

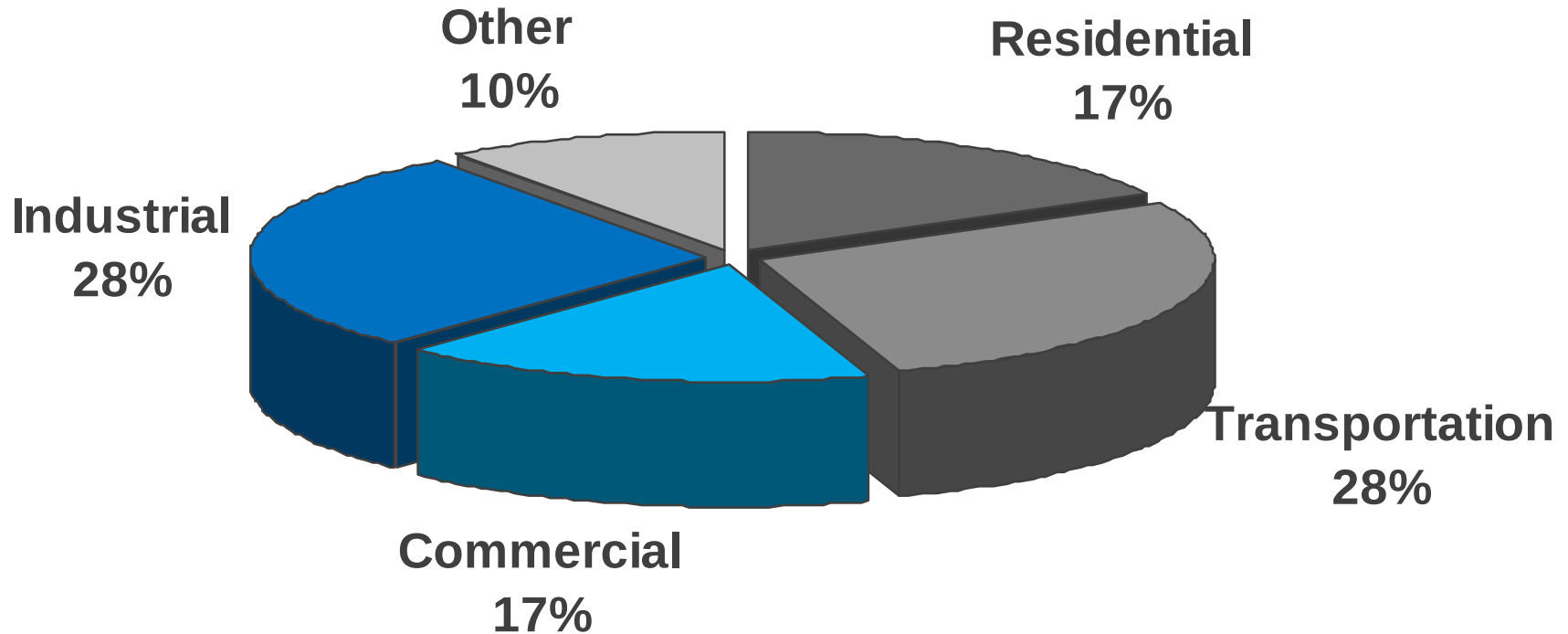
US EPA ARCHIVE DOCUMENT

Promote Energy Efficiency with ENERGY STAR

July 2011

*US Environmental Protection Agency
ENERGY STAR Buildings*

The Big Picture: Greenhouse Gas Emissions in the United States



Commercial buildings and industrial facilities are responsible for 45% of U.S. greenhouse gas emissions.

Inventory of U.S. Greenhouse Gas and Sinks: 1990-2005, US EPA

Opportunities in Buildings



- Commercial buildings and industrial facilities generate about **50 percent** of U.S. carbon dioxide emissions.
- **30 percent** of energy consumed in commercial and industrial buildings is wasted.
- Reductions of **10 percent** in energy use can be possible with little or no cost.

What is ENERGY STAR for Buildings?



