

Some companies look out the window
and see the bottom line.



Money Isn't All You're Saving

change.



Did you ever think protecting the environment
could also protect your bottom line?

PARTNERING WITH ENERGY STAR IS A COMMITMENT TO YOUR SHAREHOLDERS AS WELL AS THE ENVIRONMENT.

What is ENERGY STAR?

ENERGY STAR® is more than a label awarded for energy efficiency. It is a voluntary partnership between business, government, and others united in the pursuit of a common goal: to protect our environment for future generations by changing to energy-efficient practices today.

Businesses can use ENERGY STAR to improve efficiency, enhance profits, and create competitive advantages that shine in the eyes of shareholders and customers alike.

Save energy, save money.

When we use less energy, we generate less, which reduces greenhouse gas emissions and improves the quality of the air. And, of course, we save money.

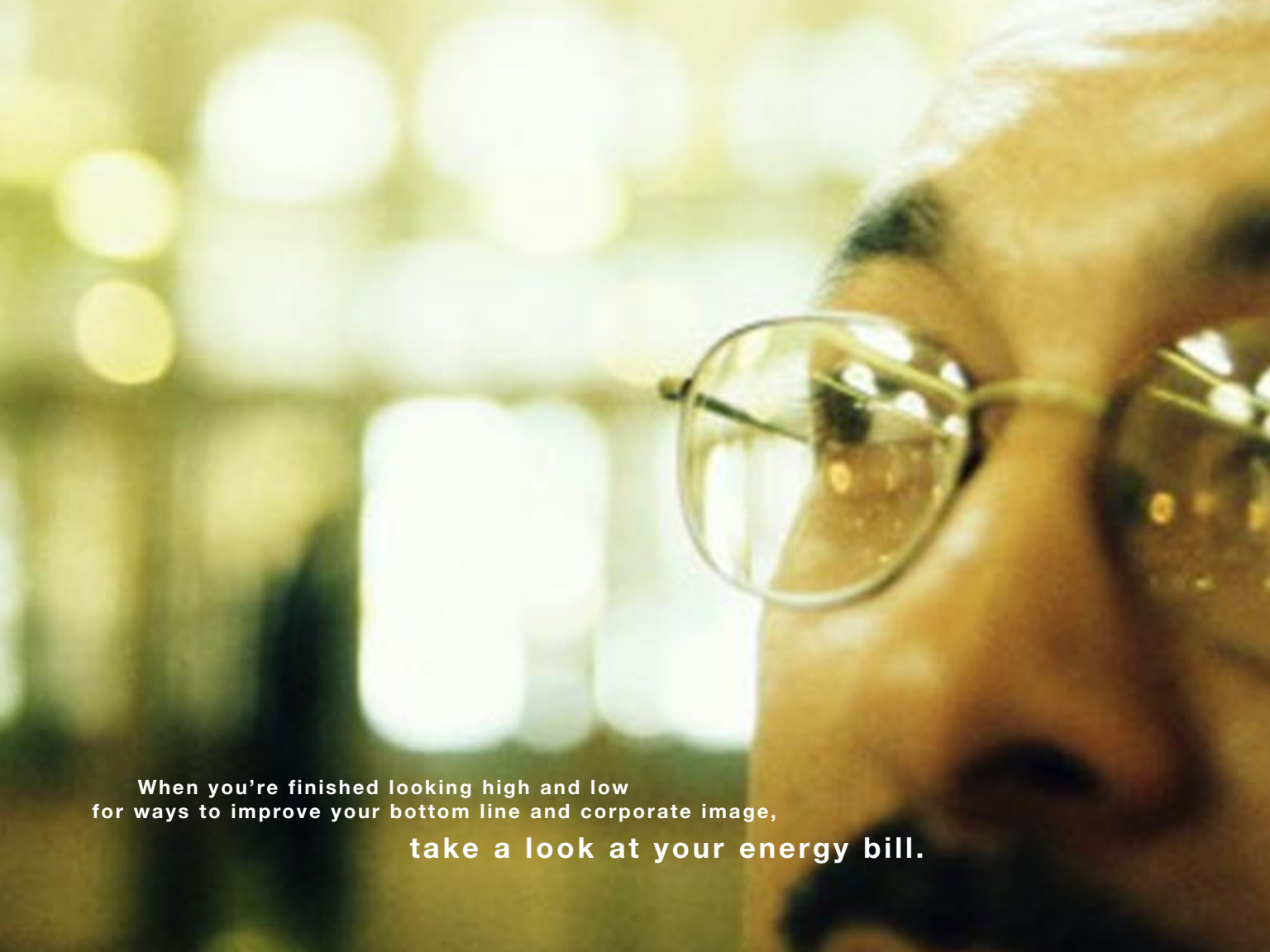
Last year alone, ENERGY STAR helped businesses and consumers save more than \$5 billion in energy costs while reducing greenhouse gas emissions equivalent to those of 10 million cars.

