## Spread the word that you’re competing!

Use these materials to promote your participation in the 2016 ENERGY STAR® National Building Competition: BOOTCAMP!

# Templates and Materials

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# Talking points

**Competition overview**

* For the seventh consecutive year, EPA’s ENERGY STAR program is hosting the National Building Competition: *Battle of the Buildings* to help organizations improve the energy and water efficiency of their commercial buildings, save money, and protect the environment.
* In the spirit of popular weight-loss competitions, participants from across the nation are battling it out to see who can reduce their energy and water use the most.
* This year’s competition will be a 90-day BOOTCAMP designed to whip participant buildings into lean, green, energy-saving machines.
* Each competitor is invited to select up to five buildings to compete in the BOOTCAMP. This is intended to encourage organizations to focus their energy and water management efforts on a select set of buildings. (Note that large organizations and service and product providers with clients can submit multiple sets of 5 buildings, as long as each set is submitted on behalf of a unique Portfolio Manager contact. See the [Registration Instructions](http://www.energystar.gov/battleofthebuildings) for more detail).
* Throughout the competition period, organizations will make improvements to their buildings’ energy and water performance and share their progress. Many will work toward earning ENERGY STAR certification, the symbol of superior energy efficiency recognized by more than 85 percent of U.S. households!
* EPA will recognize the top-performing property within each building category, with top performance determined by the total reduction in energy or water use per square foot achieved from September 1, 2016 through November 30, 2016. Note that recognition is only available for categories of buildings with 10 or more competitors. An “Other” category will be created for those property types with fewer than 10 competitors.
* Previous competitions provided a valuable platform for organizations to test innovative approaches and technologies that can be expanded to entire building portfolios. Today, the results of previous competitions serve as a source of best practices, lessons learned, and public energy performance data that can help inform the commercial building market. Achievements of past competitors are summarized in wrap-up reports on the competition website ([www.energystar.gov/buildings/learn-past-winners](https://www.energystar.gov/buildings/learn-past-winners)).
* EPA maintains a competition website ([www.energystar.gov/battleofthebuildings)](http://www.energystar.gov/battleofthebuildings)) featuring a list of competitors and their “weigh-in” results, as well as tips and links to EPA’s existing inventory of ENERGY STAR tools and resources. The site also features a live Twitter feed with tweets about the competition.

**Commercial Building Energy Use**

* Energy use in commercial buildings accounts for nearly 20 percent of total U.S. greenhouse gas emissions and energy use at a cost of more than $190 billion per year.
* On average, 30 percent of the energy used in commercial buildings is wasted.
* Most of the energy used in the buildings where we work, play, and learn comes from the burning of fossil fuels at power plants, which contributes to climate change. The less energy we use, the fewer greenhouse gases we produce.
* Improving energy efficiency in buildings is the single most effective way to eliminate energy waste. As occupants in buildings, everyone can do many of the same things we do at home to save energy, like turning off lights and lamps when we leave the room, activating computer power management settings that automatically power down our computer when it’s not in use, and unplugging the charger from the wall after our cell phone is charged. These small steps can save a lot of energy.
* Building engineers and manager can make sure all of the building systems – such as air conditioning, heating, and lighting – are working as intended, properly maintained, and upgraded to more efficient technologies when appropriate and cost-effective.

**The ENERGY STAR program**

* EPA's ENERGY STAR program has developed a proven approach to assessing, reducing, and comparing the energy use of commercial buildings, summarized in the [ENERGY STAR Guidelines for Energy Management](http://www.energystar.gov/buildings/about-us/how-can-we-help-you/build-energy-program/guidelines) and the [Building Upgrade Manual](http://www.energystar.gov/buildings/facility-owners-and-managers/existing-buildings/save-energy/comprehensive-approach/energy-star). The cornerstone of this approach is to begin by objectively measuring the energy use of buildings.
* Buildings that earn EPA’s ENERGY STAR certification consume, on average, 35 percent less energy than typical buildings and contribute 35 percent fewer greenhouse gas emissions, while providing the same or better services and comfort.
* ENERGY STAR was started by EPA in 1992 as a market-based partnership to reduce greenhouse gas emissions through energy efficiency. Today, the ENERGY STAR can be found on more than 70 different kinds of products, as well as new homes and commercial and industrial buildings that meet strict energy-efficiency specifications set by EPA. Last year alone, Americans, with the help of ENERGY STAR, saved an estimated $30 billion on their utility bills while preventing greenhouse gas emissions equal to the annual electricity use of more than 38 million homes.