- U.S. Environmental Protection Agency energy management program.
- Offers proven solutions to help building owners and managers reduce energy consumption.
- Program for new construction and existing buildings.
- Works in markets with a focus on:
 - Commercial property (offices, retail, hotels)
 - Public sector (government, K-12, higher ed)
 - Healthcare
 - Small business and congregations

Join as an ENERGY STAR Partner



- ✓ Announce your partnership and show commitment
- ✓ Gain access to the ENERGY STAR Partner graphic for PR materials
- ✓ Add your story to EPA's directory of ENERGY STAR Partners

Join as a Partner at www.energystar.gov/join

It's voluntary and free!

National Recognition



➤ ENERGY STAR Partner



➤ Designed to Earn the ENERGY STAR



➤ The ENERGY STAR for Existing Buildings



➤ ENERGY STAR Leaders

➤ ENERGY STAR Partner of the Year



Assess Building Performance with EPA's Portfolio Manager



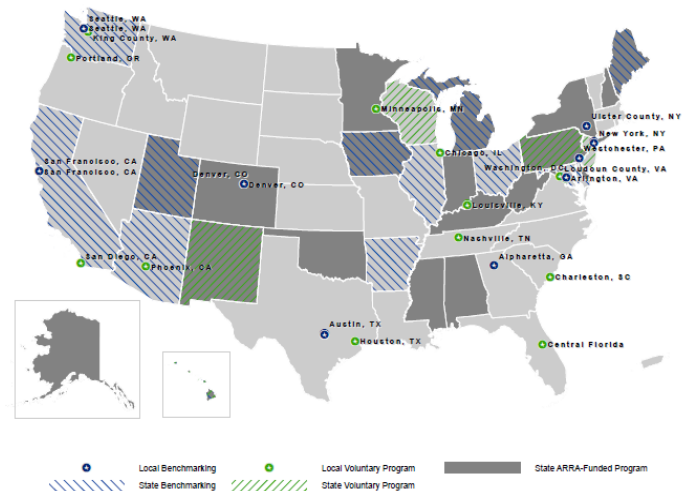
- Measure and track the energy use of all of your buildings – receive an energy use intensity (EUI). Many buildings, including office buildings can receive energy performance scores on a 1-100 scale.
- Track changes in energy and water use over time in single buildings, groups of buildings, or entire portfolios.
- Track and report cost savings and CO₂ emissions.
- Apply for the ENERGY STAR.
- www.energystar.gov/benchmark



Benchmarking for Local and State Governments



- Governments across the US are using Portfolio Manager to measure and track energy and water use
 - http://www.energystar.gov/ia/business/government/State_Local_Govts_Leveraging_ES.pdf
- Learn more about leveraging EPA's Portfolio Manager
 - http://www.energystar.gov/ia/business/government/Leveraging_Portfolio_Manager_Factsheet.pdf
- Benchmarking helps state and local officials and building managers to identify their best opportunities for improvement, track performance over time, and document savings.



Local Government Benchmarking Mandates



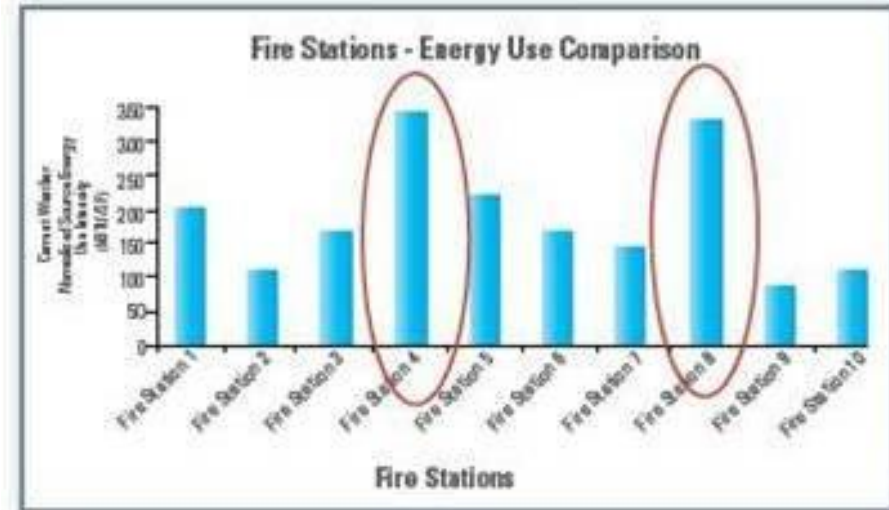
- Jurisdictions with policies requiring buildings to benchmark with ENERGY STAR Portfolio Manager include:
 - Alpharetta, GA
 - Austin, TX*
 - Denver, CO
 - New York, NY*
 - San Francisco, CA*
 - Seattle, WA*
 - Washington, DC*
 - West Chester, PA
- * These jurisdictions also require the disclosure of buildings' energy performance, either online or during a real estate transaction

