



Recognition Your College or University Can Earn From EPA ENERGY STAR in 2022!

Thursday, January 13th, 2022

3:00-4:00 pm EST

Agenda

- Speaker introductions
- EPA ENERGY STAR Buildings recognition, and more
- EPA ENERGY STAR Products recognition
- EPA Green Power Partnership recognition
- Northwestern University
- Q&A

Today's Presenters

- Brendan Hall, EPA ENERGY STAR Buildings
- Dan Lawlor, EPA ENERGY STAR Products
- Chris Kent, EPA Green Power Partnership
- Julie Cahillane, Northwestern University





EPA ENERGY STAR Buildings

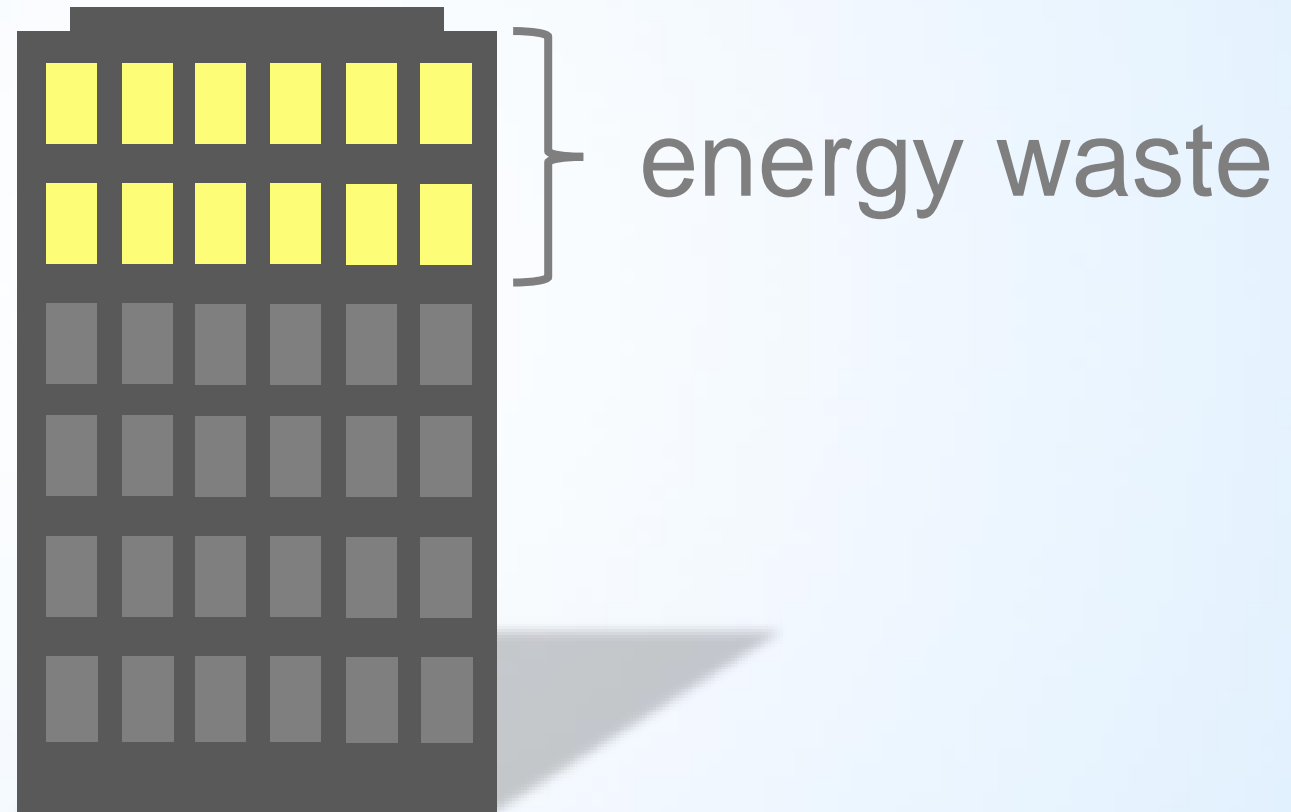
Why focus on buildings and plants?

