

US EPA ARCHIVE DOCUMENT

ENERGY STAR® ...

...Your Market Advantage

	 EPA United States Environmental Protection Agency	ENERGY STAR® Money Isn't All You're Saving	United States Department of Energy 
Put your home to the test Benchmark your building's energy performance About Find Products Find Labeled Homes Find Labeled Buildings News			
For Your Home For Your Business For Your Small Business For Government For Schools For Congregations For KIDS For Partners Join Now Who's Working with ENERGY STAR	ENERGY STAR offers businesses and consumers energy efficient solutions -- helping to save money while protecting the environment for future generations.		
	change. 	What's New ■ EPA Administrator launches new hotel rating tool ■ Cool Change: Improve your home's cooling system ■ 2003 Award Criteria Available More...	
 Look for the ENERGY STAR®			
EPA Home Privacy Contact Us Site Index DOE Home Search EPA CPPD Home ENERGY STAR Home Page EREN Home Search DOE			

www.energystar.gov

Agenda

- **Overview**
- **ENERGY STAR Partnership for SPPs**
- **Tools and Resources**
- **Recognition opportunities**
- **Communicating your partnership
with ENERGY STAR**

What is ENERGY STAR?

ENERGY STAR is a voluntary program that makes it easy to improve energy performance as a means to enhance environmental and financial performance.

ENERGY STAR Today

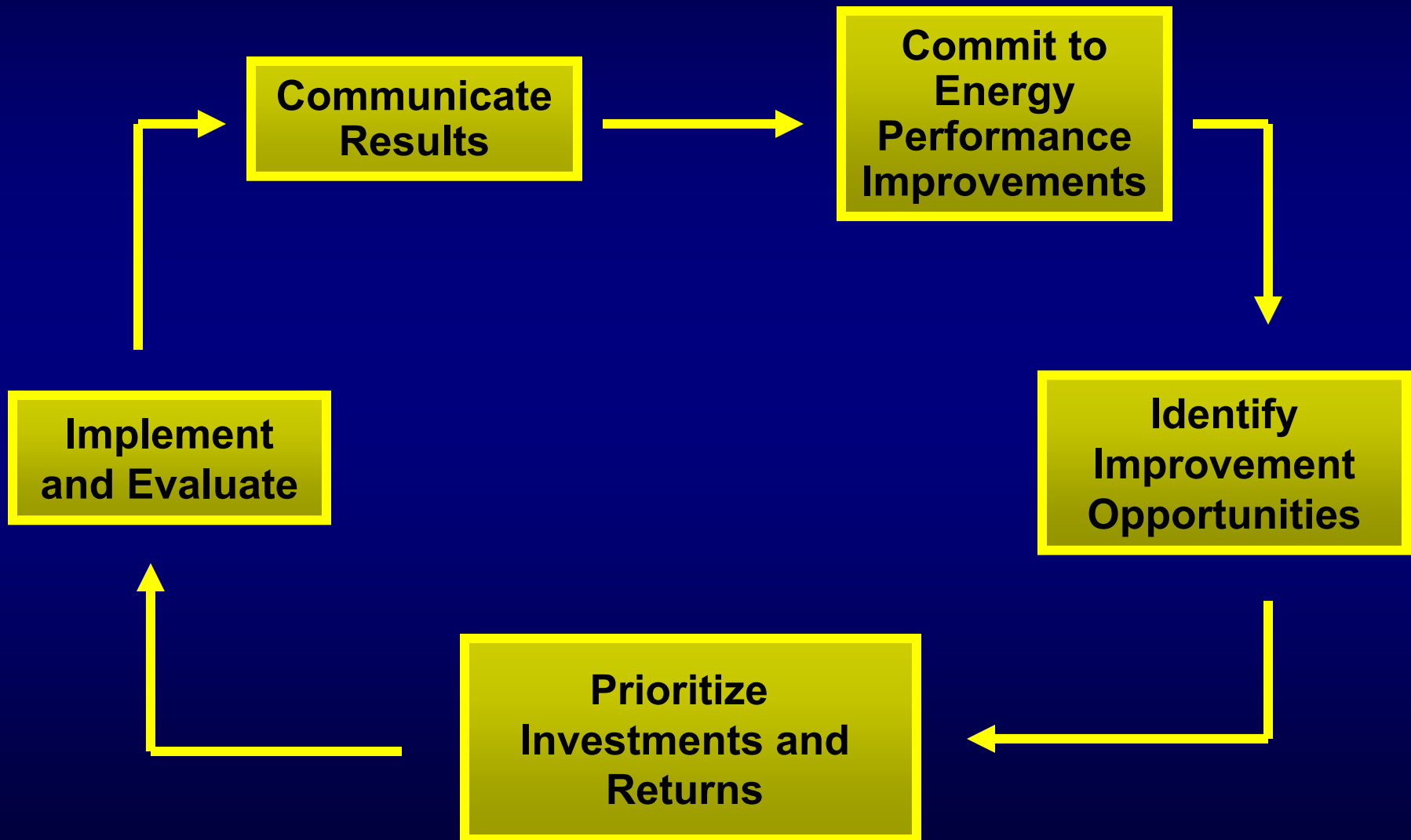
- **The symbol of energy performance**
 - homes
 - commercial and public buildings
 - consumer and business products



