



# Intra-Organization Energy Efficiency Competitions

November 5, 2013  
3:00-4:00 PM EDT

# Overview and Agenda

- Welcome
- City of El Paso Energy Savings Challenge
- Legrand, North America's Power Down Day
- ENERGY STAR® National Building Competition and Efficiency Competition Guidebook
- Additional Resources
- Question & Answer Session

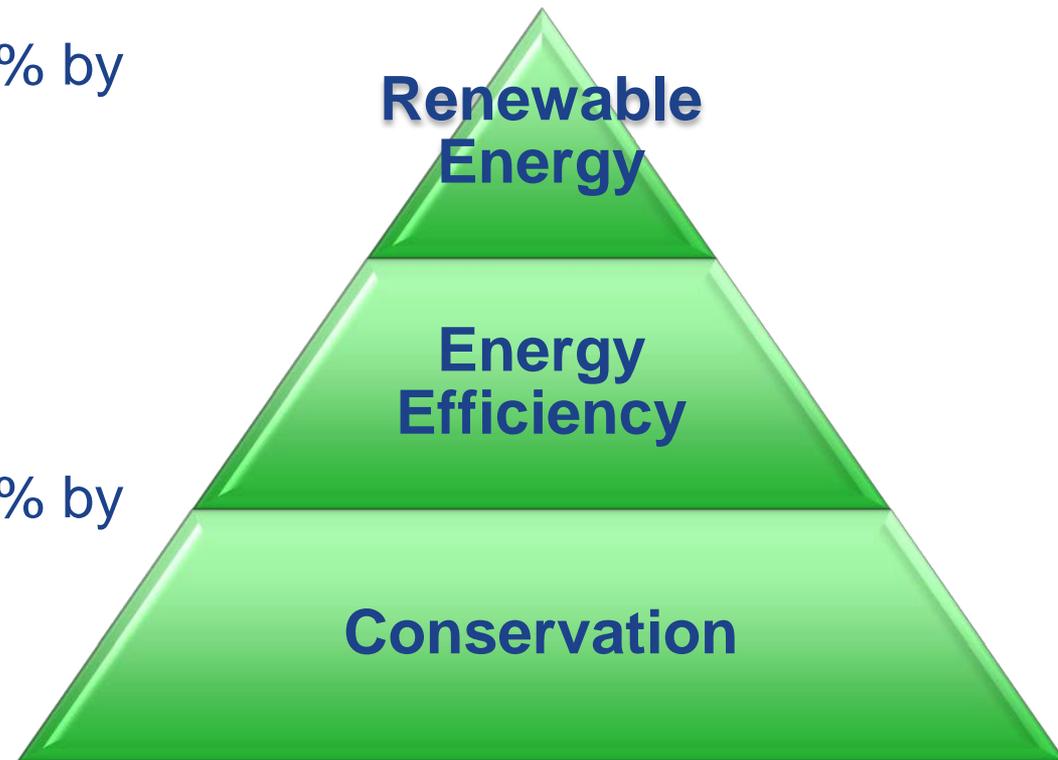
# Today's Presenters

Name		Organization
Eloisa Portillo-Morales		City of El Paso, TX
Susan Rochford Paul Cannata	 	Legrand, North America
Michael Zatz		U.S. EPA, ENERGY STAR®

**Eloisa Portillo-Morales**  
**Sustainability Program Engineer**  
**City of El Paso General Services**

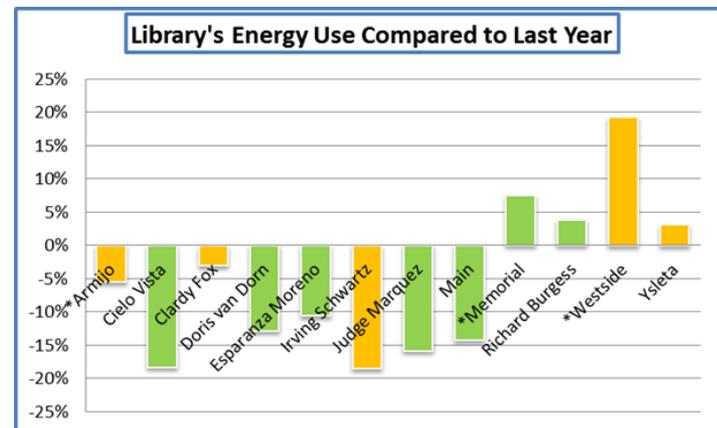
# Energy Policy & Approach

- **Sustainability Plan**
  - Reduce Energy by 30% by 2014 (2007 baseline)
- **Better Buildings Challenge**
  - Reduce Energy by 20% by 2020 (2009 baseline)



# Library Energy Challenge 2012

- Six-month energy reduction challenge
- Over **\$21,000** in energy savings
- Approx. 200 employees/12 libraries
- Simple conservation efforts
  - Computer Power Saving settings
  - Turning off unnecessarily lights
- Required to submit a plan



