elements. The US Department of Energy (DOE) has unveiled its Better Buildings Challenge SWAP. In the launch, Hilton Worl...  
[cleantechnica.com](http://cleantechnica.com)

**Hilton Worldwide** @HiltonWorldwide · Mar 10  
We recently swapped energy teams w/ @WholeFoods to conduct an energy audit & uncover energy savings [goo.gl/5rkCtg](http://goo.gl/5rkCtg) #SWAPPED16

**Hilton Worldwide** @HiltonWorldwide · Feb 29  
Watch @BetterBldgsDOE #SWAPPED16 & see how @WholeFoods' and our energy teams work together to unveil energy savings [goo.gl/hj3GOI](http://goo.gl/hj3GOI)

**Hilton Worldwide** @HiltonWorldwide · Apr 1  
See what happened when we swapped energy teams w/ @WholeFoods in San Francisco [goo.gl/fqKFXX](http://goo.gl/fqKFXX) #SWAPPED16

**Hilton Worldwide**  
February 22 · 🌐

Our VP of Sustainability reflects on our participation in U.S. Department of Energy's first-ever Better Buildings Challenge SWAP: "Teamwork makes all the difference" <http://goo.gl/25TmxX>

Like Message Save More

Like Comment Share

# Internal communications



## THE LOBBY / HILTON STARS IN ENERGY SAVINGS REALITY SERIES

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Executive Committee Check-Ins

Chris' Corner

Chris Nassetta Check-Ins

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### Hilton Stars in Energy Savings Reality Series

FEBRUARY 19

This week, the U.S. Department of Energy (DOE) unveiled the first ever Better



#### ARTICLE RATINGS

★★★★★ | 5

#### ARTICLE COMMENTS

POST

◀ Previous | Next ▶



[Shaina Zigler](#)

6/20/2016 6:50 PM

This is great news!

**Aaron Daly**

**Whole Foods Market**



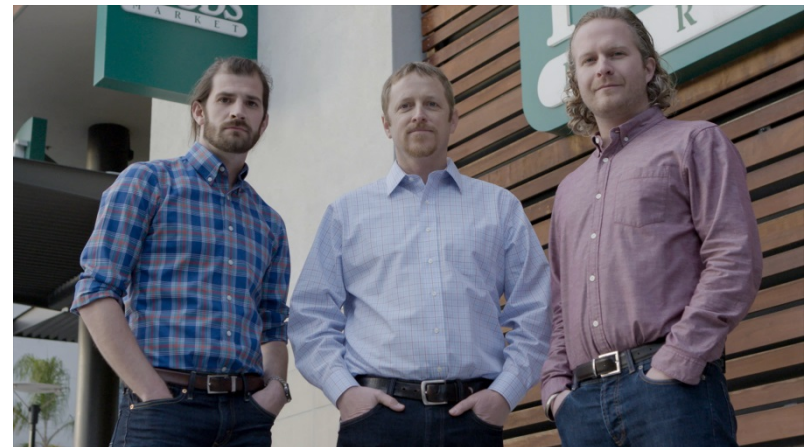
# Why SWAP?

- Whole Foods Market  
Core Values
- Share, Learn, Motivate,  
Demonstrate, Grow
- “A fun way to focus on  
energy efficiency”



*We practice & advance  
environmental stewardship*

*We serve & support our local  
& global communities*



# Some Hilton Suggestions...



- Seal refrigerator door gaskets
- Monitor defrost cycles to prevent over defrosting
- Install a heat exchanger to recapture and precondition the building exhaust through charcoal filters
- Link the energy management system for easy monitoring
- Conduct employee huddles to motivate and engage employees in energy savings
- Harvest daylight to save energy on lights
- Control the VFDs in on the cooling tower drives
- Post energy-specific back-of-house poster boards



# Communications

## MEDIA MONITORING REPORT

### Must Reads



## Don't Swap Wives; Swap Energy Management Teams—*Energy Efficiency Markets*

Lisa Cohn

Maria Vargas, director of the Better Buildings Challenge, describes what Whole Foods and Hilton Worldwide Podcast: [Play in new window](#) | [Download...](#)

[Read More](#)

## Hilton Worldwide, Whole Foods SWAP Facilities—*Facility Executive*

Hilton Worldwide and Whole Foods Market swapped energy management teams at their facilities in San Francisco as part of the U.S. Department of ...

[Read More](#)



Whole Foods News  
@WholeFoodsNews



Following

What we learned about energy efficiency from Hilton Hotels during our [@BetterBldgsDOE](#) SWAP via [@WSJ](#) :



### Energy Efficiency Meets Reality TV

Whole Foods and Hilton face off in a reality video series in which they critique each other's energy-efficiency practices. The series, "Better Buildings Challenge Swap,..." [wsj.com](#)

RETWEET

1

LIKES

4



# Since SWAP

- **Market Zero:** “Whole Foods Market to Transform San Francisco Store to Zero Net Energy”
- **New refrigeration system** at Whole Foods Market Santa Clara is the most environmentally advanced in the U.S.
- RILA/Solar Foundation Case Study: WFM Making the Case for **Rapid Solar Roll-outs**



# Additional Resources

# Better Buildings Communications Channels



45M IMPRESSIONS

NATIONAL

Consumer,  
Business & Trade Publications

50K VIEWS MONTH

Digital

150K+ VIEWS MONTH

Social Media

LOCAL

DOE Partner Recognition Events

## COMING THIS FALL...



**SWAPPED**



Tune into the Better Buildings YouTube Channel – [youtube.com/BetterBuildingsDOE](https://youtube.com/BetterBuildingsDOE)

# Q & A



# Better Buildings Webinar Series



## PUT A METER ON IT:

THE WHY AND HOW OF SUB-METERING  
ENERGY AND WATER USE IN BUILDINGS

Tuesday, November 1, 2016 | 3:00 - 4:00 PM ET

[REGISTER TODAY >](#)

Get the low down from our expert panelists on the best practices, benefits and current costs to meter energy, water and data centers in your buildings.



**SAVE  
THE  
DATE**

# SUMMIT

WASHINGTON, D.C.  
**MAY 15-17, 2017**

U.S. DEPARTMENT OF  
**ENERGY**

# Tomorrow is...

**E**NERGY **EFFICIENCY** DAY

Save energy. Save money.



Join us on Twitter, 1-2 p.m. EDT, #EEDay2016

# Additional Questions? Please Contact Us

[betterbuildingswebinars@ee.doe.gov](mailto:betterbuildingswebinars@ee.doe.gov)

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<b>DOE Program Leads</b>	Holly Carr DOE, Better Buildings Challenge <a href="mailto:Holly.Carr@EE.Doe.Gov">Holly.Carr@EE.Doe.Gov</a>	
<b>Program Support</b>	Kendall Sanderson JDM Associates <a href="mailto:ksanderson@jdmgmt.com">ksanderson@jdmgmt.com</a>	Holt Mountcastle JDM Associates <a href="mailto:hmountcastle@jdmgmt.com">hmountcastle@jdmgmt.com</a>

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