



ENERGY STAR for Industry: A progress update

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ENERGY STAR Industrial Partnerships
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Learn more at energystar.gov



ENERGY STAR for Industry – late 1990's



- Small group of interested companies
- Some had “know how” on energy management; many did not
 - Management at corporate level was limited
 - Energy managers were not in position in most companies
 - Weren't applying clear energy management process
 - Projects undertaken but no consistent implementation across company nor continuous improvement focus



ENERGY STAR for Industry - today

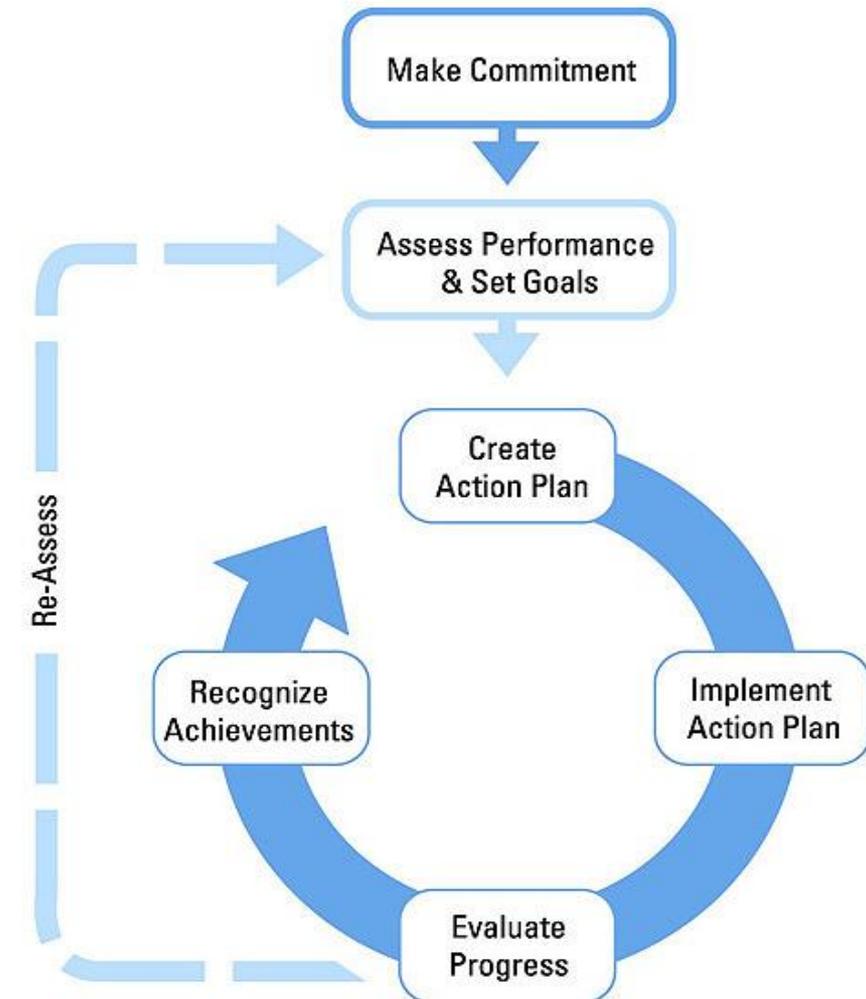
- Largest industrial energy program
 - 700+ manufacturing **corporations** partner
 - Represent dozens of industrial sectors
 - Small to large companies participate
 - Represent thousands of manufacturing plants
- Partners apply ENERGY STAR's approach to energy management
 - Work to develop productive corporate energy management programs
 - Approach is easy-to-use, proven, low cost, well-recognized

In a nutshell . . .