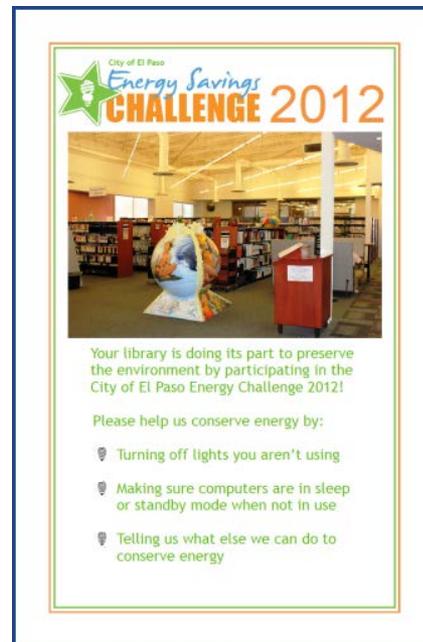
# Library Energy Challenge 2012

## ■ Barriers

- Staff Buy-in
- Perceived Public Support
- Energy Data Format

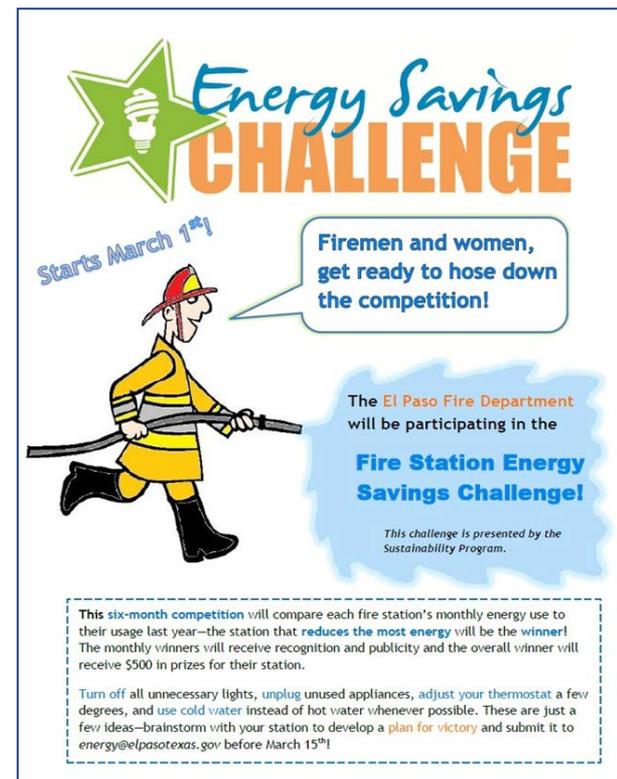
## ■ Winners Received

- Monthly Lunch & Certificate
- \$500 for 1<sup>st</sup> place
- Press Event with Elected Officials



# Fire Station Energy Challenge 2013

- Six-month energy reduction challenge
- Over **\$8,000** in energy savings
- 87% Fire Stations reduced energy consumption
- Over 800 employees
- Simple Conservation efforts
  - \*\*24-7 live-in facilities
  - Lights, Thermostats, washing in cold



The poster features a green star with a lightbulb icon and the text "Energy Savings CHALLENGE". It includes a cartoon firefighter holding a hose, a speech bubble, and a text box with details about the competition. The text in the text box reads: "This six-month competition will compare each fire station's monthly energy use to their usage last year—the station that reduces the most energy will be the winner! The monthly winners will receive recognition and publicity and the overall winner will receive \$500 in prizes for their station. Turn off all unnecessary lights, unplug unused appliances, adjust your thermostat a few degrees, and use cold water instead of hot water whenever possible. These are just a few ideas—brainstorm with your station to develop a plan for victory and submit it to [energy@elpasotexas.gov](mailto:energy@elpasotexas.gov) before March 15<sup>th</sup>!"

**Energy Savings CHALLENGE**

Starts March 1<sup>st</sup>!

Firemen and women, get ready to hose down the competition!

The El Paso Fire Department will be participating in the **Fire Station Energy Savings Challenge!**

*This challenge is presented by the Sustainability Program.*

This six-month competition will compare each fire station's monthly energy use to their usage last year—the station that reduces the most energy will be the winner! The monthly winners will receive recognition and publicity and the overall winner will receive \$500 in prizes for their station.

Turn off all unnecessary lights, unplug unused appliances, adjust your thermostat a few degrees, and use cold water instead of hot water whenever possible. These are just a few ideas—brainstorm with your station to develop a plan for victory and submit it to [energy@elpasotexas.gov](mailto:energy@elpasotexas.gov) before March 15<sup>th</sup>!

# Fire Station Energy Challenge 2013

- Barriers
  - Interim/New Chief
  - Staff Buy-in
  - Half the budget
    - 4 X people to reach
    - 3 X facilities
- Newsletters for outreach
- Winners
  - Monthly-certificates
  - 1<sup>st</sup> place- \$500 toward FS
  - Press Event with Elected Officials

Volume 1, Issue 4  
July 2013

City of El Paso Sustainability Office

## Fire Station Energy Challenge

**What's in this issue:**

- Third Energy-Reduction Winner
- Bike Share is Coming to El Paso
- The Mystery Behind the Increased Energy Use
- Check out our [fact sheet](#) online for more information, or email us at [esustainability@elpaso.gov](mailto:esustainability@elpaso.gov).

**Our fire fighters are smokin' this competition!**

For this month, our top three stations were within 0.1% of each other! Wow—so close! Congratulations to all of our fire stations for your hard work and commitment to this challenge!

For our third energy-reduction winner, this fire station had a **HUGE reduction** of 21.3%! The two runner-ups both had savings of 21.2%! The two runner-ups are Fire Station 3 and Fire Station 13!

For the **SECOND TIME** in this challenge, we would like to congratulate our winner...

**FIRE STATION 29!**

In the first three months of this challenge, we saved **\$9,840** in energy costs! Keep up the great work!