Benefits of Benchmarking with EPA's Portfolio Manager Tool



Make More Informed Decisions:

- Assess whole building performance based on utility data
- Identify under-performing facilities and prioritize resources
- Set improvement goals, targets, and timelines
- Verify pre- and post-project energy use, GHG emissions, and energy costs
- Continue momentum from ARRA-funded programs: analyze Portfolio Manager benchmarking results to verify commercial building retrofit results and inform future projects.

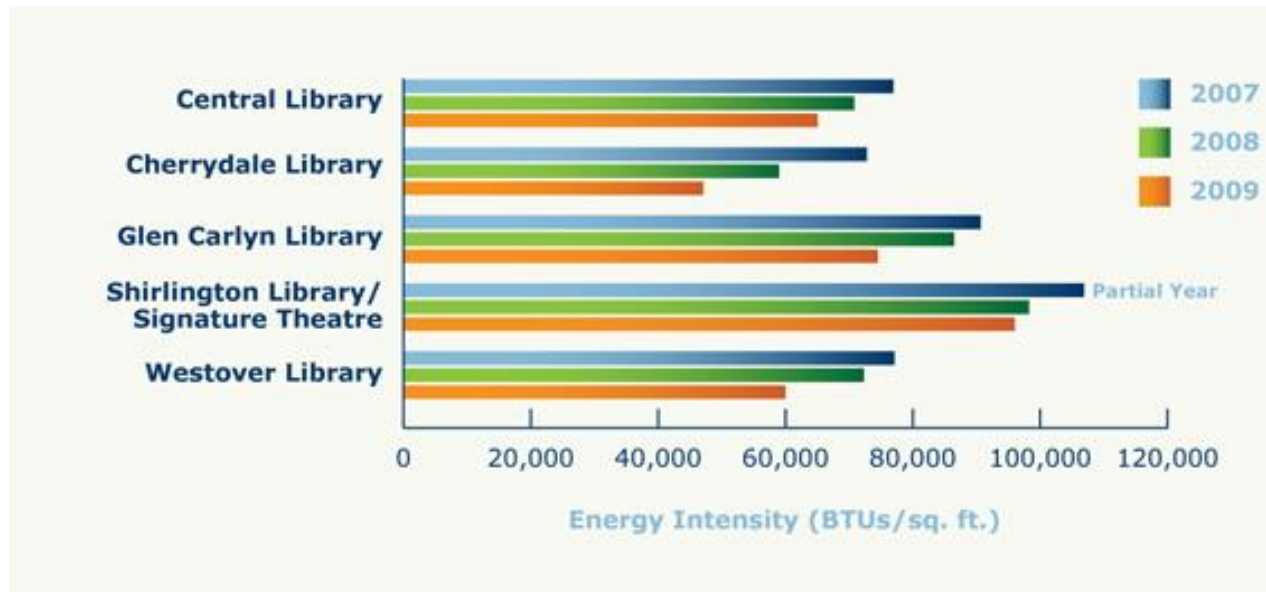


Prioritize efforts by identifying under-performing buildings.

Verify Improvements... and Communicate Them!