45% of U.S. CO₂ Emissions

Commercial
buildings &
industrial
plants

A pie chart is overlaid on a black and white photograph of a dense city skyline, likely New York City. The chart has two segments: a large grey segment on the left and a smaller green segment on the right. The green segment is labeled 'Commercial buildings & industrial plants' and is associated with the text '45% of U.S. CO2 Emissions' located above it.

Why focus on buildings and plants?



EPA ENERGY STAR

- Leadership commitment
- Tools and resources
- Recognition



Leadership Commitment

- Is your organization an EPA ENERGY STAR partner?
 - Find out using our [Partner List](#)
- Two reasons to become a partner
 - Get management buy-in
 - Align your organization with a leading brand
- Visit energystar.gov/joinbuildings

Recognized
by more
than **90%**
of American
consumers!



Tools and Resources



- Existing
 - [ENERGY STAR Portfolio Manager](#), including 1-100 ENERGY STAR Scores
 - [ENERGY STAR Higher Education Benchmarking Initiative Summary Scorecard](#)
 - [ENERGY STAR Treasure Hunt resources](#) including maps for labs & student housing
 - [ENERGY STAR competition-hosting resources](#)
- 2022
 - Organize working group on benchmarking & building performance standard laws
 - Round 2 of the HEBI—please send me an email with interest!
 - Explore survey development towards additional 1-100 ENERGY STAR Score(s)

See www.energystar.gov/highered for additional tools & resources!

Recognition Opportunities

- **ENERGY STAR Tenant Space** recognition for highly efficient tenant spaces that are in multitenant buildings
- **ENERGY STAR certification** for existing buildings, at the building level
- **Designed to Earn the ENERGY STAR** for new construction buildings and major renovations, at the building level
- **ENERGY STAR Partner of the Year Awards** for organization-wide energy management

ENERGY STAR Tenant Space

- Does your organization lease office space within a multi-tenant building?
- Eligibility: Located in the U.S.; general administrative office, financial office, or non-diagnostic medical office; can include a data center; space must represent all your usable office square footage in the building.
- Recognition criteria: 1. Estimate energy use; 2. Meter; 3. Light Efficiently; 4. Use Efficient Equipment; 5. Share data with the landlord (if requested)
- Example applicability
 - Leased office space in a multitenant building like a downtown office
 - Satellite campus where space occupies part of a building

ENERGY STAR certification

- Rules
 - Metering for all fuels
 - $\geq 75\%$ GFA composed of property type(s) that can get a score
 - $\geq 50\%$ GFA composed of single property type that can certify
- Process
 - Benchmark in Portfolio Manager – 12 months of energy use data, GFA, and required use details by property type
 - Score a 75 or higher
 - Apply
 - Get the application verified by a PE or RA



Eligibility based on property type composition

- Administrative building with 80% GFA office, 10% Medical Office, 10% Retail Store
 - Warehouse – 100% GFA
 - Hospital – 100% GFA
 - Worship Facility – 100% GFA
 - Academic building with 30% GFA Office, 50% classroom, 20% Laboratory
 - Residence hall (not apartment-style, kitchens and baths not in-unit) – 80% GFA Residence Hall/Dormitory, 20% cafeteria
 - Stadium – 100% GFA
- Bank Branch
 - Courthouse
 - Financial Office
 - Data Center
 - K-12 School
 - Hospital
 - Hotel
 - Medical Office
 - Multifamily Housing
 - Office
 - Retail Store
 - Senior Living Community
 - Supermarket/Grocery Store
 - Warehouse/Distribution Center
 - Wholesale Club/Super-center
 - Worship Facility
 - Barracks
 - Dormitory/Residence Hall
 - Wastewater Treatment Plant

Designed to Earn the ENERGY STAR

- For new construction and major renovation
- Effectively the same eligibility criteria as for existing buildings
- Use Target Finder or Portfolio Manager... *must apply for DEES via Portfolio Manager*
- Close the gap between design and operations! And start metering all fuels at a building level
- [How-to Guide](#)
- [ENERGY STAR Design Guidance](#)