*Note: If your station is not showing the results you expected, our Sustainability Team is more than happy to come by and evaluate your energy use profile.*



Rank for this month	Fire Station	Percent Reduced
1	FS #29	-21.3%
2	FS #3	-21.2%
3	FS #13	-21.2%
4	FS #9	-19.9%
5	FS #11	-17.8%
6	FS #24	-17.6%
7	FS #30	-15.1%
8	FS #4	-13.7%
9	FS #14	-13.6%
10	FS #24	-13.5%
11	FS #16	-13.3%
12	FS #22	-10.4%
13	FS #27	-10.1%
14	FS #26	-9.9%
15	FS #8	-9.7%
16	FS #12	-9.4%
17	FS #23	-9.4%
18	FS #1	-9.3%
19	FS #7	-9.2%
20	FS #35	-9.0%
21	FS #6	-8.5%
22	FS #11	-8.3%
23	FS #5	-7.5%
24	FS #15	-6.5%
25	FS #18	-5.6%
26	FS #2	-5.3%
27	FS #17	-3.4%
28	FS #19	-2.6%
29	FS #25	-2.6%
30	FS #21	-2.4%
31	FS #33	-0.2%
32	FS #28	0.8%
33	FS #20	11.0%
34	FS #31	17.3%
35	FS #10	59.9%

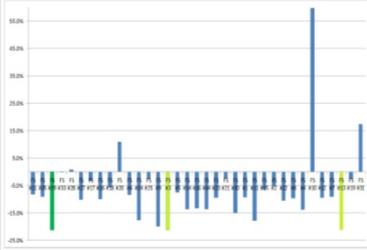
**Bike Share is Coming to Town!**

Did you know that the City of El Paso is in the process of implementing a bike share program in El Paso?

Bike share is a network of bicycles with automated kiosks that allows users to make short trips (one to three miles) quickly and conveniently. Bicycles can be rented to members, with usage options including a daily pass, monthly pass, or annual membership.

There will be about 20 stations located around El Paso, including areas of UTEP and downtown. Stay tuned or check our website for more information!





**The Mystery Behind the Increased Energy Use**

How is it possible that Station #10 could be trying so hard and their energy is up 40% from last year?

Turns out, Station 10 had an HVAC upgrade in November of 2012. We knew something was afoot, so the Sustainability Team visited Station 10 and heard all the details from the fire fighters. In November, they had five new air conditioning units added to their facility, which has really helped keep the fire fighters cool during these hot months.

Because of the age of the building and the size of the units, it is clear that their energy bill increase was due to their HVAC upgrade and not to their lack of effort in the challenge! We appreciate all your hard work, even if the data does not reflect your energy savings.

If you think your station is not competing as well as you had hoped, please call or email us and we will help evaluate your station to see what might be affecting your energy bill.

# Lessons Learned

- Engage Leaders
- Communicate early and often (various mediums)
- Engage low performers



**Susan Rochford**

**VP, Energy Efficiency, Sustainability & Public Policy**

**Paul Cannata**

**Director of Transportation, Corporate Energy Manager**

**Legrand, North America**



# Legrand North America

## Employee Competition

# POWER DOWN DAY



Nov 5, 2013

Paul Cannata,  
Legrand Corporate  
Energy Manager;  
Susan Rochford, VP,  
Energy Efficiency,  
Sustainability &  
Public Policy

# Company Overview

Legrand is the world specialist in products and systems for electrical installations and information networks, offering solutions for use in residential, commercial and industrial buildings.



## Legrand NA by the Numbers

2500 Employees

\$1Billion in Revenue

4 Divisions

- Electrical Wiring Systems
- Data Communications
- Building Control Systems
- Commercial AV

95 Product Categories

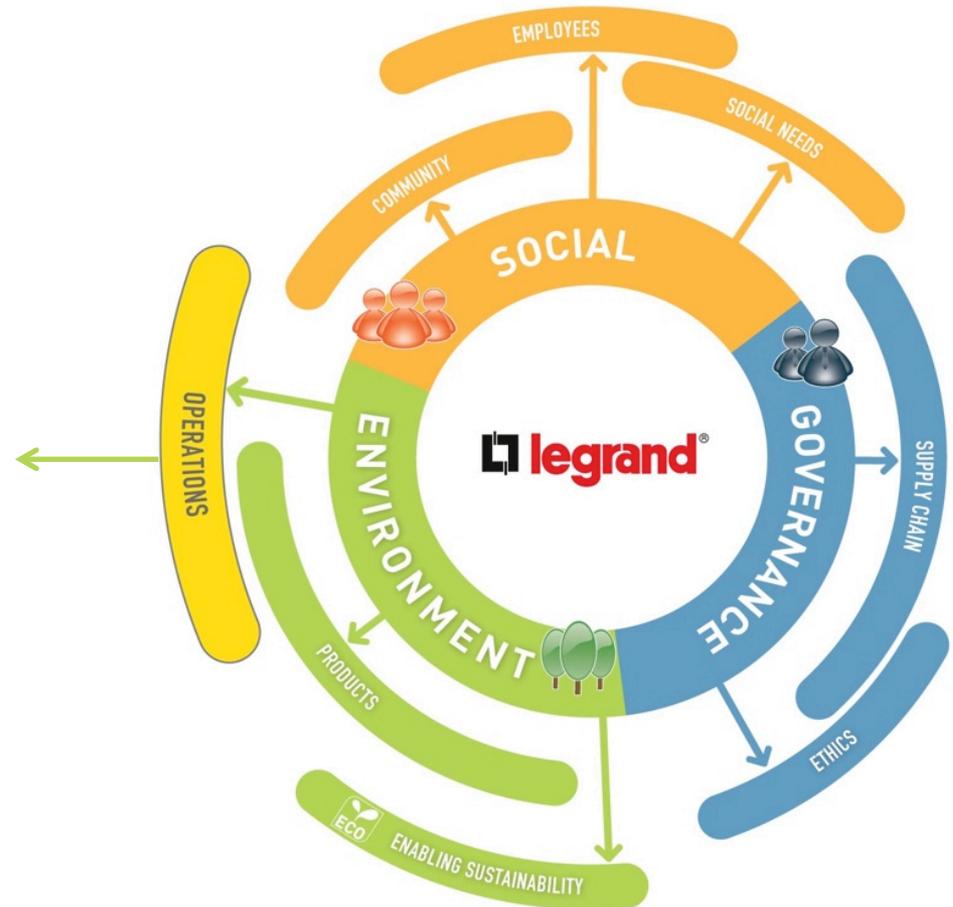
**As a leader in the building industry for more than 100 years, we are committed to helping our customers become more sustainable by offering products that contribute to improving sustainability throughout the lifecycle of the building.**