- Arlington County, VA's 2007-2009 Building Energy Report Cards

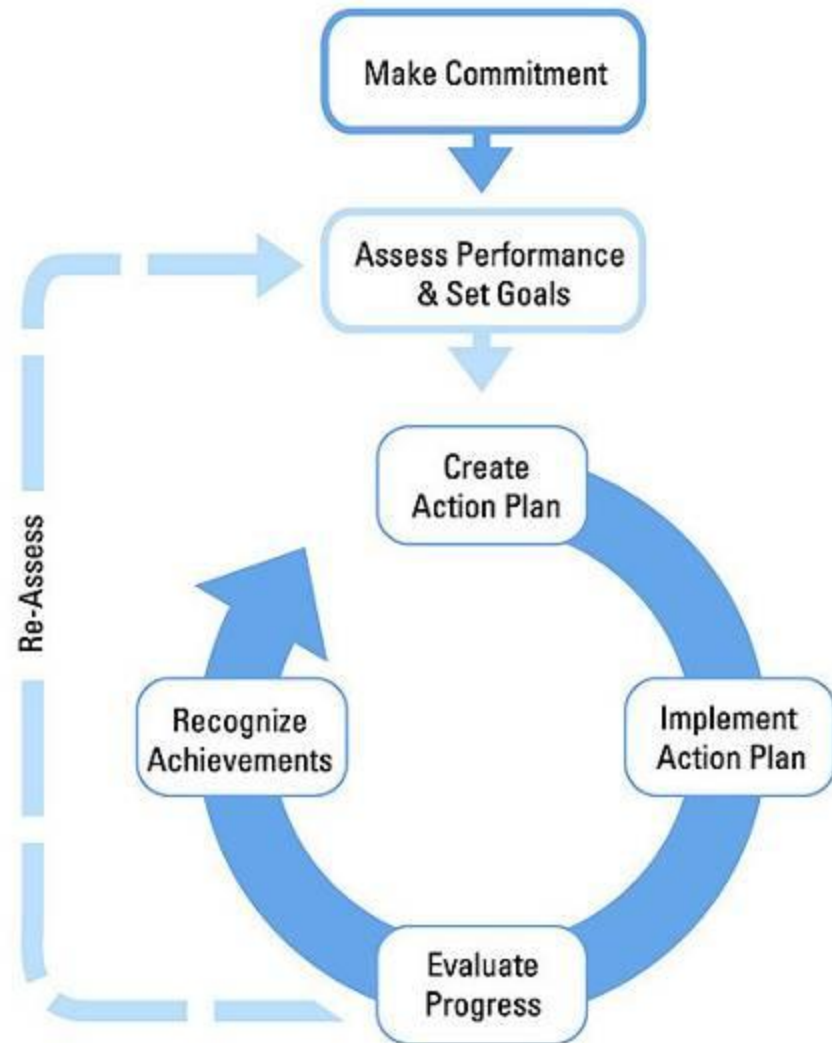


- More about the County's Building Energy Report Cards at: www.arlingtonva.us/portals/topics/aire/page66219.aspx

Superior Energy Management Approach



Based on the successful practices of ENERGY STAR partners, EPA has identified the key components for a successful energy management program.



<http://www.energystar.gov/guidelines>

Tap Into Expert Help

- ENERGY STAR Performance Contracting Best Practices:
www.naesco.org/resources/industry/documents/2008-05.pdf
 - Why and how ESCOs use the ENERGY STAR tools in the context of a typical EPC project
 - Sample text to integrate ENERGY STAR tools into an EPC project
- Search for Most Active ENERGY STAR Service & Product Providers:
www.energystar.gov/index.cfm?fuseaction=spp_activity
 - Provided Clients with Portfolio Manager benchmarks
 - Helped Clients Earn the ENERGY STAR
 - Improved Client buildings by 10 points or more
 - Served Clients who are ENERGY STAR Leaders
- Search for Service Providers that Offer Automated Benchmarking:
www.energystar.gov/index.cfm?c=spp_res.pt_spps_automated_benchmarking

Leverage ENERGY STAR in Your Community Outreach

Local Recognition Goes a Long Way



Mayor Abramson and the Kentucky Office of Energy Policy recognize buildings that earn the ENERGY STAR in Louisville, Kentucky .