ENERGY STAR Partner of the Year Awards

- EPA's top-level recognition for organizations leading on energy efficiency
- Award categories: Energy Management; Service and Product Provider
- Application deadline late 2022
- Criteria for Energy Management application review
 - Energy management approach
 - Communications
 - Energy savings
- Two recent winners: Northwestern University and University of Chicago



energystar.gov/awards

A photograph of a city street, likely in New York City, featuring ornate buildings and the Freedom Tower in the background. A semi-transparent teal banner is overlaid across the middle of the image, containing the text 'EPA ENERGY STAR Products' in white, bold, sans-serif font. The street below shows a Starbucks coffee shop on the left, a construction site with orange traffic barrels in the center, and a red mailbox on the right.

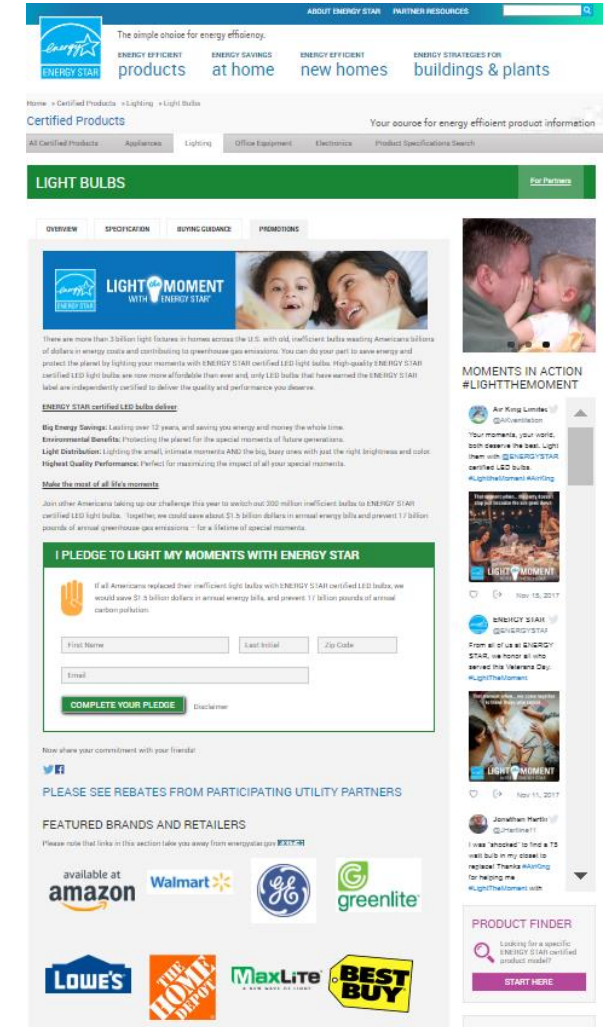
EPA ENERGY STAR Products



SAVE TODAY. SAVE TOMORROW.
SAVE FOR GOOD.

ENERGY STAR Products: Partner Benefits

- Leverage ENERGY STAR’s trusted brand, reputation, popularity – as well as strong network of supporting manufacturers and energy efficiency program sponsors/utilities
- Take advantage of national campaign positioning, tactics, and marketing materials (messaging and graphics) – all developed by an expert marketing, PR, and advertising team
- Benefit from a strategic, effective mix of targeted earned, owned and paid media that will drive exposure for your program among EPA ENERGY STAR’s broad consumer base
 - Geo-targeted to your market when you participate
 - Driving clicks to promotional pages where your programs are featured

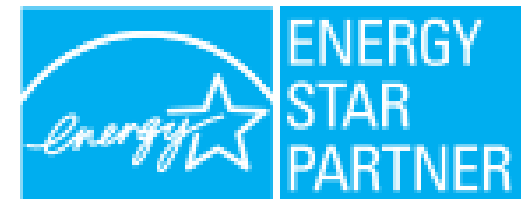




SAVE TODAY. SAVE TOMORROW.
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Marketing and Communications

- ENERGY STAR is a powerful and recognizable mark of energy and environmental performance.
- Leverage ENERGY STAR when developing program marketing and educational materials or take advantage of existing brochures, videos and guides, many of which are designed for co-branding.
- To learn more about how Partners can correctly leverage the ENERGY STAR trademark visit: www.energystar.gov/logouse.