# BBC: A Key Element of Our Sustainability Strategy

**Better Plants CHALLENGE**  
U.S. DEPARTMENT OF ENERGY

**OUR COMMITMENT**  
25% energy intensity reduction  
↓ 10 years

**OUR CHALLENGE**  
CUT 10% energy intensity  
↓ 2 years



# Our Energy Management Strategy

## Engaging Our People



## Evolving Our Processes



## Deploying the Right Technologies



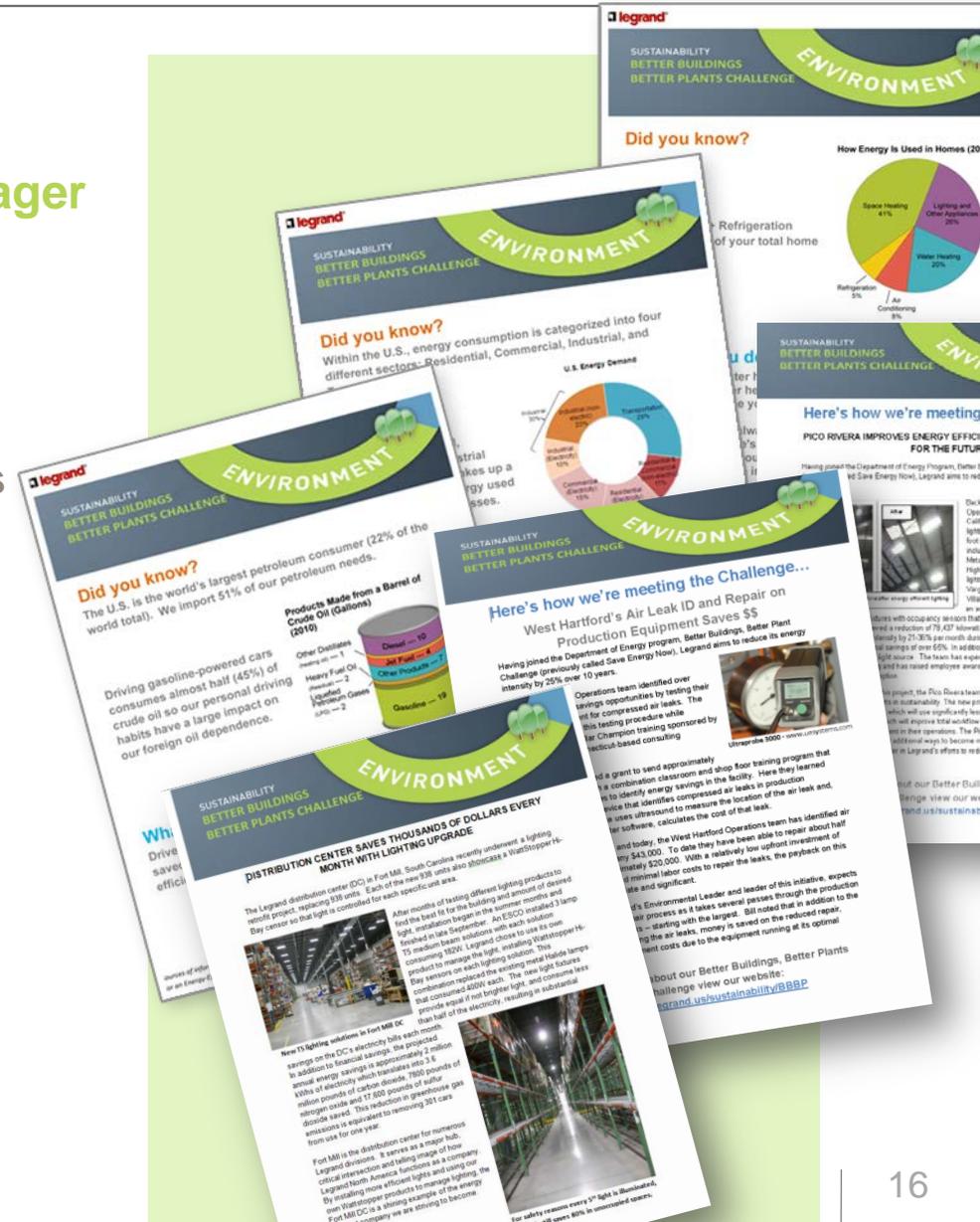
# Engaging Our People

Visible Leadership Commitment

Dedicated Corporate Energy Manager and Designated Site Liaisons for Energy

Employee Engagement Initiatives

- Recognizing and Reporting Success
- Energy Education
- Earth Day Poster contest for children of employees
- Legrand Employee Product Purchase Program
- Power Down Day



# Results were greater than we anticipated

- Achieved cumulative 24% energy intensity savings in 24-hour period
- 8 sites recorded 30%+ energy intensity reduction
- Identified everyday energy efficiency opportunities
- Employee participation evident through pictures submitted



# Employees love competition!



# Local participation is critical

**Power Down Day successful because of local participation**

**24 participating sites across North America**

**19 sites able to win**

**Identified 2 people at each site to be part of Power Down Team:**

- **Communications Liaison**
- **Site Energy Manager**



# Building momentum takes communication

Began communications 2 months prior to Power Down Day (November 1<sup>st</sup>)

Main messages to employees:

- Site versus site competition
- Prizes for top 3 sites
- “What can you do?”