Local Campaigns Engage Building Owners



THE BOMA SEATTLE | KING COUNTY
K I L O W A T T
CRACKDOWN



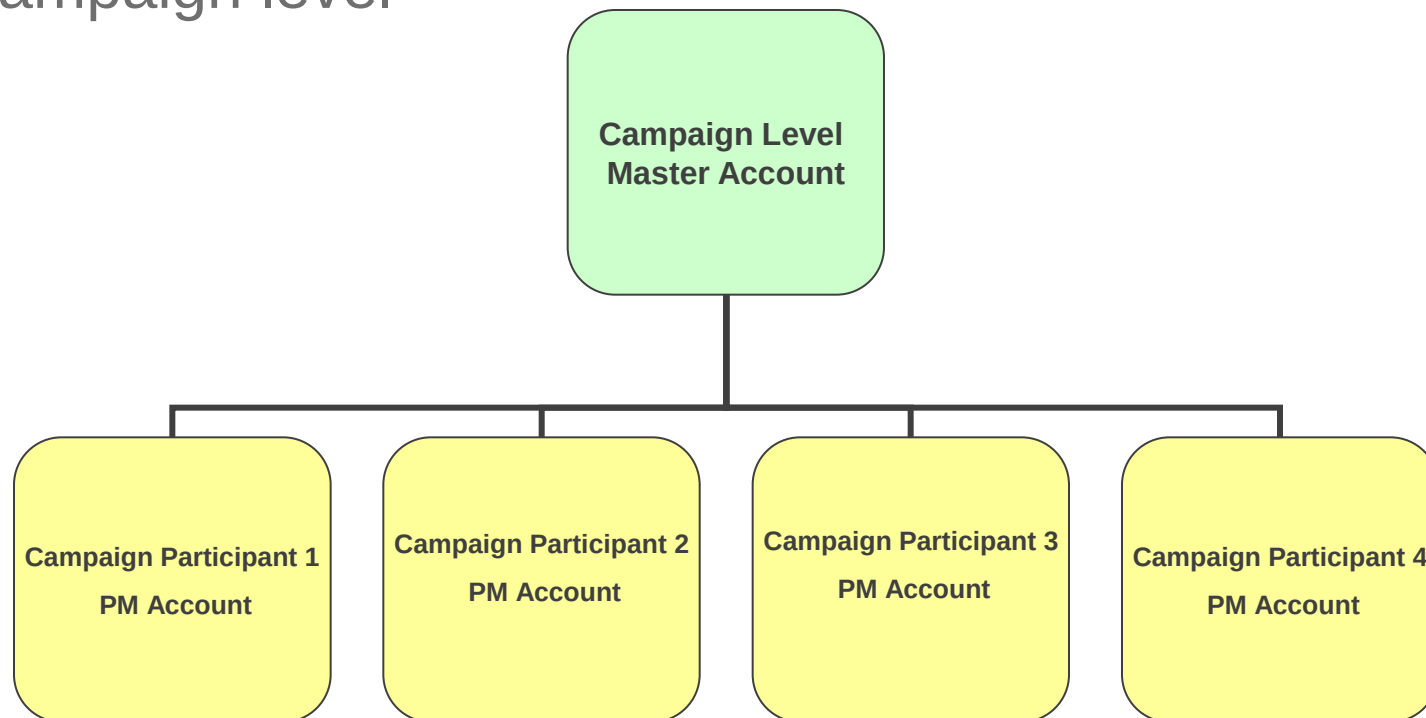
- [Houston Green Office Challenge](#)
- [Chicago Green Office Challenge](#)
- [San Francisco Earth Hour 24x7 Energy Challenge](#)
- [Portland Office Energy Showdown](#)
- [Seattle/King County Kilowatt Crackdown](#)
- [Denver Watts to Water Program](#)
- [Central Florida Kilowatt Crackdown](#)
- [Arlington County Green Games](#)



Roll Up Results with a Portfolio Manager Master Account



- Participants benchmark energy use, GHG emissions, water use, and cost savings at the building level
- Campaign managers track aggregate results at the campaign level





The Savings are Adding Up!