Add to these results. Use ENERGY STAR to make a change that can change the world.

"ENERGY STAR has changed how we look at our businesses. As we reduce the cost of energy, we can pass some of those savings on to our shareholders in the form of higher profits and to our customers in the form of lower prices."

Thomas Stemberg
Chief Executive Officer,
Staples, Inc.





When you're finished looking high and low
for ways to improve your bottom line and corporate image,
take a look at your energy bill.

AN ORGANIZATION-WIDE ENERGY POLICY, LIKE ANY GOOD INVESTMENT, WILL SHOW HEALTHY DIVIDENDS.

Let ENERGY STAR be your competitive advantage.

Across the country, progressive companies are discovering the value of developing an energy strategy. Regardless of what business you're in, the energy savings you realize with ENERGY STAR will free up working capital for further investment. And every business can benefit from that.

The most energy-efficient businesses in America use about 30 percent less energy than their competitors. According to the latest research, organizations that improve energy performance outperform their competitors by as much as 10 percent on net operating income. What can this edge mean for you?

Behind every energy strategy is a measurable rate of return.


- Every \$1 put toward energy improvements in a leased property increases its asset value by \$3.
- Reducing the energy costs in a large hotel by 10 percent provides the same financial benefit as selling about 930 additional room nights a year.
- For every 10 percent reduction in energy costs, a supermarket can boost profit margins by close to 6 percent.
- For an average school district with six school buildings, a 10 percent energy bill savings can mean the purchase of 30 more computers or 1,500 more textbooks.

The rates of return from investments to improve an organization's energy performance far exceed those of many other investment options. These are the kinds of results that could have both your financial officer and the environment breathing a collective sigh of relief.

"Energy efficiency has become an important benchmark for our entire portfolio. For us, the ENERGY STAR label signals to our tenants and investors that we're capitalizing on an extraordinary opportunity to make our buildings environmentally and fiscally sound."

Tim Callahan
President and
Chief Executive Officer
Equity Office Properties



A close-up, low-angle shot of a man in a dark suit, light blue shirt, and dark tie. He is looking upwards and to the left with a serious expression. The background is a blurred city street with buildings and a street sign.

Change is easy,
when you look in the right places.

ENERGY STAR HAS THE TOOLS TO MONITOR, COMPARE, AND IMPROVE YOUR ENERGY PERFORMANCE.

Evaluating energy performance.

Imagine a retailer trying to determine which stores are the most profitable without tracking sales. Would a school administrator hire new teachers without knowing how many students were enrolled? Consider a CFO of a publicly traded company not knowing its share price. Well, this would be the same as trying to find energy savings without examining your current billing or utility statements.

No matter what business you're in, top leaders benchmark performance against those of their competitors. This comparison yields valuable knowledge. And this knowledge leads to change. Your energy use is no different.

Make a meaningful decision.

If your organization is like most, top management views the energy it takes to run your business as a fixed cost. Indeed, many businesses believe their buildings are doing just fine on their energy consumption. But, you should look again—even in newer buildings.