- ENERGY STAR offers manufacturers:
 - Energy management guidance and tools
 - Networking
 - National level, sector-specific energy efficiency plant benchmarks
 - Sector-specific, plant level energy efficiency guidance
 - Technical assistance
 - Recognition – corporate & site-specific

The basics: ENERGY STAR's Guidelines for Energy Management



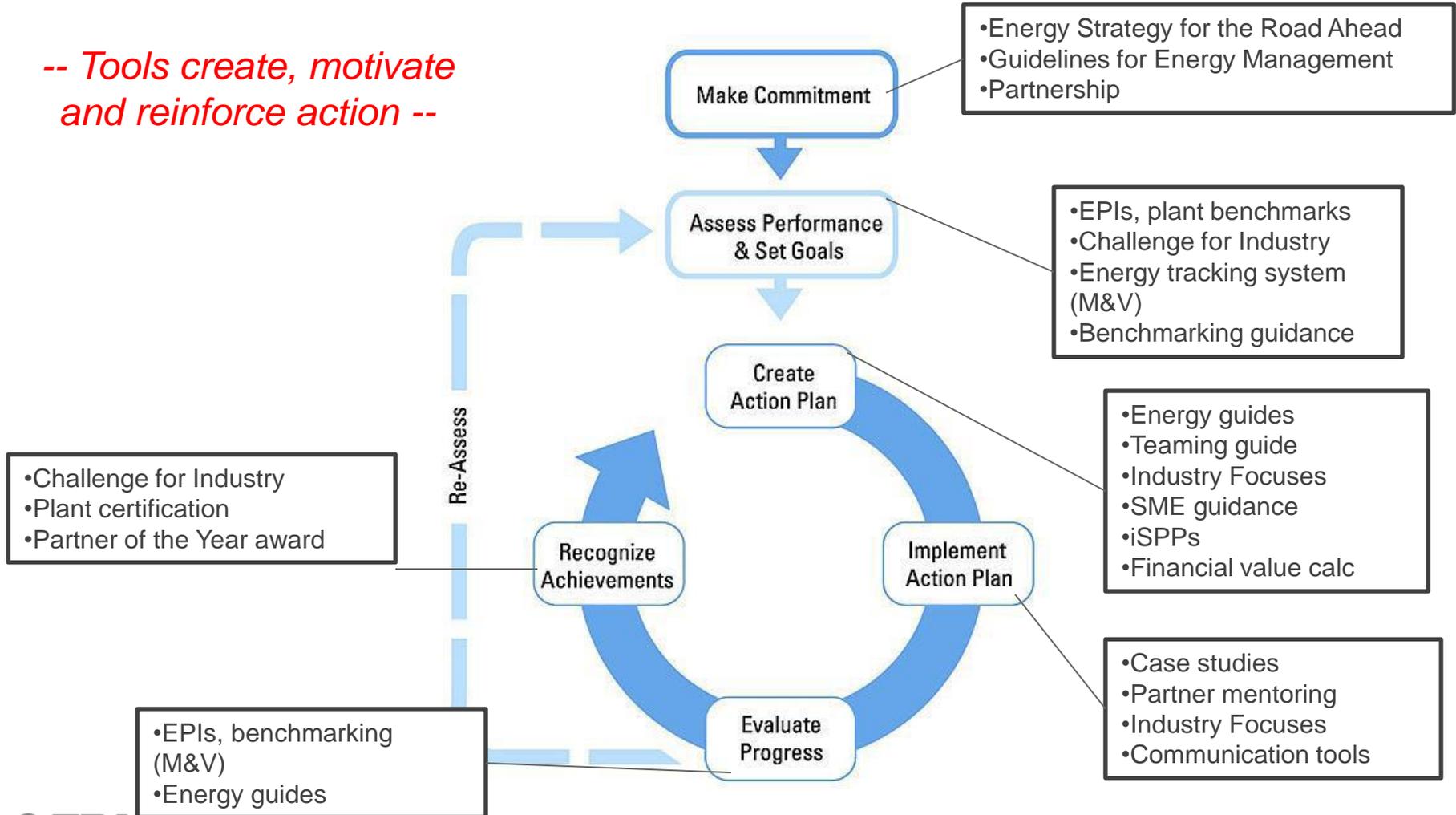
- **They make it easy!**
- **Practical** - developed from best practices of leading companies
- **A model** – informed development of ISO 50001
- **Widespread** – used by thousands of U.S. companies

