



ENERGY STAR: Opportunities to Create Shared Value

NASEO Industrial Committee
Chicago, IL

Sept 28, 2004

Presented by Tracy Narel, US EPA

Today's Presentation



- ENERGY STAR for Industry
- Opportunities for US EPA and NASEO collaboration



- Voluntary government program
- Designed to assist industry to achieve superior energy performance and protect the environment

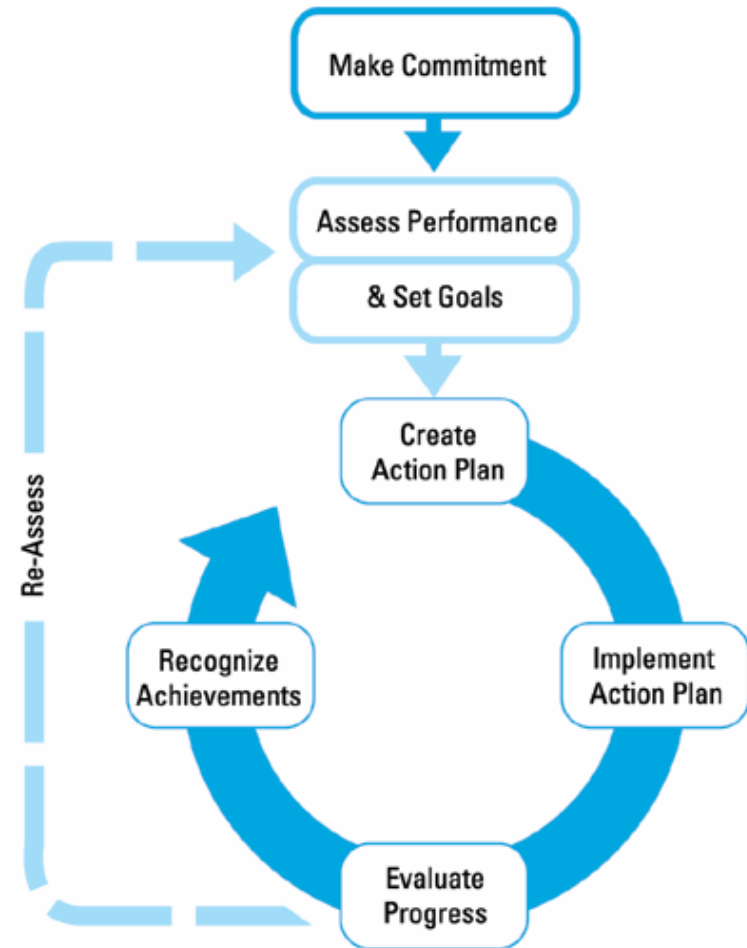


- Concentrates on energy management and identifying the best performance
 - emphasis on
 - strong energy management through continuous improvement
 - using benchmarks for gauging real improvement
 - use of available technology
 - learning from others

Best practices in managing energy



- ENERGY STAR Guidelines for Energy Management
- Successful practices of over 1,600 commercial and industrial organizations
- www.energystar.gov



Applying the practices to improve



EPA guidance to manufacturers:

- Assess your program using the matrix
- Understand each activity
- Read the respective section in the *Guidelines For Energy Management*
- Look critically at what happens in your company now and improve

ENERGY STAR® Guidelines to Energy Management Matrix				
	0 - Little or no evidence	1 - Some elements/degree	2 - Fully implemented	Score
Make Commitment to Continuous Improvement				
Energy Director	No central corporate resource. Decentralized management.	Corporate resource not empowered	Empowered corp. leader with senior management support	
Energy Team	No company energy network	Informal organization	Active cross-functional team guiding energy program	
Energy Policy	No formal policy	Referenced in environmental or other policies	Formal stand-alone EE policy endorsed by senior mgmt.	
Assess Performance and Opportunities				
Gather and Track Data	Little metering/no tracking	Local or partial metering/tracking/reporting	All facilities report for central consolidation/analysis	
Normalize	Not addressed	Some unit measures or weather adjustments	All meaningful adjustments for corporate analysis	
Establish baselines	No baselines	Various facility-established	Standardized corporate base year and metric established	
Benchmark	Not addressed or only same site historical comparisons	Some internal comparisons among company sites	Regular internal & external comparisons & analyses	
Analyze	Not addressed	Some attempt to identify and correct spikes	Profiles identifying trends, peaks, valleys & causes	
Technical assessments and audits	Not addressed	Internal facility reviews	Reviews by multi-functional team of professionals	
Set Performance Goals				
Determine scope	No quantifiable goals	Short term facility goals or nominal corporate goals	Short & long term facility and corporate goals	
Estimate potential for improvement	No process in place	Specific projects based on limited vendor projections	Facility & corporate defined based on experience	
Establish goals	Not addressed	Loosely defined or sporadically applied	Specific & quantifiable at various organizational levels	
Create Action Plan				
Define technical steps and targets	Not addressed	Facility-level consideration as opportunities occur	Detailed multi-level targets with timelines to close gaps	
Determine roles and resources	Not addressed	Informal interested person competes for funding	Internal/external roles defined & funding identified	
Implement Action Plan				
Create a communication plan	Not addressed	Tools targeted for some groups used occasionally	All stakeholders are addressed on regular basis	
Raise awareness	No overt effort made	Periodic references to energy initiatives	All levels of organization support energy goals	
Build capacity	Indirect training only	Some training for key individuals	Broad training/certification in technology & best practices	
Motivate	Occasional mention	Threats for non-performance or periodic reminders	Recognition, financial & performance incentives	
Track and monitor	No system for monitoring progress	Annual reviews by facilities	Regular reviews & updates of centralized system	
Evaluate Progress				