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Partner Networking and Information Exchange

- ENERGY STAR provides opportunities for partners to engage one another and benefit through shared learning experiences.
 - **ENERGY STAR Annual Partner Meetings**
 - **Searchable partner database**—discover which utilities have already teamed up with ENERGY STAR: www.energystar.gov/partnersearch.
 - **Database of Incentives and Marketing Exchange (DIME)**—share marketing and financial incentives for ENERGY STAR-certified products with other partners: www.energystar.gov/dime.
 - **Directory of Energy Efficiency Programs (DEEP)**—compendium of programs leveraging ENERGY STAR tools and resources with commercial customers: www.energystar.gov/buildings/tools-and-resources/directory-energy-efficiency-programs-leveraging-energy-star
 - **Webinars and Newsletters**—participate in webinars highlighting program updates, new tools, and effective program strategies or sign up for newsletters to receive written updates.





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Awards and Recognition

- EPA is always looking to recognize ENERGY STAR Partners for their achievements. Take advantage of these opportunities to promote your ENERGY STAR success:
 - **Partner of the Year Awards**—EPA recognizes partner achievement in successfully leveraging ENERGY STAR to transform markets.
 - **Social Media and More**—Partner innovation and local events are often highlighted through energystar.gov, social media, webinars, newsletters, case studies and best practice guides.





SAVE TODAY. SAVE TOMORROW.
SAVE FOR GOOD.

ENERGY STAR Tools & Resources

- **ENERGY STAR Product Finder**
 - Allows consumers to filter based on product type, features, and technology
- **ENERGY STAR Rebate Finder**
 - Easily accessible, user-friendly search tool to find ENERGY STAR rebates
- **ENERGY STAR Marketing Materials**
 - Find the latest information on ENERGY STAR campaigns or promotions

The screenshot displays the ENERGY STAR Certified Light Bulbs (NEW) product finder interface. The page includes a search bar, navigation links for ENERGY EFFICIENT products, ENERGY SAVINGS at home, ENERGY EFFICIENT new homes, and ENERGY STRATEGIES FOR buildings & plants. The main content area shows a list of products with filters for Bulb Type, Technology, and Special Features. The first product listed is ALITE - LED-PAR20-COB, a Reflector (Flood/Spot) bulb with LED technology, 50Wattage Equivalency, 580 Brightness (lumens), and 70.0 Efficacy (lumens/watt).



SAVE TODAY. SAVE TOMORROW.
SAVE FOR GOOD.

Annual Promotions

Feature ENERGY STAR as Unifier



Promote Products that Deliver Value



Educate with Co-Marketed Content



2021 Outreach Plan: ENERGY STAR® PRODUCTS



JAN | FEB | MAR | APR | MAY | JUN | JULY | AUG | SEPT | OCT | NOV | DEC | JAN

BRAND CAMPAIGNS

EARTH DAY

ENERGY STAR DAY

HOLIDAY

- APPLIANCES
- SMART THERMOSTATS
- ELECTRONICS
- LIGHTING

PRODUCT PROMOTIONS

POOL PUMPS

LAUNDRY

FLIP YOUR FRIDGE

WATER HEATERS

LIGHTING

COOLING

ROOM A/C, SMART THERMOSTATS, HVAC

HEATING

SMART THERMOSTATS, HVAC, INSULATION

SEASONAL OUTREACH

NEW YEAR'S DAY

PRESIDENT'S DAY

VALENTINE'S DAY

MEMORIAL DAY

FATHER'S DAY

INDEPENDENCE DAY

BACK TO SCHOOL

LABOR DAY

MOTHER'S DAY

BLACK FRIDAY



Materials can be used year-round and are available at: energystar.gov/marketing_materials





EPA Green Power Partnership

EPA's Green Power Partnership

EPA's Green Power Partnership is a voluntary recognition program that encourages organizations to use green power to reduce the environmental impacts associated with conventional electricity use

<https://www.epa.gov/greenpower>

Partners include:

- Fortune 500 corporations
- Higher Education institutions
- Federal, State and local governments
- Small & medium sized businesses
- Non-profits

Program Data visualization

Green Power Partnership

Tour This Dashboard

Information

Industry

Partner Size

Supply Option

Renewable Resource

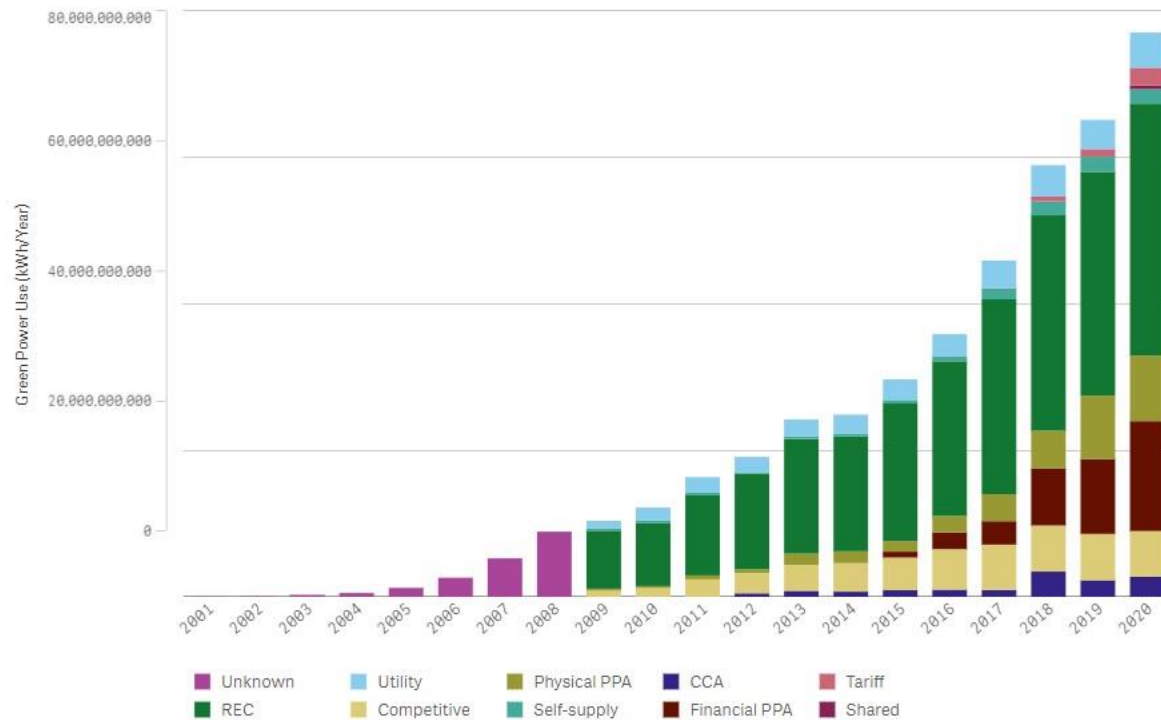
Provider

Third-Party Certified

Cumulative Green Power Use (kWh) - 2001 to 2020

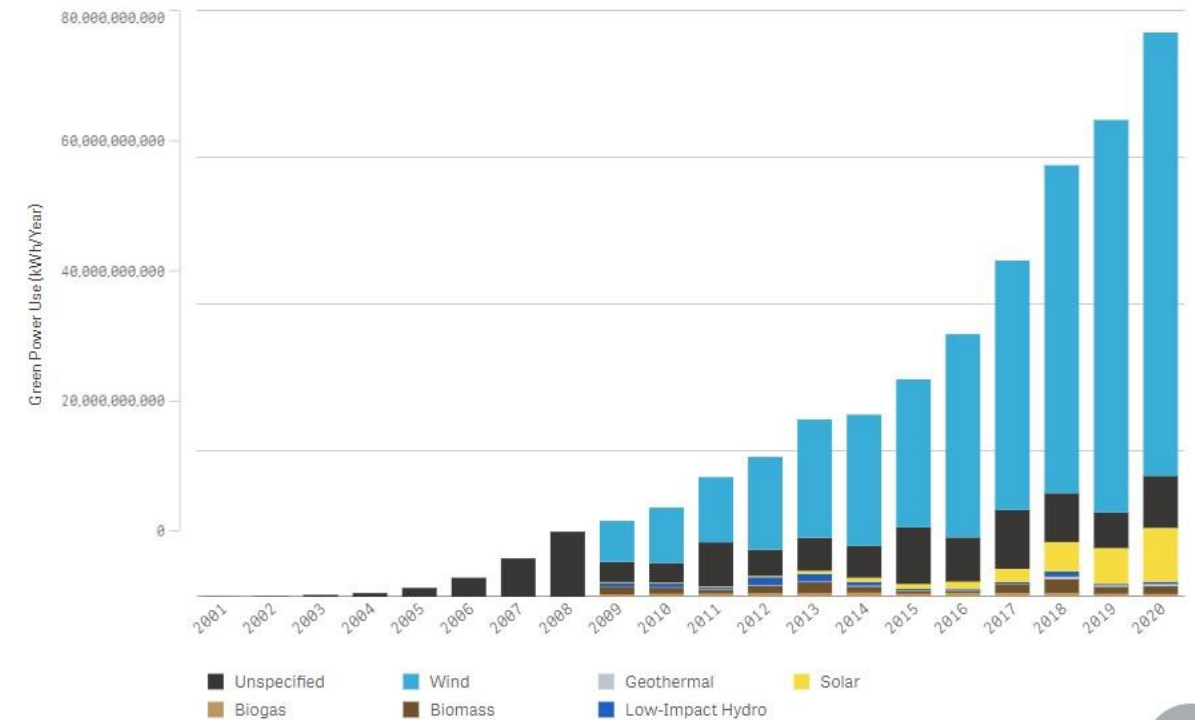
438,848,008,667

Green Power Use by Supply Option by Collection Year



Download Supply Option Summary

Green Power Use by Renewable Resource by Collection Year

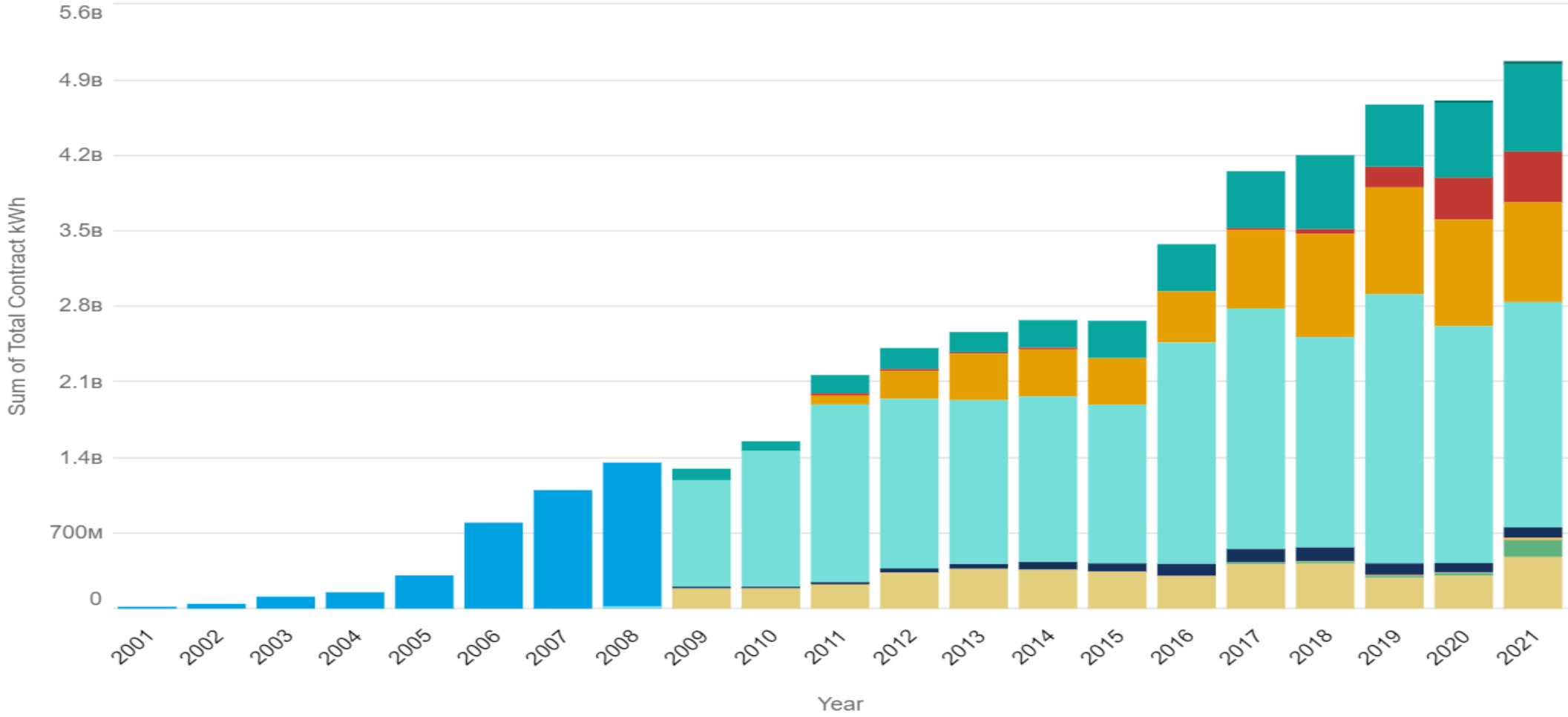


Download Renewable Resource Summary

<https://www.epa.gov/greenpower/program-data-viewer>



Higher Ed Sector - Green Power by Supply Option by Year