www.energystar.gov/guidelines

ENERGY STAR resources make the Guidelines actionable



-- Tools create, motivate and reinforce action --



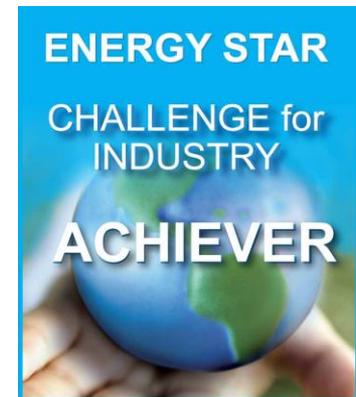
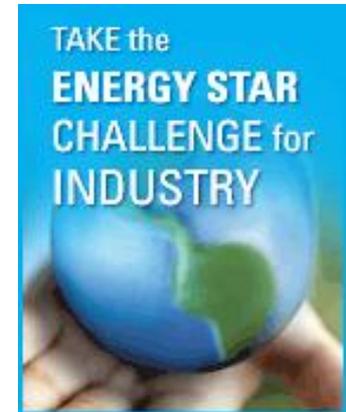
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Challenge for Industry



Easy tool motivates a site to take action:

- Achieve a 10% reduction in annual energy intensity in 5 years or less.
- Based on an intensity metric selected by the site.
- Calculated against an internal baseline at an industrial site.
- Savings verified by a professional engineer.



ENERGY STAR Industrial

Focuses: sector – specific tools



Collaborative process develops:

- ✓ Energy Performance Indicator (EPI) to benchmark plant energy performance
- ✓ Energy Guide specific for plant type

Facilitates:

- ✓ Sharing of best practices & networking of companies in the industry
- ✓ Development of stronger corporate energy programs
- ✓ Overcoming barriers to energy efficiency
 - ✓ scarce information, lack of objective measurement, etc.

Results in:

- ✓ Sophisticated plant benchmarking tool
- ✓ Recognition for energy-efficient plants with the ENERGY STAR
- ✓ Increased momentum for continued improvement
- ✓ Improved efficiency within an industry sector
- ✓ Prevention of carbon emissions

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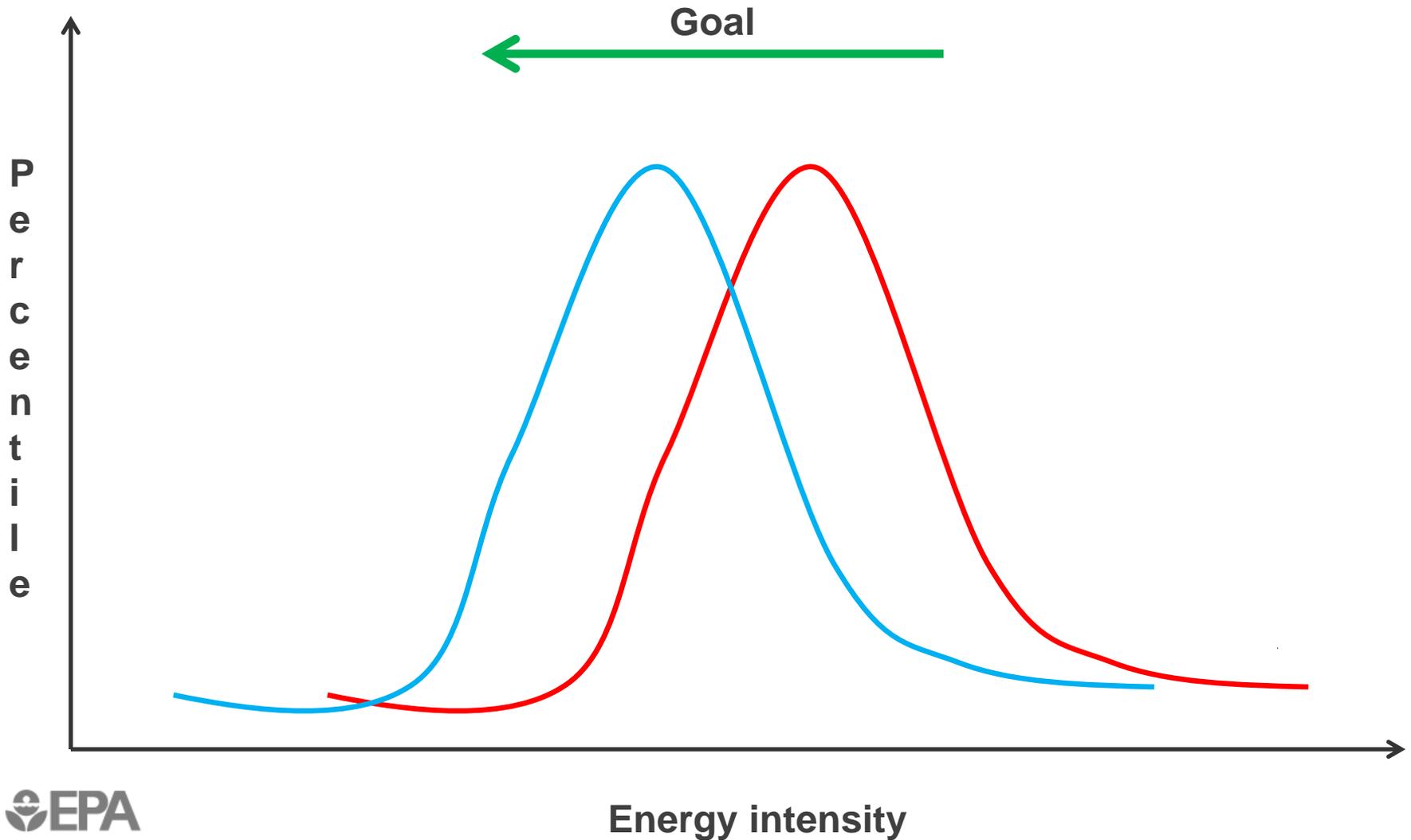
Industrial Focuses