Learn more about the ENERGY STAR commercial buildings program at [www.energystar.gov/buildings](http://www.energystar.gov/buildings), and follow the EPA National Building Competition at [www.energystar.gov/battleofthebuildings](http://www.energystar.gov/BattleOfTheBuildings).

# Ideas for promoting your participation

**Join the conversation**

However you choose to promote your participation, post a Twitter update about the event and include #ESNBC in your post, so your tweet is pulled into our feed!

Download additional communications resources at:

[**www.energystar.gov/BattleOfTheBuildings**](http://www.energystar.gov/BattleOfTheBuildings)

Congratulations on joining the National Building Competition: BOOTCAMP! Building a culture of energy efficiency is all about spreading the word near and far! Celebrate your involvement and commitment to saving energy with your colleagues, employees, customers, and community. Here are some ideas to get you started:

* **Host an “elevator takeover”** to meet employees as they walk in the door. Deck out your lobby with the BOOTCAMP training kit materials—like the “We’re Competing” banner, “Spotting Energy Waste” posters, and your “Report Energy Waste” drop box. Be available to answer questions, explain why energy conservation matters, and invite occupant ideas for conserving energy. It can’t hurt to offer free coffee and breakfast treats to generate buzz and encourage people to stop and chat!
* **Rally the troops** with an organization- or team-wide pep rally to kick-off your participation in the 2016 ENERGY STAR National Building Competition: BOOTCAMP! Take photos for the company newsletter and send a photo with a caption to the local newspaper. Even better – invite your local media, town council, and local officials to join in the celebration!
* **Host an open house** and invite local government officials, regional EPA officials, and members of the press to tour your facility along with your top organization’s officials. Great visuals for a tour include the boiler/maintenance room, lighting, energy management systems (EMS) and dashboards, an energy-efficient employee workstation, and any signage with tips to save energy. Consider co-hosting with the other buildings competing from your organization, if there are others. Kick off the event by unfurling a banner that identifies you as a competitor in the 2016 ENERGY STAR National Building Competition: BOOTCAMP! Find banners at [https://www.energystar.gov/buildings/creative-graphics](https://www.energystar.gov/buildings/creative-graphics%20s)
* **Distribute certificates or other tokens of appreciation** to individuals who are actively helping your organization reduce energy and water waste, and communicate your participation in the 2016 National Building Competition. You can also recognize and thank these individuals by name in company emails or announcements.
* **Reserve a special parking space** for your energy manager or green team captain for a month in recognition of his/her support of your involvement in the 2016 ENERGY STAR National Building Competition: BOOTCAMP!
* **Make a special announcement** about your organization’s participation in the 2016 ENERGY STAR National Building Competition: BOOTCAMP at a scheduled meeting where community members, or members of the press, are expected to be in attendance. (For example, if you are a K-12 school competitor, an announcement could take place at a school district board meeting).

**Post the ENERGY STAR National Building Competition web banner or buttons** on your organization’s public website or internal site, so that customers, employees, and other stakeholders can learn about your involvement. Web banners and buttons can be found at [www.energystar.gov/buildings/creative-graphics](http://www.energystar.gov/buildings/creative-graphics).

## Host a Celebration Event

Engaging your building occupants and getting them excited about the BOOTCAMP is the first step to changing habits in your building! One of the best ways to engage them is to host a celebration event with your employees and community. Some event ideas include an open house or pep rally, a special employee luncheon or ice cream social, an energy fair, or any other type of event that brings people together to learn about energy efficiency and your participation in the 2016 ENERGY STAR National Building Competition: BOOTCAMP. Follow the steps below to create your event or modify the outline to suit your organization’s needs.