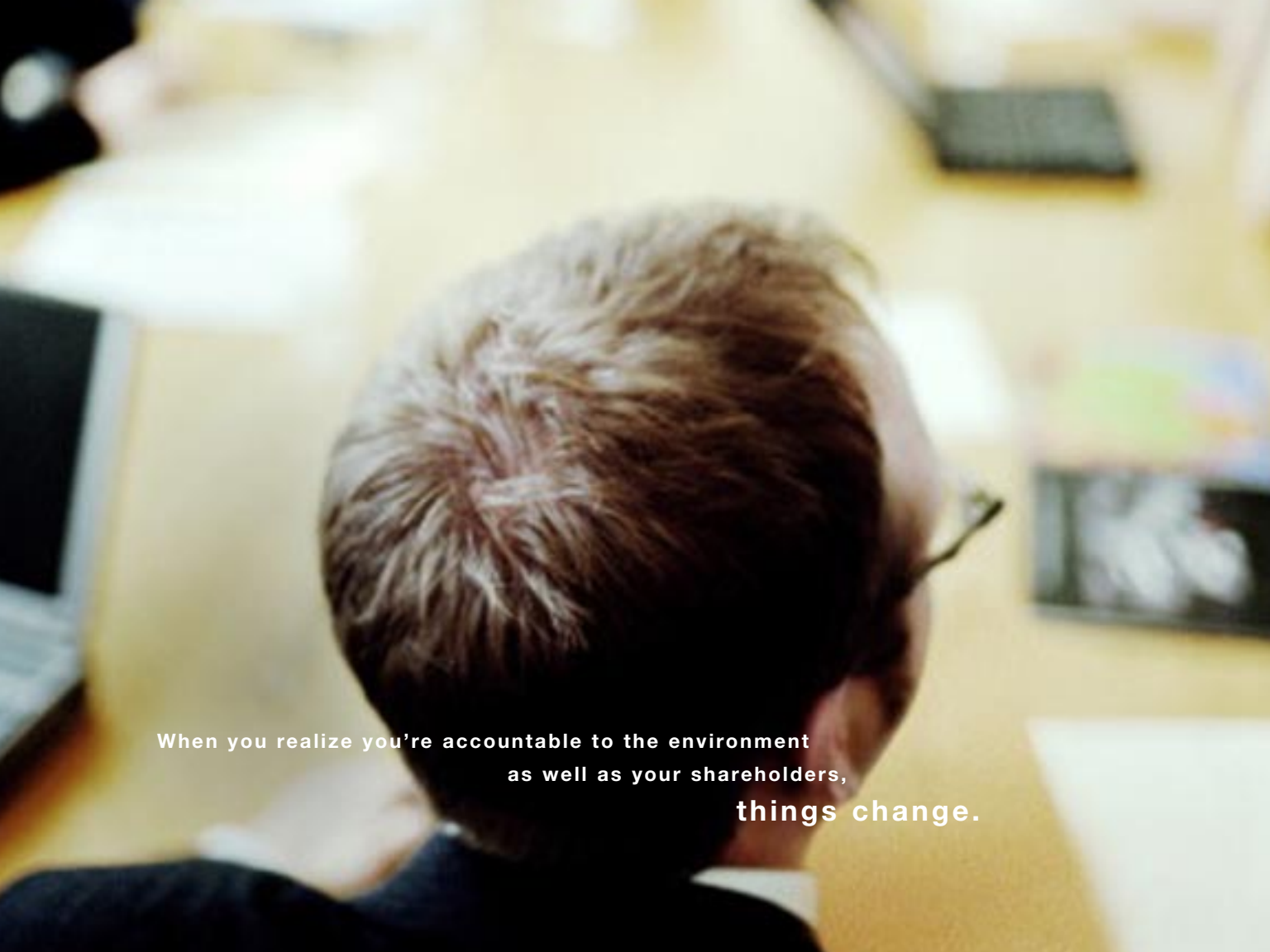
The difference between the best- and the worst-performing buildings is startling. Regardless of age and technology, well-performing buildings use four times less energy than those that are at the bottom of the performance scale.

You have the power to make a change.

"Managing our costs is key to Food Lion's financial performance. By investing in energy management projects, we have significantly impacted our bottom line and improved profits."

Susan Sollenberger
Director of Facilities
Food Lion



A high-angle, over-the-shoulder shot of a person with short, light brown hair and glasses, wearing a dark sweater. They are sitting at a light-colored wooden desk, looking at a computer monitor. The background is slightly blurred, showing another person's hand and a laptop on the desk. The lighting is warm and natural.

When you realize you're accountable to the environment
as well as your shareholders,
things change.

THE FIRST STEP TOWARD IMPROVING YOUR ENERGY PERFORMANCE IS ASKING YOURSELF THE RIGHT QUESTIONS.

Which of your buildings is worth a closer look?

Through ENERGY STAR, benchmark the energy performance of your buildings, see how they stack up against others nationwide on a scale of 1–100, and determine which buildings may present an important investment opportunity for you.

What is the value of energy-efficiency projects for the shareholders?

Use a financial value calculator to assess how your proposed projects can improve your bottom line.

Which of your buildings deserve the ENERGY STAR, the mark of excellence?

The ENERGY STAR label is available as a mark of distinction for top-performing buildings that score a 75 or higher.

Looking for a strategic approach to energy management?


ENERGY STAR will connect you with the resources you need, including technical guidance, procurement policies specifying ENERGY STAR labeled products, and demonstrated best practices that can help you plan your upgrades. Communications resources and awards available through ENERGY STAR will distinguish your organization as an environmental steward, and educate your employees, customers, tenants, shareholders, and the community on the role they can play.

"I have found many benefits of being an ENERGY STAR partner. Computer software, technical information, user group meetings, marketing and promotional assistance, combined with assistance from my account manager, make the process a guaranteed success."

Thomas Ouvry

*Energy Engineer
University of Michigan
Hospitals*





Being a leader means being accountable.
To your company. To your shareholders.

To your environment.

PARTNERING WITH ENERGY STAR.

Top leaders are recognizing the value of developing and implementing an energy strategy. By joining ENERGY STAR, you'll be making a commitment to the continuous improvement of your energy performance and protecting the environment for future generations.

Call ENERGY STAR today at 1-888-STAR-YES (1-888-782-7937) or visit us at www.energystar.gov.

Join us in making a change.



change.



US Environmental Protection Agency

Recycled/Recyclable — Printed with Vegetable Oil Based Inks on Recycled Paper (Minimum 50% Post-consumer Content)