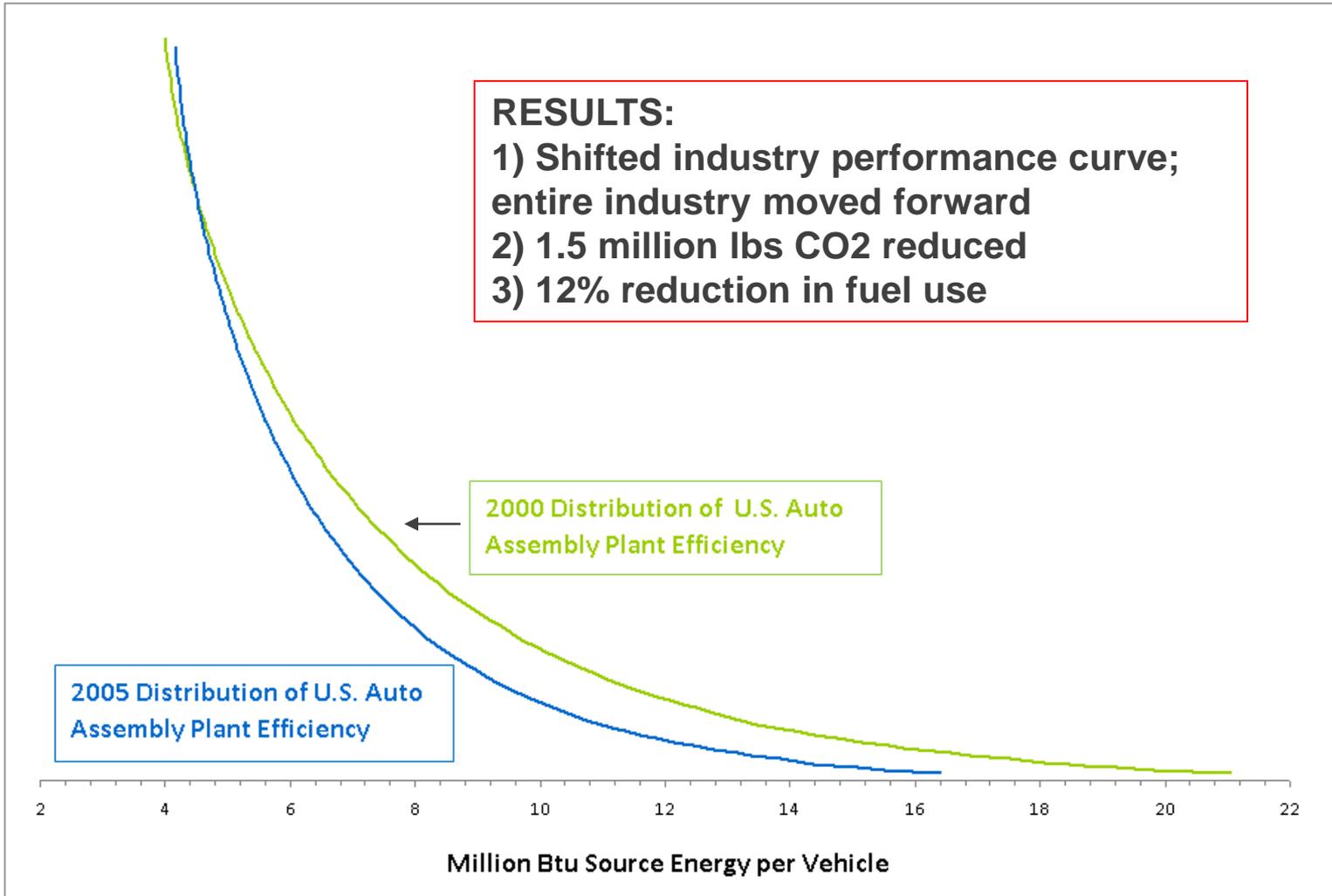
- Industrial Focuses:
 - 24 sectors engaged and growing
- Sampling includes:
 - Cement & concrete
 - Food processing
 - Glass
 - Metalcasting
 - Motor vehicles
 - Petrochemicals
 - Pharmaceuticals
 - Petroleum refining
 - Printing
 - Pulp & paper
 - Steel
- Focuses enable industry improvement
 - National plant energy benchmarks promote measurement & comparison over time, across industry
 - Energy Guides inform improvement
 - ENERGY STAR certification of plants based on measured performance; stimulates change