Record Type | Generic Self-supply REC Competitive Utility Physical PPA Financial PPA Shared Tariff CCA



Partner Data Viewer

Partner Profile Viewer

Tour This Dashboard

To select a new Partner, first click the Clear button to the right.

Clear

University of California

Location	Industry	Awards
Oakland, CA	Education (Higher)	2017, 2018, 2021
Partnership Agreement Signed	Period of Reported Green Power Use	Collection Year: Last Data Report
3/24/2017	1/1/2020 - 12/31/2020	4/19/2021

Sustainability Website

<https://www.universityofcalifornia.edu/initiative/carbon-neutrality-initiative>

Profile

The University of California opened its doors in 1869 with just 10 faculty members and 38 students. Today, the UC system includes more than 290,000 students and more than 169,000 faculty and staff, with more than 2 million alumni. UC has expanded the horizons of what we know about ourselves and our world on its 150 years of operation, and has become a living laboratory for scalable renewable energy projects.

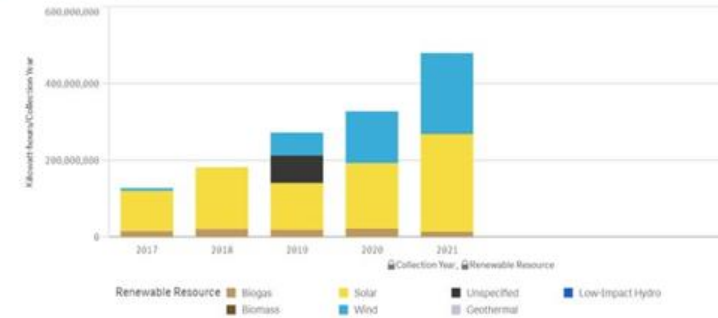
UC, a national leader in sustainability, has pledged to become carbon neutral by 2025. Developing and supporting renewable electricity supplies through both conventional and innovative mechanisms is a key strategy for reaching this goal.

As part of our efforts to reduce greenhouse gas emissions, each UC campus has installed on-site renewable generation, including biogas, electric solar energy, and solar thermal energy projects. The 45+ MW of on-campus solar power systems produced more than 75,000,000 kWh in 2020.

