

Star Power

How the ENERGY STAR program helps building owners do well by doing good

Commercial buildings comprise everything from offices, hotels and stores to sports stadiums, libraries and schools. In the U.S. they use 20 percent of our electricity and create 20 percent of our greenhouse gases.

"If the country is going to adjust its energy use and dependence, and protect our environment, reducing the energy used by buildings is essential," says Maura Beard, director, strategic communications, ENERGY STAR Commercial and Industrial Buildings. "That's where ENERGY STAR can help."

Since the EPA launched ENERGY STAR in 1992, buildings certified by the program have saved more than \$1.9 billion in annual energy costs, and each year reduced CO₂ emissions equivalent to the electricity use of 1.3 million homes. From 2009 to 2010, the total of certified buildings (that perform in the top 25 percent of comparable buildings nationwide, independently verified each year) rose almost 60 percent, to over 6,200.

This increase is rooted in measurable returns. An ENERGY STAR building costs

50 cents less per square foot to operate than an average building, and produces 35 percent less greenhouse gases. While "green" means many things, for buildings green means maximum energy efficiency.

ENERGY STAR believes that this process begins with a strategic approach: make a commitment, develop a plan and evaluate progress, both one's own and relative to one's peers. "You can't manage what you don't measure," Beard notes. EPA's ENERGY STAR Portfolio Manager tool, a widely embraced industry resource that provides this comparative measurement capability, currently captures the energy performance of more than 200,000 commercial buildings across the U.S. In addition to strong tracking and reporting, most success stories involve a whole-building approach rather than emphasizing individual technologies or systems; a focus on lighting; and persistent engagement of tenants and employees in the effort—30 percent of the energy used by the average

building is wasted. Improved operations and tech work, but humans play a big role.

Despite the importance of improved energy efficiency, beginning the effort may seem daunting. Alongside ENERGY STAR, hundreds of service and product providers (SPPs) partner with the program to help.

"Energy efficiency is profitable and low-risk," says Bob Sauchelli, national program manager for ENERGY STAR's Service and Product Provider Partnership. "It can be implemented by a wide range of providers who are also ENERGY STAR partners."

One SPP is Johnson Controls, a company that delivers solutions that increase energy efficiency and lower operating costs in buildings for over 1 million customers. It was recognized as the 2010 Partner of the Year for helping dozens of companies and organizations—including several of its own offices—earn the prestigious ENERGY STAR label through proven energy strategies.

In 2009, Johnson Controls launched a major initiative to integrate ENERGY STAR programs with its other services. The company trained nearly 425 North American personnel on ENERGY STAR tools and applications. It also added new tools to facilitate ENERGY STAR benchmarking of customers' buildings and interpret the results. To date, Johnson Controls has benchmarked almost 1,100 buildings through the ENERGY STAR Portfolio Manager tool.

"Our experts measure building performance, then work with companies, school districts, universities, local governments and others to develop strategies and implement technologies to save energy and lower costs. ENERGY STAR benchmarking is consistent and provides instant credibility with building owners," says Clay Nesler, vice president, global energy and sustainability for Johnson Controls Building Efficiency.

"The financial and environmental returns for ENERGY STAR partners," says Beard, "are proven and measurable." ●

For more on the ENERGY STAR program, visit www.energystar.gov/buildings





Make your building more efficient and sustainable. Save money too.

Johnson Controls can improve the operational performance of your buildings. We will partner with you to reduce energy use and save money while benefitting the environment.

How? Through heating, ventilation and cooling systems retrofits. Green building assessments and lighting upgrades. Water conservation and renewable energy solutions. Monitoring and controlling energy use through our Metasys® building management system. And facility management services that increase workplace efficiency and lower operational costs.

What can you expect? A reduction in your buildings' energy and operating costs—as much as 30%. For a 250,000-square-foot office building, you could reap savings of \$150,000 a year. We can even guarantee the savings. To date, we've saved our customers more than \$19 billion and cut greenhouse gas emissions by 15 million metric tons.

Johnson Controls can make your buildings work for you more efficiently, sustainably and profitably. To find out more, visit MakeYourBuildingsWork.com.