Methods for communication:

- CEO Quarterly Webcast (to announce event)
- Posters in offices and factories
- Emails
  - Content about the event
  - Asking employees to submit energy saving ideas via survey

**POWER DOWN DAY**  
18 Days to Go

**JOIN US!**  
WHO YOU and 2,500 Legrand Employees

**Site Competition to Reduce Energy**  
November 29<sup>th</sup>  
facility and all Legrand facilities  
ourselves to take action to reduce  
mption

**POWER DOWN DAY**  
10 Days to Go

- Less than 2 weeks until November 29<sup>th</sup>.
- Get together with your co-workers and brainstorm ways to power down.
- Submit your ideas to save

We'll share your ideas

Contact your local HR Representative to submit ideas.

Questions or energy saving ideas? Contact your Representative so we can share these ideas

**POWER DOWN DAY**  
3 Days to Go

Here are some ideas employees shared:

- 1. Eliminate personal mini fridges and unapproved personal printers.**  
*Shawna Moore, Home Systems*
- 2. Turn off 1 of the 3 copiers in our department.**  
*Jane Laposky, EWS*
- 3. Take advantage of natural daylighting, or turn off overhead lights, and make use of task lighting.**  
*Deidra Sanders, Gene Folz, Nicole Crider, Larry Helvey, Rachel Dubois, Valerie Opp, Kathi Kombrink, Kelly Evans, Chris Bandre, EWS*

**Power Down at Home!**

- Make November 29<sup>th</sup> about more than work.
- Engage your family in powering down.
- Use your energy savings ideas to lower your home electricity bill!

Questions or energy saving ideas? Contact your local Human Resources Representative so we can share these ideas and more throughout our challenge.

# Creating incentive to participate

## Bragging Rights and Funds for Community Investment

### Prizes:

- Catered lunch for all employees of top scoring facility
- 1 Trophy for top scoring facility
- Top three sites to receive funds to donate to a local food bank of their choice.

1<sup>st</sup> place: \$3,000

2<sup>nd</sup> place: \$2,000

3<sup>rd</sup> place: \$1,000



# Download your own Power Down Day Toolkit

[www.legrand.us/sustainability/tools-and-resources](http://www.legrand.us/sustainability/tools-and-resources)



- ## Included in Toolkit:
- Example communications
  - Communications schedule
  - Energy tracking spreadsheet
  - Project Management outline
  - Volunteer tracking sheet

**Michael Zatz**  
**Chief, Market Sectors Group**  
**ENERGY STAR® Commercial Buildings Program**  
**U.S. Environmental Protection Agency**

# Why Competitions?

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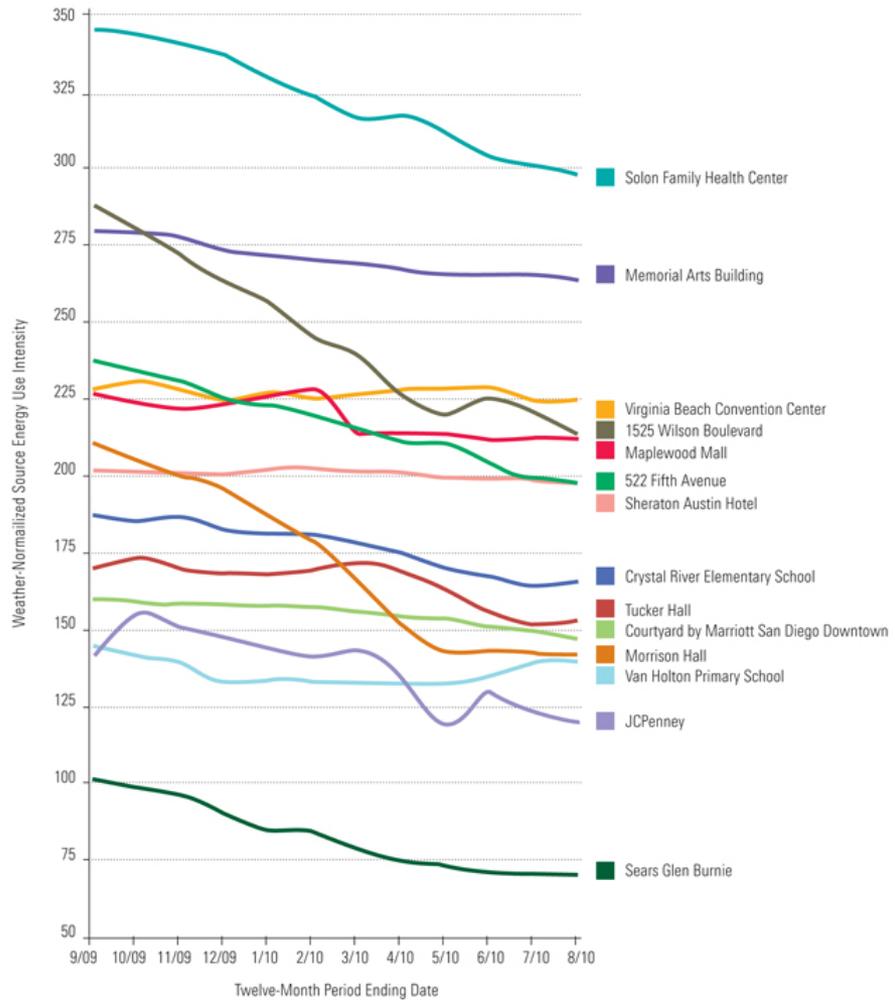
Because to the average person,

**ENERGY EFFICIENCY IS BORING!!!!**

“Energy Efficiency . . . has an image problem. It lacks pizzazz, that certain je ne sais quoi, that ooh la la sex appeal that makes us pay attention and act.”