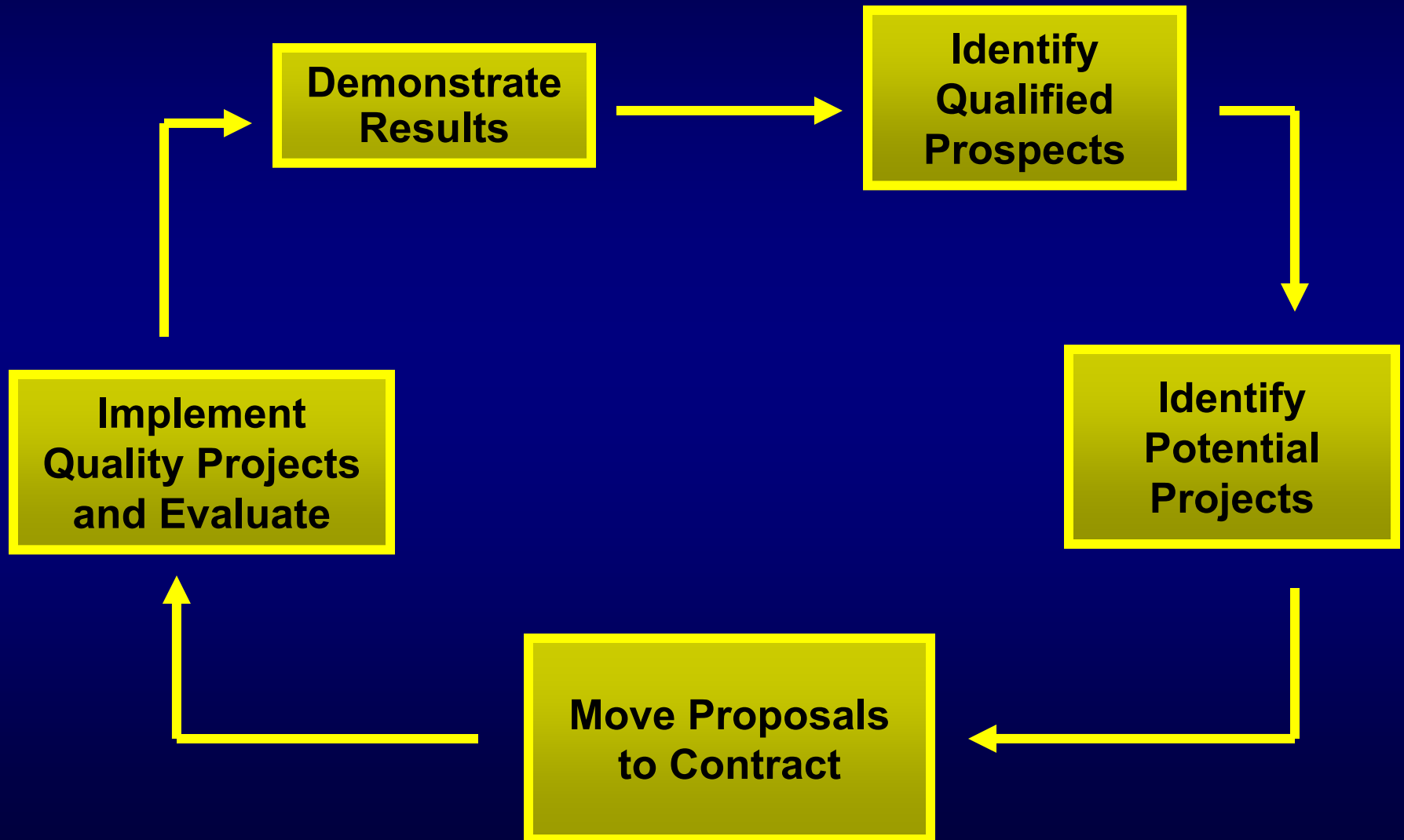
Why Join ENERGY STAR?