* Consider designating specific people to handle the logistics of the event. For example, identify an Event Coordinator to coordinate the event and speakers, assign a Communications Contact to work with members of the press before and during the event, and schedule a photographer or videographer to record the event.
* Select a date and time for the event that is convenient for employees, the media, and other guests you may wish to invite.
* Contact your local elected officials to schedule their attendance. It’s especially important to include those who have helped support your organization’s efforts as a contestant in the 2016 ENERGY STAR National Building Competition, and recognizable public figures will help attract media attention to the event.
* Develop a simple agenda that includes a 15 to 30 minute timeframe for one or more speakers.

|  |  |
| --- | --- |
| **Sample Event Agenda** | |
| 11:00 AM | Opening remarks by organization representative or event coordinator |
| 11:05 AM | First speaker – Local elected official/leader |
| 11:10 AM | Second speaker – Employee/green team representative |
| 11:15 AM | Third speaker – EPA representative or other official |
| 11:20 AM | “Kick-off” activity (e.g., unfurl an ENERGY STAR National Building Competition banner) |
| 11:25 AM | Remarks by organization leader or energy manager |
| 11:30 AM | Facility tour, with a focus on visuals and energy efficiency improvement areas |
| 12:00 PM | Event concludes |

* Customize ENERGY STAR sample communications materials or develop your own to support the event. These materials may include:
  + A press release or a press kit including the press release, information about your facility and organization, and facts about the 2016 ENERGY STAR National Building Competition: BOOTCAMP.
  + Posters and/or banners to draw attention to a podium or stage.
  + A profile of your facility or a specific facility on your team, and a description of how you plan to make your facility a top energy or water performer. Distribute copies to attendees and to the media.

The day after the event, deliver event photos with written captions to editors at local newspapers and business publications that were not represented at your event.

# Social media guide

Social media is a high-visibility and cost-effective method for sharing your energy- and water-saving efforts with your stakeholders and the public throughout the competition!

**Social Media 101**

It’s easy to showcase your participation and achievements using social media! Here’s how to do so:

**Twitter:** Include the hashtag #ESNBC in your tweets, and they’ll be pulled into our feed shown on [www.energystar.gov/BattleOfTheBuildings](http://www.energystar.gov/BattleOfTheBuildings)

**Other platforms:** Tag your posts with #ESNBC so others see what you’re up to!

Use this simple guide to jumpstart your social media campaign to engage followers and broadcast your success!

**STEP 1: Set up a Twitter account**

The competition website will once again feature a Twitter feed that will display tweets from you, our competitors. This is your chance to provide updates on progress, discuss new energy-saving projects, and engage with other competitors – either to ask for help or to foster a friendly rivalry!

**Already have a Twitter account?**

1. Great! On September 1, start tweeting about what you’re doing to reduce your building’s energy use. See the sample tweets provided on Page 9 of this document.
2. Include the hashtag #ESNBC (as in “ENERGY STAR National Building Competition”) somewhere within your tweet.

**New to Twitter?**

1. Sign up for free at [www.twitter.com](http://www.twitter.com/).
2. Start tweeting! Your messages must be 140 characters or less.
3. Include the hashtag #ESNBC (as in “ENERGY STAR National Building Competition”) within your tweet. Like a keyword, this is how we’ll find your tweets and pull them into our feed.

**STEP 2: Gain followers**

Visitors to the ENERGY STAR National Building Competition website aren’t the only ones interested in your mission to work off the waste with ENERGY STAR. You can build a base of followers who will receive your energy-saving news directly, just by making connections online.

Search Twitter for other people in your organization or in other organizations who may be interested in your work. Search by employee or organization name and “follow” them; they’ll most likely follow you back and start seeing your posts in their newsfeed. You can also choose to use one of the search tabs and look for the most popular “handles” by industry. By the way, don’t forget to follow EPA’s ENERGY STAR National Building Competition Twitter account at [www.twitter.com/EnergyStarNBC](http://www.twitter.com/EnergyStarNBC)

**STEP 3: Highlight your efforts**

EPA’s ENERGY STAR National Building Competition: BOOTCAMP is a great platform for highlighting your organization’s commitment to energy efficiency and environmental protection. Below are topics to get your team started.