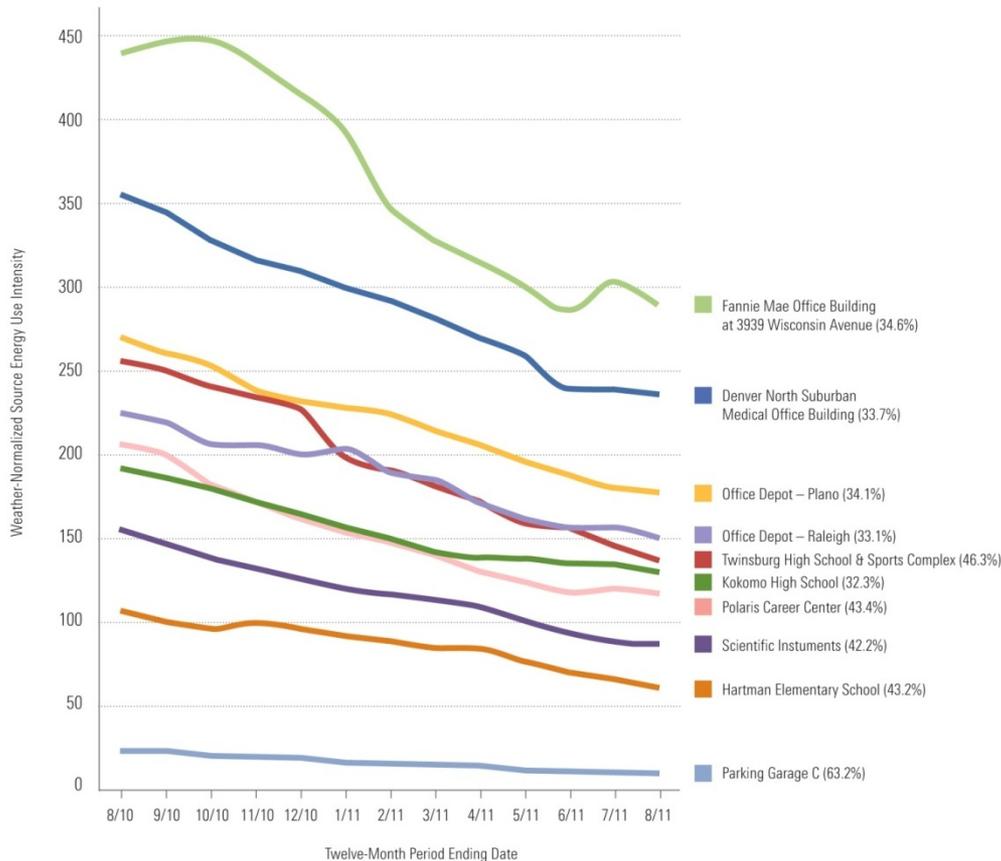
-- Renewable Energy Alaska Project (REAP) Energy Efficiency is  
“Sexy” Photo Contest

# 2010 Results



- Together, in one year, the 14 competitors saved:
  - 44 million kBtu
  - Nearly 5,000 metric tons of greenhouse gas emissions
  - More than \$950,000

# 2011 Winners

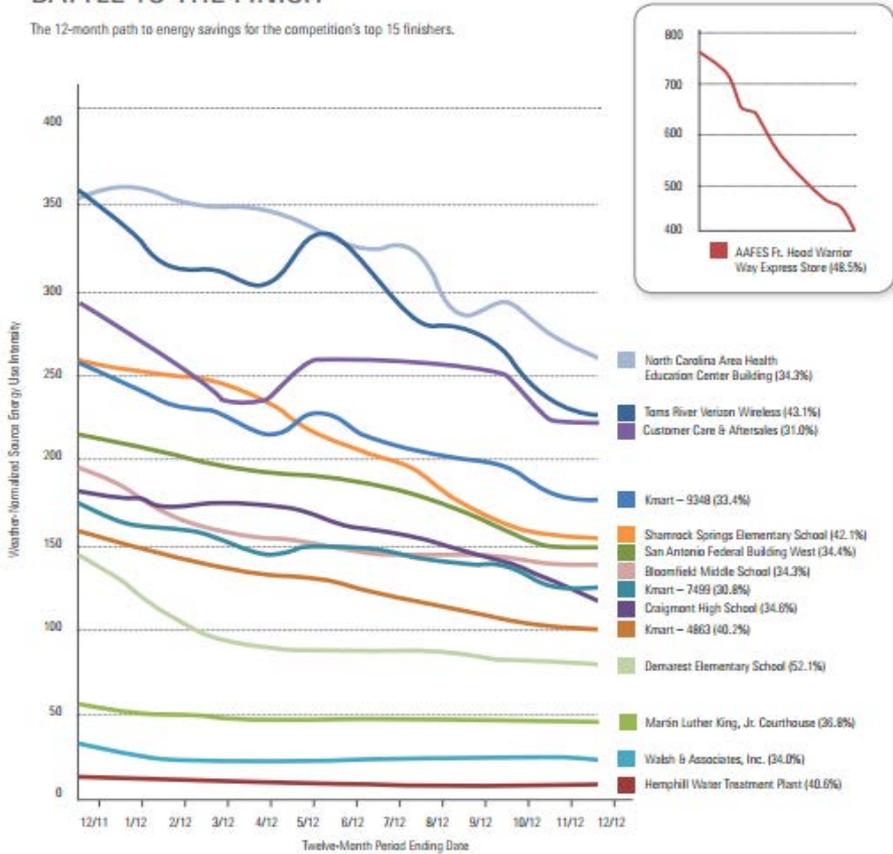


In 2011:

- 245 competitors saved **240 million kBtu** of energy and **\$5.2 million** on utility bills
- Top 10 finishers saved **30% or more**
- 75 competitors saved **10% or more**

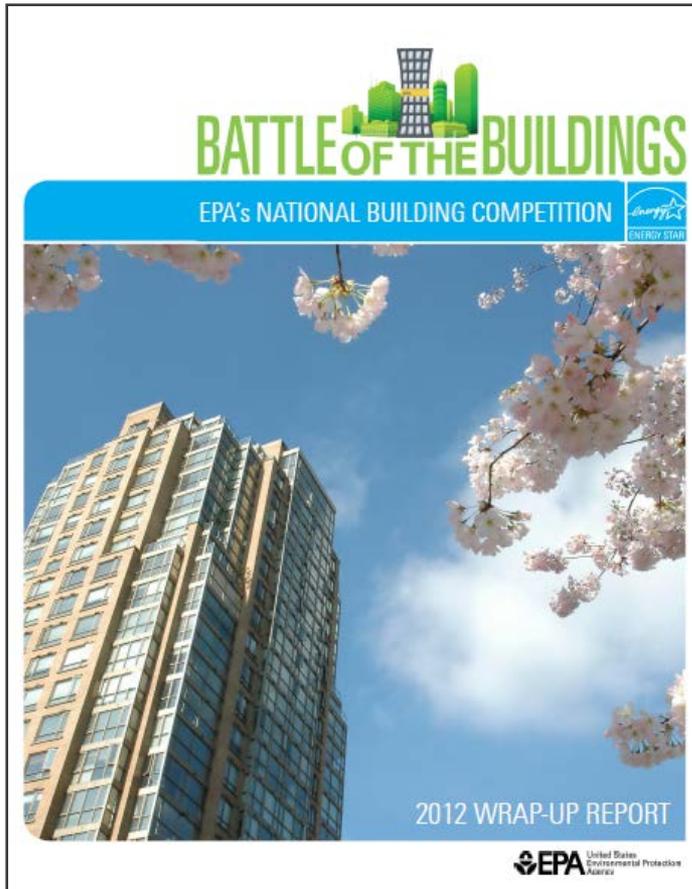
## BATTLE TO THE FINISH

The 12-month path to energy savings for the competition's top 15 finishers.



- 3,000+ competitors saved more than \$50 million and 3 billion kBtu, equivalent to the annual electricity use of more than 43,000 homes
- Top 15 all reduced by more than 30%
- 85+ buildings reduced energy use by 20% or more
- Buildings that reduced saved an average of \$25,000 and 8% in energy use

# Read about the Battle



- For more information and the stories behind the battle, please see the 2012 Wrap-Up Report, at

[energystar.gov/battleofthebuildings](http://energystar.gov/battleofthebuildings)

# New for 2013 . . .

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- Tenants can compete!!!!
- Idea launched in conversations with CRE sector partners.
- Fosters partnership between tenant and landlord.
- Engages building occupants in a fun, positive way.

# L'Oreal USA “I’ve Got the Power”: Educate, Motivate, Recognize & Reward



## Educate/Learn

- Communicate L'Oréal goal to reduce environmental footprint
- Use Energy Champs to educate colleagues on each floor about how they can conserve electricity

## Motivate

- Incent a floor by floor competition to reduce electrical consumption
- Measure results

## Recognize

- Announce monthly winners on Facebook
- Call out negative behavior

## Reward

- Winning floor receives \$5K cash prize

# Educate & Motivate

Join Your Floormates in a  
**Challenge to Conserve Energy**

The floor to reduce the most electrical energy will win a \$5,000 Grand Prize!

**I've got the power**  
Energy Conservation Challenge

Challenge begins August 1st  
Contact your Energy Champ for more details!

Your Energy Champ \_\_\_\_\_  
Extension \_\_\_\_\_  
Email \_\_\_\_\_

Friend I've Got the Power on Facebook to stay in the loop!

Posters

**WHILE YOU WERE OUT...**

To: \_\_\_\_\_  
Date: \_\_\_\_\_  
Time: \_\_\_\_\_

Light left on  
 Computer/monitor left on  
 Blinds left open  
 Other

**ENERGY WAS WASTED.**

Mystery Checkers

Easy Tips to Help L'Oréal Reach  
20% Reduction in Energy Use

**I've got the power**  
Energy Conservation Challenge

**I CAN UNPLUG**

- Unplug cell phone and BlackBerry chargers that draw "vampire" power when not in use
- If your floor has lighted display cases, unplug them each evening
- Unplug appliances in kitchenettes/pantries (e.g., toasters) at end of day

**I CAN POWER DOWN**

- If your floor has TV monitors, switch them off at end of day
- Adjust computer settings so computer goes to sleep after five minutes of inactivity
- Switch off power strips at end of day
- Avoid the use of personal fans (or space heaters, come winter!)