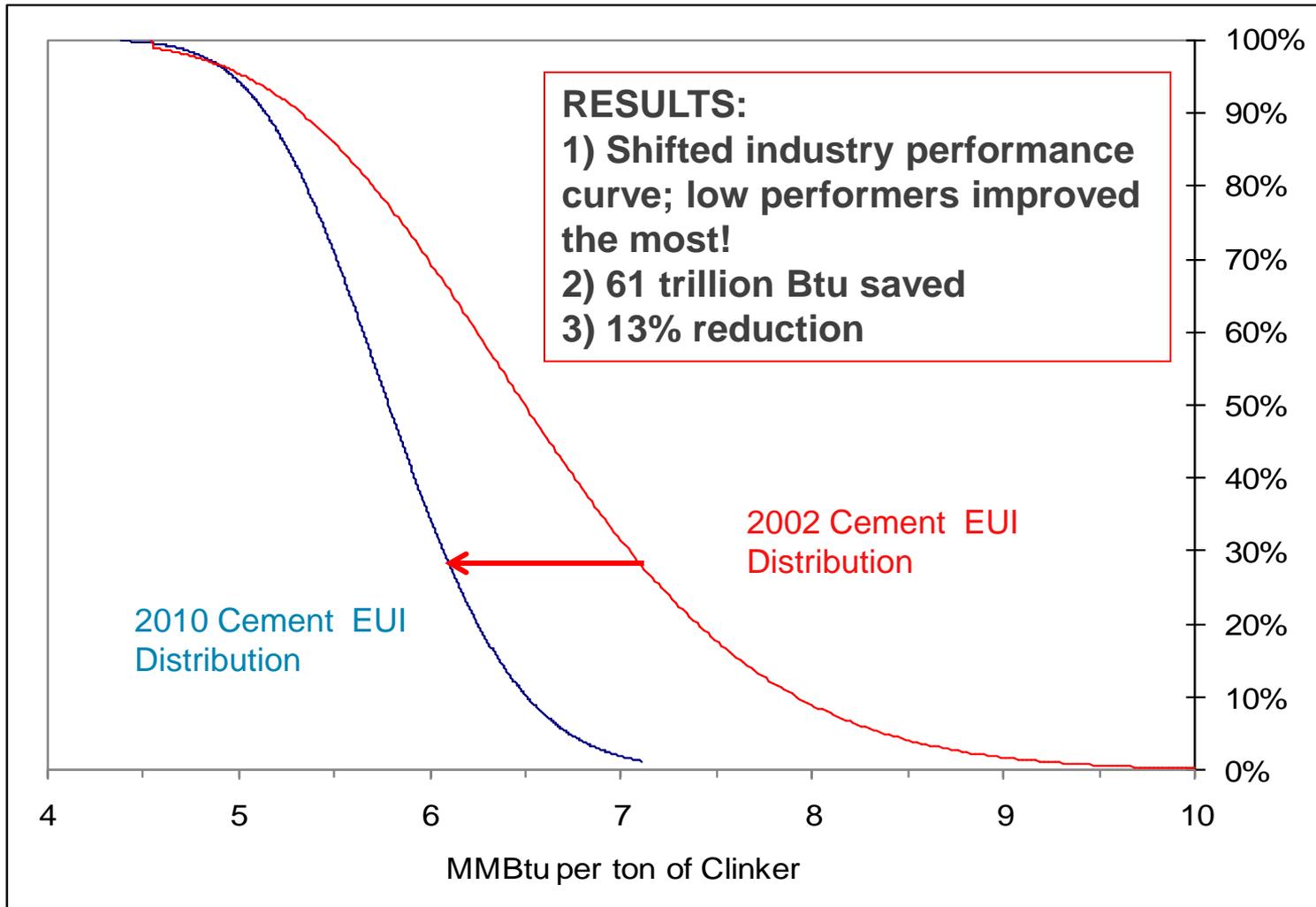
Goal: shift industry's energy performance curve