- **Affiliation with nationally recognized brand**
- **Access to ENERGY STAR tools and resources that can increase your sales**
- **Public Relations opportunities and recognition**

The Energy Management Process



SPP Sales Process



ENERGY STAR

for Service and Product Providers

**Few companies can help their clients
make decisions that are as good for the
environment as they are for business.**

Are you one of them?

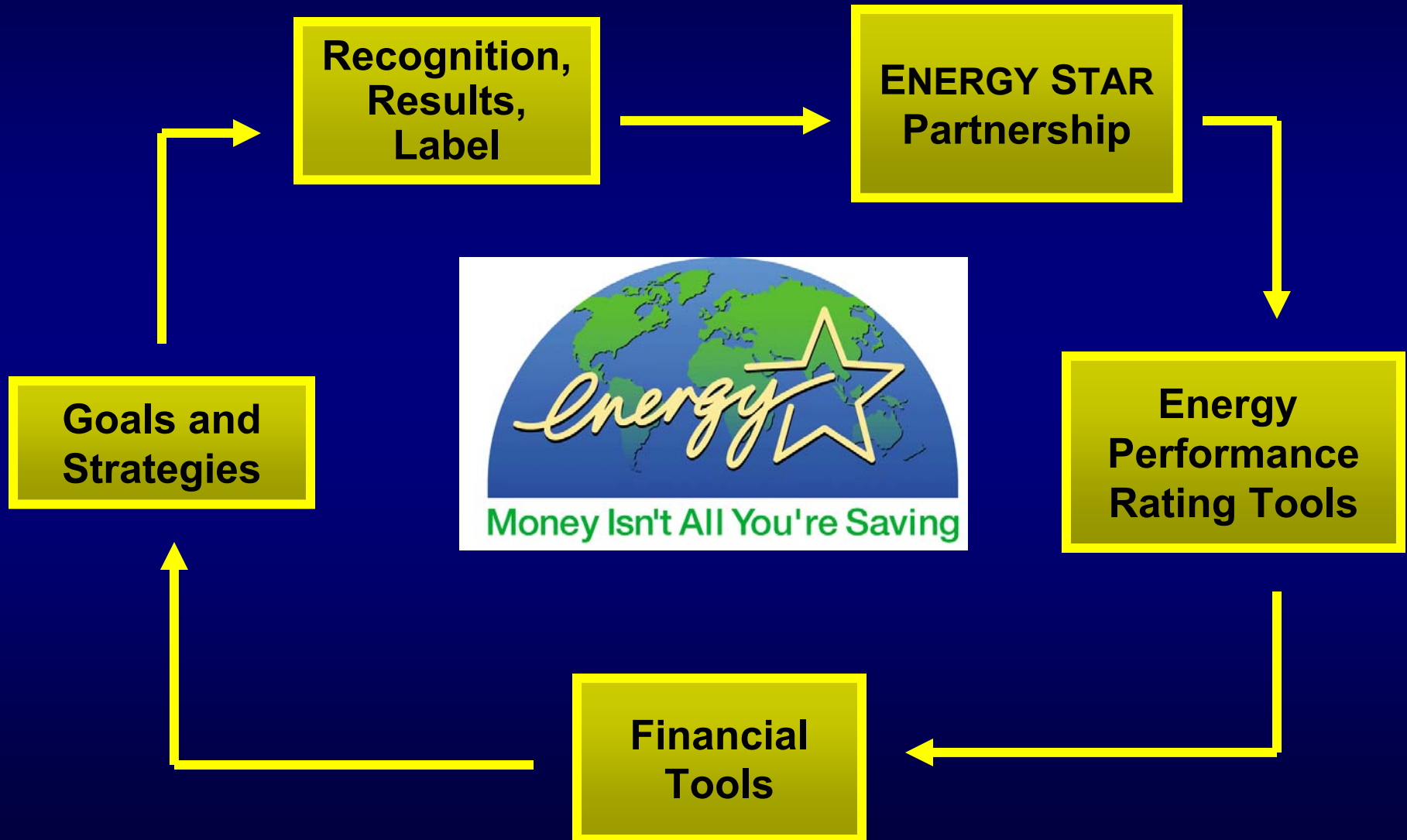
ENERGY STAR for Service and Product Providers