EPA Focus Sectors



- Current sectors
 - Auto assembly
 - Corn refining
 - Cement
 - Brewing
 - Pharmaceuticals
 - Petroleum refining
 - Glass
 - Water / waste water**
- New sectors in 2005
 - Food processing
 - Fruit and vegetable preserving
 - Industrial gases

**ENERGY STAR State and Municipal

Tools for Focus Sectors



- **Energy guide** – identifies opportunities for reducing energy use in manufacturing plants
- **Energy performance indicator (EPI)** – compares plant energy performance to that of the industry; measures improvement
- **Focus meetings** – corporate energy managers from the sector meet annually to network, identify new opportunities for efficiency and eliminate barriers to improvement

Opportunities for Collaboration

Become a Partner



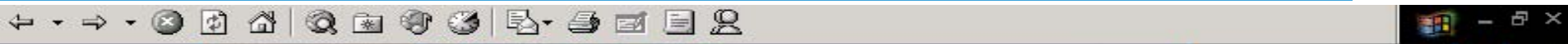
- Partnership requirements for Industrial Market
 - Sign partnership agreement / commitment form
 - Submit an action plan
 - Promote continuous improvement approaches
 - Engage in stakeholder activities

Benefits of Partnership



- Increase exposure of your programs
- Reduce program costs
- Help your local businesses achieve more
- Learn through networking
- Gain recognition of your success

Greater Exposure



ENERGY STAR®
ENVIRONMENTAL LEADERSHIP ADDS VALUE TO YOUR BOTTOM LINE AND CORPORATE REPUTATION

SEARCH Go

- PRODUCTS
- HOME IMPROVEMENT
- NEW HOMES
- BUSINESS IMPROVEMENT
- PARTNER RESOURCES
- + WHAT IS ENERGY STAR?
- + NEWS ROOM

Home > [Business Improvement](#) > Directory of Energy Efficiency Programs

> email this page > print view

- [Guidelines for Energy Management](#)
- Tools & Resources
 - + [Portfolio Manager](#)
 - + [Target Finder](#)
- [Find Labeled Buildings](#)
- [Find Expert Help](#)
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- [Small Business](#)
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Directory of Energy Efficiency Programs

The Directory of Energy Efficiency Programs can help you identify program sponsors in your state that provide financial or technical assistance to improve the energy efficiency of your business.

To identify such program sponsors, select a specific state from the dropdown menu, select "All States," or select a state from the map below.

States where Programs are Available:

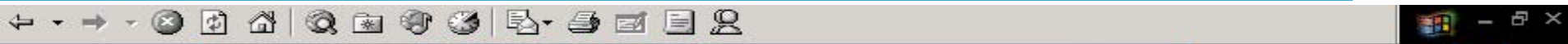
All States

-- OR --

Select any of the highlighted States from the map below.



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- [Guidelines for Energy Management](#)
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- [Find Expert Help](#)
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- [Small Business](#)
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Directory of Energy Efficiency Programs Results

Printable: [Results 1 - 8](#)

Select a Program Sponsor to learn more about the ENERGY STAR programs that the organization offers. The Program Sponsor links exit the ENERGY STAR Web site. [EXIT](#)

[New Search](#) Select another location:

Results 1 - 8 of 8 [All](#) # [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [I](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#)

Program Sponsor	Locations	Contact
Energy Trust of Oregon	Oregon	
Institute for Sustainable Energy	Connecticut	William Leahy
New York State Energy Research and Development Authority (NYSERDA)	New York	Marcia Chandler
Nicor Gas	Illinois	John McDermott
Northwest Energy Efficiency Alliance	Idaho, Montana, Oregon, Washington	
NSTAR Electric and Gas	Massachusetts	Kara Gray
San Diego Gas and Electric	California	Suzanne



Jump Page Example



PROGRAMS | NEW YORK ENERGY $\$$ MARTSM | FUNDING OPPORTUNITIES | NYSERDA HOME



**NEW YORK STATE
ENERGY RESEARCH AND
DEVELOPMENT AUTHORITY**

PROGRAMS

ABOUT NYSERDA | WHAT'S NEW | ENERGY INFORMATION & ANALYSIS | CONTACT NYSERDA | SEARCH

NYSERDA is an ENERGY STAR Partner

As an ENERGY STAR® partner, the New York State Energy Research and Development Authority (NYSERDA) promotes continuous energy performance improvement in commercial and industrial facilities.