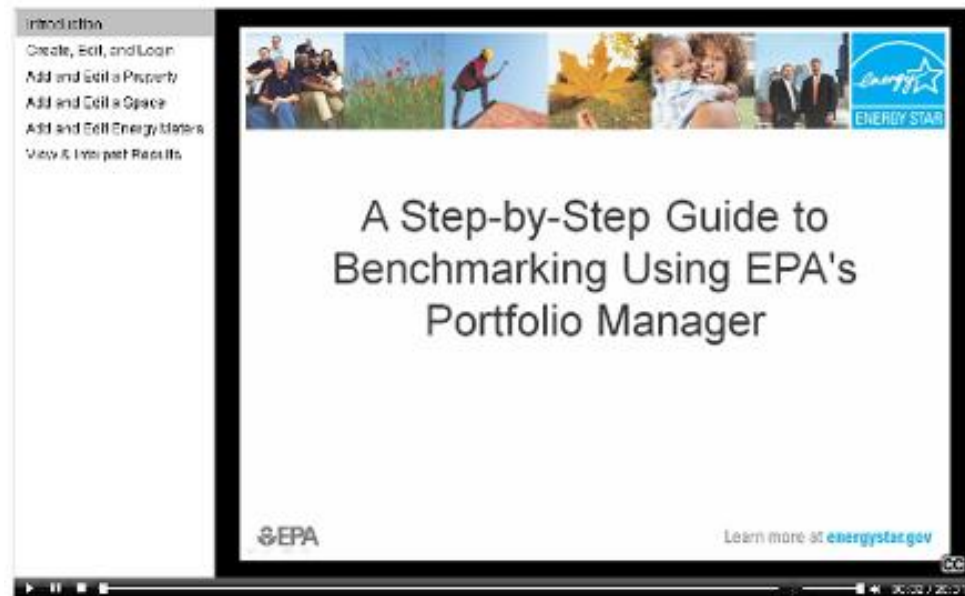
- **Louisville Kilowatt Crackdown**
 - Over 100 Louisville buildings completed in the first contest year (schools, CRE, healthcare, hospitality, and others) and saved 4,766,977 KWh in energy use - **equal to electricity use of 415 homes for one year!**
- **Chicago Green Office Challenge**
 - First campaign year resulted in savings of 70 million KWh of electricity and 54,000 metric tons of carbon dioxide – **equal to removing more than 10,000 cars off Chicago streets!**

Include ENERGY STAR Training Resources in Your Outreach



- **Benchmarking Starter Kit**
 - Animated Portfolio Manager training
 - Data Collection Worksheet
 - Step-by-step Quick Reference Guide
- **Live and recorded trainings**
 - Portfolio Manager 101
 - Best Practices to Improve Energy Performance
 - Computer Power Management with ENERGY STAR
 - Financing Energy Efficient Upgrades

.....Many more available!