- **Eligible organizations:**

- energy service companies (ESCOs)
- unregulated energy retailers and marketers
- engineers
- architects
- energy consultants
- contractors
- distributors
- manufacturers
- commercial lenders
- other providers of products and services



ENERGY STAR Tools and Resources Link the Market



ENERGY STAR

Benefits of Partnership

**A Partnership with
ENERGY STAR Lends
Visibility**

ENERGY STAR Offerings Link to Your Sales Process



ENERGY STAR Partnership Benefits

Access to a Large Group of Potential Clients



ENERGY STAR Partnership Benefits

Energy Performance Rating Tool

- **Help prioritize opportunities across the entire portfolio**
- **Allow you to assist customers in planning aggressive upgrade programs**
- **Provide M&V support**

ENERGY STAR

Partnership Benefits

Financial Tools

- **Open doors to decision-makers**
- **Frame benefits for shareholders**
- **Help close deals**

ENERGY STAR

Partnership Benefits

**Implement and Evaluate
Quality Projects**

ENERGY STAR

Partnership Benefits

Other Tools and Resources

- **Delta Score Estimator**
- **Target Finder**

Public Relations Opportunities and Recognition



ENERGY STAR

Recognition Opportunities

- **ENERGY STAR Awards**
- **Activity Recognition**
- **Web Site Directory Listings**
- **Building Profiles/Success Stories**

How to Communicate Your Partnership with ENERGY STAR

- **Inform existing and potential customers**
- **Use ENERGY STAR Logos**
- **Train staff**

How to Communicate Your Partnership with ENERGY STAR

- Marketing support
- Events/Conferences
- Press Releases



Use of ENERGY STAR Logos

- Partner logo
- Linkage Phrase logo
- Linkage Phrase and Partner Logos and Guidelines



Sample Sector-Specific Value Statements

Office Buildings

- *Saving 30% of energy costs in a commercial office building is equivalent to increasing the net operating income by 5%, which would support a 5% increase in asset value.*

Hotels

- *A 10% reduction in energy costs is equivalent to increasing Average Daily Room Rate by \$0.62 for limited service hotels and \$1.35 for full service hotels.*

Sample Sector-Specific Value Statements

Supermarkets

- *For the average supermarket, reducing energy costs by 10% is equivalent to increasing sales per square foot by nearly \$42.*

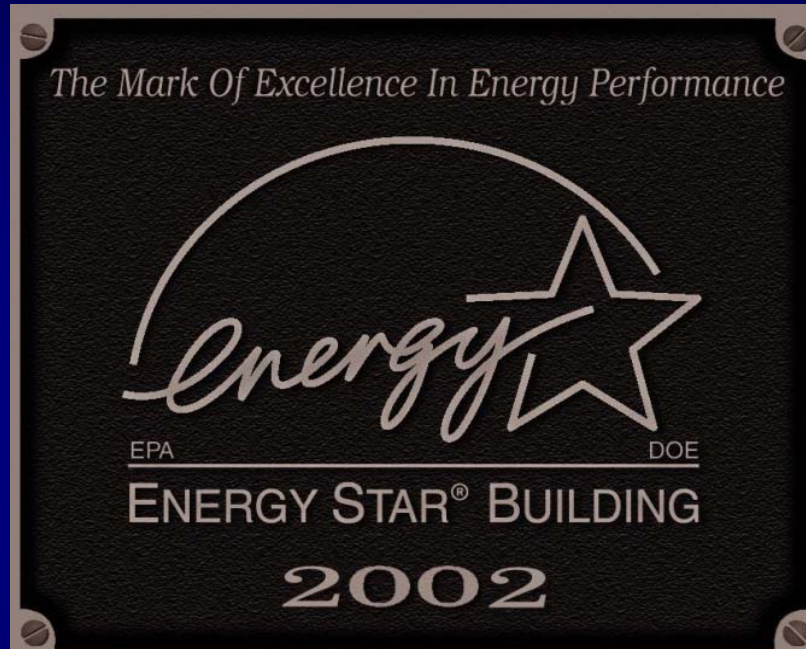
Hospitals

- *Each dollar saved in energy cost is equivalent to generating new revenues of \$20 for hospitals, or \$10 for medical offices and nursing homes.*

Putting it All Together

- **Join the Partnership**
- **Train Staff**
- **Inform Customers**
- **Achieve sales goals by leveraging ENERGY STAR**

Thank You and Aim for the Star!



For more information visit:
www.energystar.gov

and click on "For Your Business"

**or call the ENERGY STAR Hotline at
1-888-STAR-YES.**