**I CAN DO MORE**

- Print or copy on both sides of paper
- Replace personal desk/floor lamps with CFLs
- Close blinds in the summer to reduce air conditioning usage, but leave them cracked to permit natural light
- Turn off the overhead lights when daylight is sufficient in your workspace

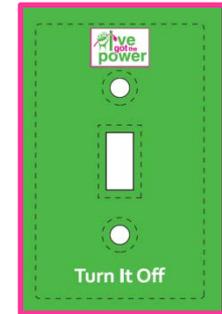
Tip Sheets



Monitor Static Clings



T-Shirts

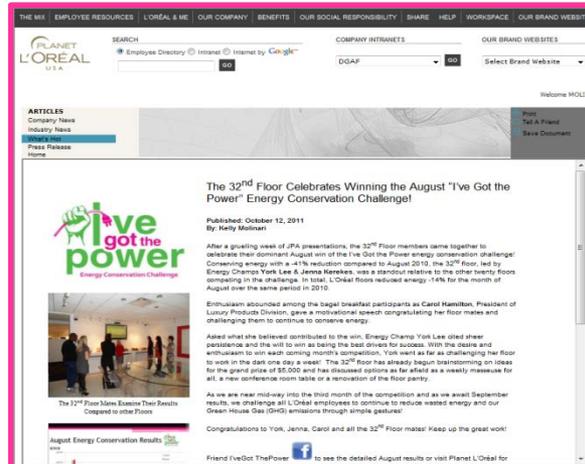
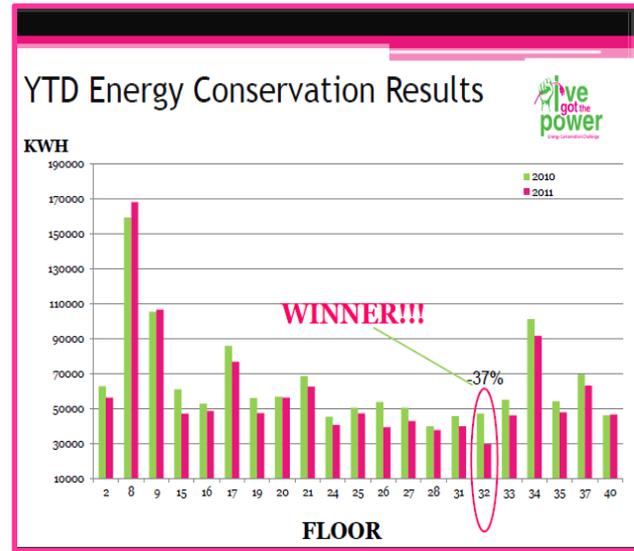


Light Switch Covers



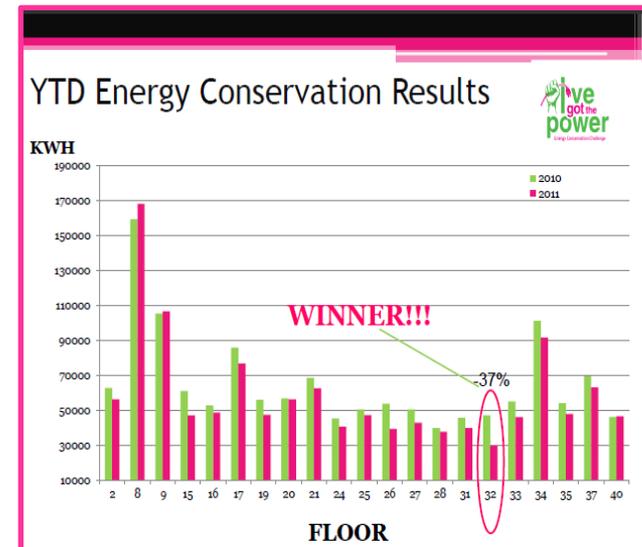
Launch Banners

# Recognize, Reward & Reinforce



# Results

- Reduced total electrical usage by 9% (Aug-Jan 22 Floors)
- Reduced total electrical costs by \$16,500
- Winning floor reduced consumption by 37%
- Recognition in L'Oréal 2011 Sustainable Development Report



# ENERGY STAR Guide to Energy Efficiency Competitions



U.S. Environmental Protection Agency  
**ENERGY STAR®** Guide to Energy Efficiency  
Competitions for Buildings & Plants

[www.energystar.gov/competitionguide](http://www.energystar.gov/competitionguide)



# Additional Resources

# For More Information

- City of El Paso
  - [Energy Savings Challenge](#)
- Legrand North America
  - [Power Down Day Toolkit](#)
    - [Power Down Project Plan Spreadsheet](#)
  - [Turn It Off Now Campaign](#)
- ENERGY STAR
  - [National Building Competition](#)
  - [Guide to Energy Efficiency Competitions](#)

# Question & Answer Session

# Join Us for the Next Better Buildings Webinar

## U.S. Department of Energy Better Buildings Webinar Series

### Deep Energy Retrofits

Tuesday, December 3, 2013  
3:00-4:00 PM EST

Cara Carmichael (Rocky Mountain Institute)  
Carlos Santamaria (Glenborough)

Deep energy retrofits take a whole building approach to achieve dramatic energy savings. Upgrades to multiple building systems can be made all at once or in a planned sequence over a number of years, and can sometimes reap energy savings of 50% or more. Join Better Buildings Alliance member Carlos Santamaria to learn about Glenborough's own experience implementing deep energy retrofits. Cara Carmichael of the Rocky Mountain Institute shares best practices gleaned supporting numerous deep energy retrofit projects across the country.

Could deep energy retrofits be right for your buildings?

[Register](#)

# Additional Questions? Feel Free to Contact Us

[betterbuildingswebinars@ee.doe.gov](mailto:betterbuildingswebinars@ee.doe.gov)

<b>Today's Presenters</b>	Eloisa Portillo-Morales City of El Paso, TX Paul Cannata Legrand, North America	Susan Rochford Legrand, North America Michael Zatz U.S. EPA, ENERGY STAR®
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<b>Program Support</b>	Andrew Schulte ICF International <u><a href="mailto:andrew.schulte@icfi.com">andrew.schulte@icfi.com</a></u>	Kate George ICF International <u><a href="mailto:katherine.george@icfi.com">katherine.george@icfi.com</a></u>