Results: U.S. Auto Assembly



Results: U.S. Cement Sector



Example: auto sector engagement has grown with time



**2003
Motor
Vehicle
Focus**



**2005
Motor
Vehicle
Focus**

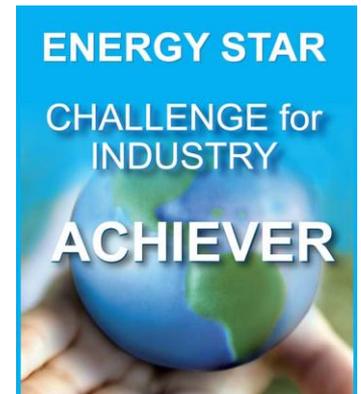
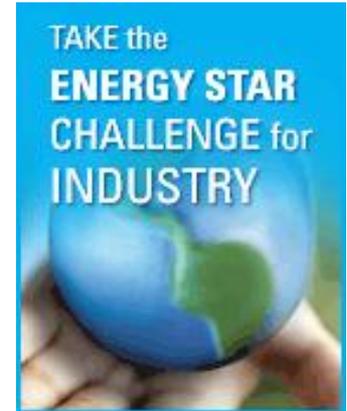
**2010
Motor
Vehicle
Focus**



Results: Challenge to date



- 414 sites have taken the Challenge
- 98 sites have achieved the Challenge
 - Over 18 Trillion Btu's Saved!
 - Over 1 MMTCO₂e saved!



www.energystar.gov/IndustryChallenge

Industry participates because . . .