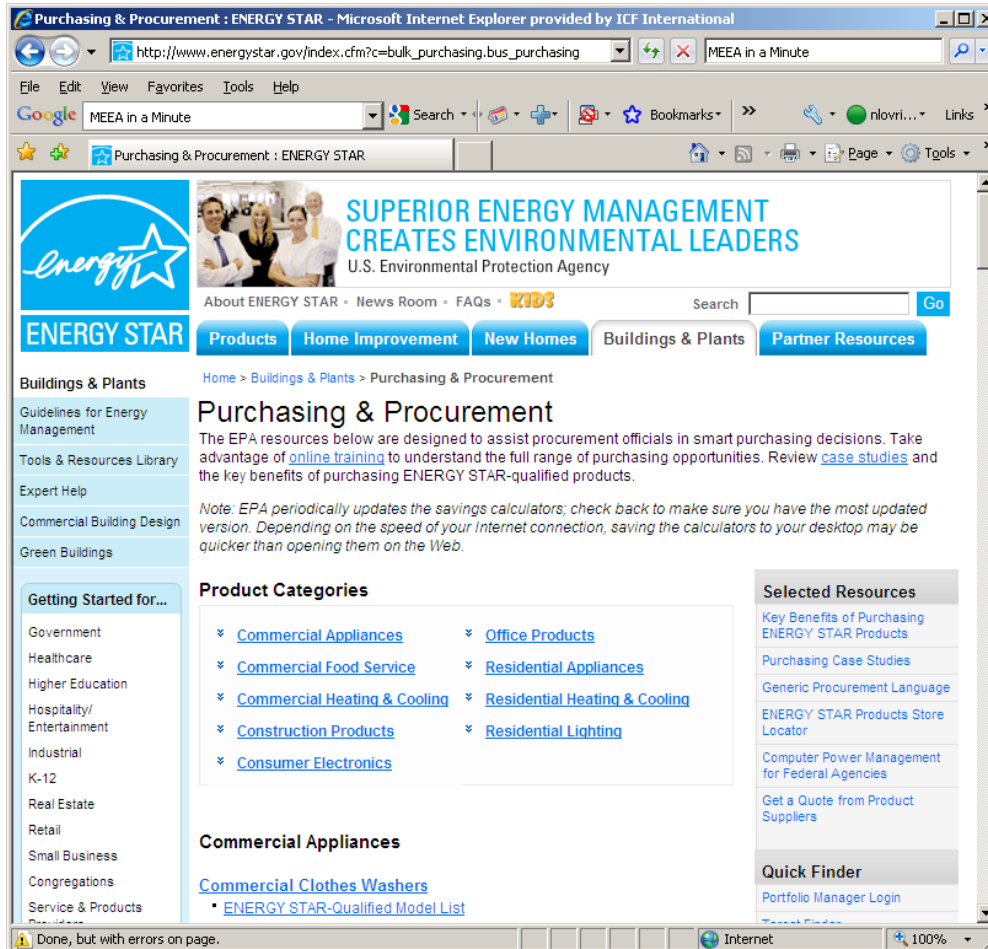


Engage Employees/Tenants with EPA's "Bring Your Green to Work"



- ## Off-the-Shelf Energy Awareness Program
- Green Team checklist
 - Employee Training Toolkit
 - Behind the scenes tour
 - Interactive cubicle
 - Energy quiz
 - Publications

Promote Tools for Energy Efficiency Purchasing



- Savings Calculators
- Qualified Product Lists
- Sample Procurement Language
- Store Locator



www.energystar.gov/purchasing

Reach out to Small Business Owners





Putting Energy into Profits Small Business Guide

Guide for Small Business

This guide is designed to help you take advantage of the benefits of energy efficiency. Whether you own your building or are a tenant, you typically need lighting, heating, air conditioning, power for office equipment, and other services to stay in business. This guide can help you identify building equipment and systems that can be updated and maintained to save energy.

*We call this energy optimization;
you will just call it smart business.*



- Get Started
- Sure Energy Savers
- Larger Opportunities
- Leading Facility Types
- Calculate Savings
- Green Your Business

Download the Guide

Putting Energy into Profits: The ENERGY STAR Guide for Small Business (2MB)

- Get Started (258KB)
- Sure Energy Savers (270KB)
- Larger Opportunities (732KB)
- Leading Facility Types (1MB)
- Calculate Savings (1MB)
- Green Your Business (1.2MB)

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 EPA Home
EPA Search



Available at www.energystar.gov/smallbiz

Promote Residential Energy Savings



- Home Energy Advisor
Make a plan
www.energystar.gov/homeadvisor
- ENERGY STAR @ Home
Go room-by-room
www.energystar.gov/home
Can be hosted on your site
- Home Energy Yardstick
Track your progress
www.energystar.gov/yardstick
Can be hosted on your site



Example: GreeNYC “Be Cool & Smart” ad campaign



SAVE MONEY DON'T COOL AN EMPTY HOME

If you're away for 8 hours a day, turning off your A/C can save you at least a third on cooling costs.

Want to save even more? When you are home, don't air condition an empty room.



BE COOL & SMART

For more information visit: nyc.gov/greenyc



SAVE MONEY CLOSE DRAPES & DRAW BLINDS

The sun's rays heat your home even when the A/C is on, making your unit work harder and increasing your energy costs.

Want to save even more? On breezy days, open your windows.



BE COOL & SMART

For more information visit: nyc.gov/greenyc



Wrap up



- Partner with ENERGY STAR and leverage EPA's off-the-shelf resources
- Lead by example, meet your energy efficiency goals, and earn EPA recognition
- Help building owners throughout your community save energy, money, and reduce greenhouse gas emissions



For More Information

Visit: www.energystar.gov/benchmark

E-mail: buildings@energystar.gov

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