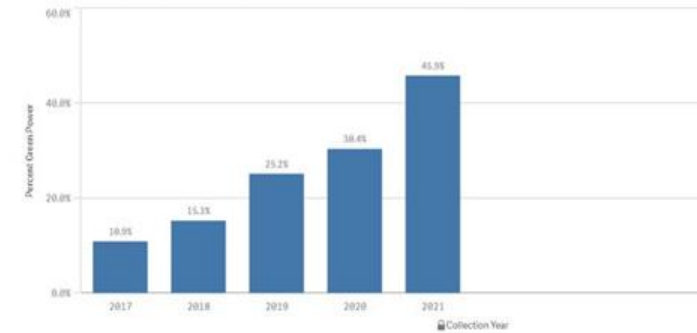
The University of California has also entered into long-term power purchase agreements for energy from two new California grid-connected solar energy resources. Both projects, totaling 80 MW, are now online and providing solar electricity through the California grid. Increasingly, UC is partnering with utility suppliers to increase renewable power supplies through existing green tariff programs, individually negotiated contracts, and Community Choice Aggregation.

While the carbon neutrality initiative builds on UC's pioneering work on climate research, the operational aspects of this goal have allowed us to demonstrate environmental leadership by implementing green power projects in many shapes and sizes.

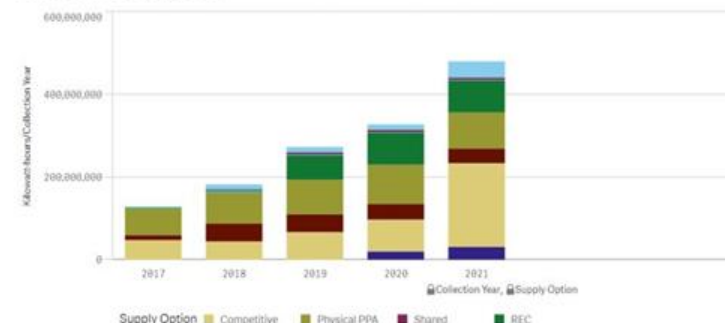
Green Power Use by Renewable Resource



Green Power Percentage of Electricity Use



Green Power Use by Supply Option



<https://www.epa.gov/greenpower/meet-our-partners>

Quarterly Top Partner rankings

Partner Name	Annual Green Power Usage (kWh)	GP % of Total Electricity Use*	Green Power Resources
1. University of California	480,801,183	46%	Various
2. Arizona State University	254,322,901	78%	Various
3. Columbia University	232,109,000	100%	Various
4. University at Buffalo, the State University of New York	216,403,405	102%	Solar, Wind
5. Boston University	205,000,000	100%	Wind
6. Stanford University	186,275,157	69%	Various
7. University of Maryland	171,274,825	68%	Small-hydro, Solar, Wind
8. Georgetown University	152,404,000	127%	Wind
9. University of Arizona / Main Campus	131,020,104	67%	Solar, Wind
10. University of Utah	129,873,801	43%	Geothermal, Solar

<https://www.epa.gov/greenpower/green-power-partnership-top-30-college-university>

as of October 25, 2021



- EPA presented the first Green Power Leadership Awards (GPLAs) in 2001 to recognize the actions of organizations that were significantly advancing the development of renewable energy by procuring green power.
- EPA selects award winners based on criteria that included:
 - Quantity of green power used relative to organization size.
 - Impact and innovation of an organization's green power.
 - Extent to which an organization's actions established a model for others to follow.
- Awards are announced at the annual Renewable Energy Markets conference.
- All Green Power Partners are eligible to apply. Application period opens in the late Winter/early Spring

A photograph of a modern university campus. The top half shows a multi-story glass building with a curved facade, partially obscured by green trees. A solid blue horizontal band is overlaid across the middle of the image. The bottom half shows a paved walkway with rectangular stone tiles, flanked by raised garden beds containing green plants. Benches are visible on the walkway.

Northwestern University

Northwestern University



Northwestern's Experience

- **Green Power Partnership**
 - Partner since 2006
 - Top 30 College & University Rankings
 - GPP Leadership Award 2015

- **ENERGY STAR**
 - Partner since 2015
 - POY Award 2018, 2019
 - Sustained Excellence 2020, 2021



Leveraging Recognition

Engagement opportunities

Validate efforts

Celebrate success





Q&A

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