NYSERDA and ENERGY STAR work together to bring your organization financial and technical assistance, tools, and information to help you better manage energy, which can reduce operating costs and pollution.

NYSERDA is partnering with ENERGY STAR in the following markets:

Commercial and Industrial Buildings Market



ENERGY STAR recognizes superior performance in buildings and organizations, helping businesses and public organizations save money and help protect the environment through reduced energy use. As the government-backed, trusted symbol for energy efficiency, the ENERGY STAR label also identifies highly efficient products and designates superior energy performance in homes. For more information about ENERGY STAR, visit www.energystar.gov.

Reduce Programs Costs



- Use EPA tools and resources
 - Framework for creating a strategic approach:
 - Guidelines for Energy Management
 - Self-assessment matrix
 - Information to support sector-focused programs:
 - Energy Guides
 - Energy performance indicators
 - Resources for financial / business messaging:
 - Elevating energy management
 - Financial value calculator
 - Outreach to investment community

A Strategic Framework



A screenshot of a web browser displaying the Nicor Gas website. The browser's address bar and toolbar are visible at the top. The website has a dark blue header with the Nicor logo and navigation tabs for Residential, Commercial, Investor, News & Media, and Nicor Inc. Below the header is a banner that reads "Make the Most of Your Energy Dollars" with the Nicor logo on the right. A left-hand navigation menu lists various services and information. The main content area is titled "Demand Side" and contains a sub-header "Guidelines for building an Energy Management Strategy" followed by a link to "ENERGY STAR® Guidelines for Energy Management". The text below explains that the U.S. EPA has developed guidelines for energy management programs and that Nicor Gas provides help in implementing such programs. It also outlines "Step One: Make a Commitment" and mentions becoming an ENERGY STAR Partner. The Windows taskbar at the bottom shows the Start button, several open applications, and the system clock displaying 3:09 PM.



NICOR GAS CUSTOMERS

RESIDENTIAL

COMMERCIAL

INVESTOR

NEWS & MEDIA

NICOR INC.

Make the Most of Your Energy Dollars



- Commercial and Industrial Overview
- My Account
- Products and Services
- Make the Most of Your Energy Dollars**
- Understanding Your Bill
- Choosing Your Supplier
- Gas Rates
- Information for Developers
- Transportation Customer Services
- Gas Exchange
- Customer News
- Commercial and

Demand Side

Guidelines for building an Energy Management Strategy

ENERGY STAR® [Guidelines for Energy Management](#)

Based on the successful practices of ENERGY STAR partners, the U.S. EPA has developed guidelines for establishing and running an effective energy management program. The EPA has seen that organizations that adopt a comprehensive approach to energy management achieve significantly greater results than those without formal energy management programs.

Nicor Gas provides help each step of the way to help Illinois' businesses implement a comprehensive energy management strategy:

Step One: Make a Commitment

Form a dedicated team to set goals, track progress and be the on-site "Energy Champion" for your business. Senior management should have a written policy to drive the organization's culture and operational behaviors.

Become an [ENERGY STAR Partner](#). A partnership with ENERGY STAR is a commitment to continuously improve your energy management, which saves your organization money and reduces air pollution.

In 2001 Ford saved \$75 million through energy efficiency

- 8% reduction from 2000
- \$42 million directly to bottom line
- Equivalent of selling 10,000 F-150s

“Much of the savings required little capital investment, rather a new way of thinking”

- Gary Groner, VP for Energy, Ford Motor Company

Public programs achieve greater results

Learn thru Networking



- ENERGY STAR will facilitate information sharing and networking among program sponsors to assist in defining a national program platform:
 - Business case
 - Energy management best practices
 - Performance measurement
 - Recognition
 - Successful program models
 - Sector-focused resources

Recognition of Your Success



(2004 ENERGY STAR AWARDS - ~~NYC~~ **NYC** (NYC/DA))

2004 Activities



- Information sharing
 - Directory of Energy Efficiency Programs
 - New pages on www.energystar.gov
- Targeted activities
 - Nicor Gas
 - Western US Food Processing Efficiency Initiative
- Network expansion
 - 20 ENERGY STAR Program Sponsor Partners (Industrial)
- Food processing focus

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