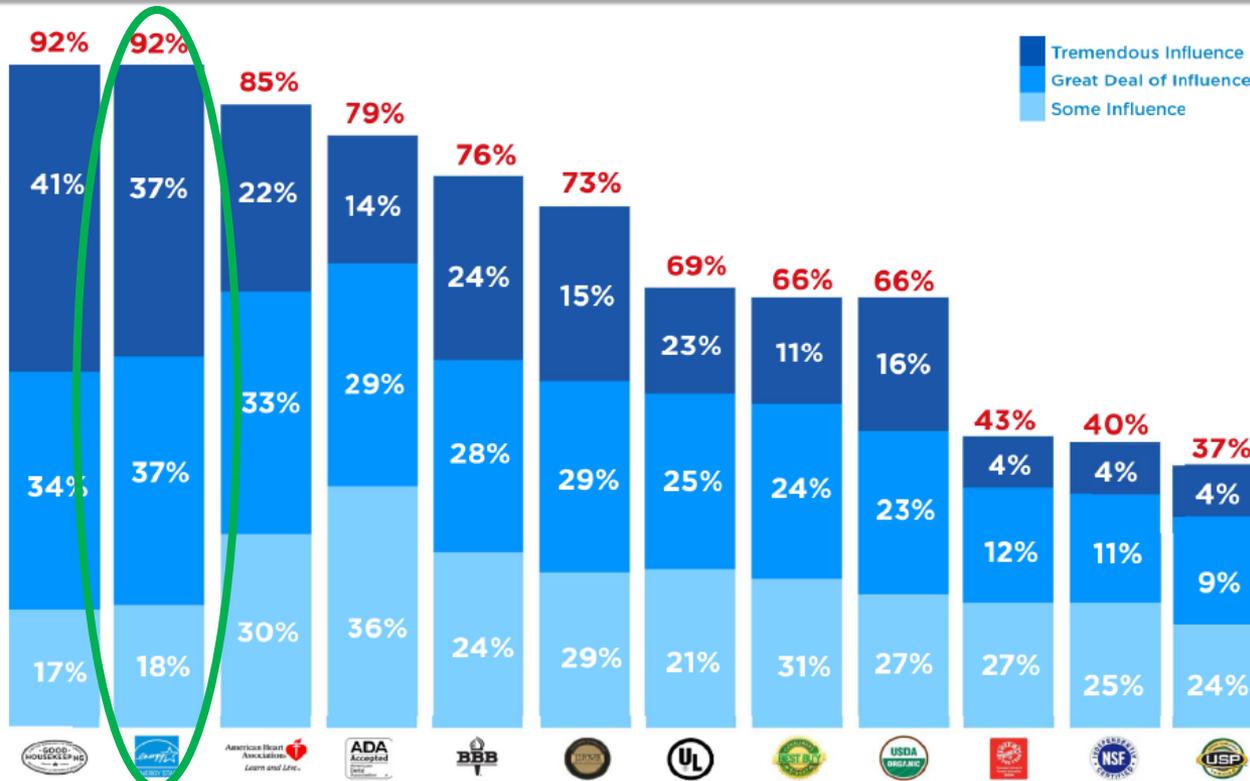


- ENERGY STAR tools are easy to use and effective
- Objective energy management guidance is valued
- Participation supports corporate leadership on GHG management
- EPA's management of the program emphasizes the importance of environment and energy
- ENERGY STAR recognition drives change

Brand draws



top-ranked consumer emblem



SOURCE: Fairfield Research, July 2011



goodhousekeeping

Leveraging ENERGY STAR

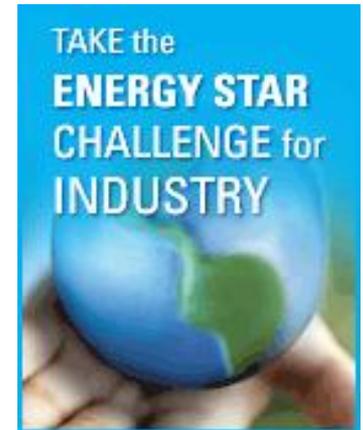


- **Energy Guides & Guidelines for Energy Management**
- use to identify savings & provide to industry looking for ideas
- **EPIs** – use to evaluate plant energy performance & discuss strategies for improving efficiency
- **Challenge** – promote it to manufacturers in your region

Benefits of promoting the Challenge



- Turn-key energy management & recognition program that can be easily added to existing industrial EE program offerings.
- ENERGY STAR brand and its many tools can be leveraged to generate interest in efficiency programs offerings.
- ENERGY STAR recognition rewards sites that make reductions.
- Link your EE program with a broader national effort.



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Key URLs:

www.energystar.gov

www.energystar.gov/industry