**A. Show us your story**

Use Twitter to share pictures that illustrate your participation in the National Building Competition: BOOTCAMP. Look for ways to showcase your connection with ENERGY STAR through ENERGY STAR certified buildings and energy- and water-efficient practices.

* **Energy-efficient behaviors:** Take “before and after” photos of an employee workspace that has had an energy efficiency “makeover.” Take a tour of EPA’s online interactive cubicle at [www.energystar.gov/work](http://www.energystar.gov/work) to learn how a typical workspace can be a model of efficiency.
* **Upgrades:** Take video footage if you plan to update outdated equipment in your building, such as your heating and cooling system, water faucets, or light fixtures. Make sure to post before and after pictures!
* **Events and creative materials:** Post pictures of your team promoting the ENERGY STAR National Building Competition and your organization’s participation in the competition — whether you created signs, hung posters, or held a competition kickoff event.

**B. Meet the green team**

In addition to the spokesperson you’ve designated for the ENERGY STAR National Building Competition, activate the rest of your green team – the people who support your sustainability cause. We want to hear why energy and water efficiency are important to them at home, at work, and in their communities.

* **Who:** Tweet something about each individual on your team working behind the scenes, or a photo of each of your team members in action.
* **What:** Tell us about their different roles and areas of expertise in your mission to save energy and water.
* **Why:** Share your green team’s motivations for going green (e.g., to help fight climate change, improve profitability, and demonstrate social responsibility).

**C. Talk up the competition**

While the ENERGY STAR National Building Competition website is designed to showcase your improvements and progress, it’s also a great way to get the inside scoop on what other competitors are up to! Make sure to check what the other participants are doing by reading the Twitter-feed.

* **Take notice:** Track your competitors’ progress on the website and tweet about how your savings compare.
* **Post a challenge:** Engage the other participants and challenge them to meet or beat your progress at the mid-point check-in and the winner announcement.

**D. Tell us how it pays to save**

With all of the money you plan to save on utility bills during the competition, you’ll have more resources to reinvest in your building and the people in it. Tell us what a better bottom line means for your organization and how saving energy and water makes saving money possible.

* **Business:** Have you been able to create more jobs, or are you improving the quality of your workplace for all current employees?

**Community:** Has your decision to go green with ENERGY STAR inspired other organizations in the surrounding area (are you a leader in your community or in your industry)?

# Sample tweets

Here are a few sample tweets you can use along with social media graphics to celebrate your participation! Twitter has a 140-character limit. Note that hyperlinks are automatically shortened to 19 characters, and tweets with images must be under 120 characters.

|  |  |
| --- | --- |
|  | We’re getting warmed up for EPA’s ENERGY STAR BOOTCAMP! Tune in on September 1 #ESNBC www.energystar.gov/battleofthebuildings |
|  | Tackle energy waste with EPA’s ENERGY STAR NationalBuildingCompetition: BOOTCAMP! Tune in on Sept 1 #ESNBC energystar.gov/battleofthebuildings |
|  | We're registered to compete in EPA’s ENERGY STAR BOOTCAMP! See you out on the field! #ESNBC www.energystar.gov/battleofthebuildings |
|  | Get your energy and water data ready for the 2016 BOOTCAMP #ESNBC www.energystar.gov/battleofthebuildings |

# Template newsletter article

Customize this text and include it in your next newsletter to let readers know about your participation in the BOOTCAMP, and your environmental leadership.

***[Name of building*] is competing in EPA’s ENERGY STAR® National Building Competition: BOOTCAMP!**

*[Name of building*] is competing in the U.S. Environmental Protection Agency’s (EPA's) 2016 ENERGY STAR National Building Competition: BOOTCAMP!

[*Name of building*] will battle it out against buildings from cross the country to see who can cut out the most energy and water waste in a three-month period. [*Insert quote from organization official or energy team leader describing your goals and why your participation is important*.]

EPA is maintaining a website devoted to the competition featuring a map of competitors across the nation, and a live Twitter feed about the competitors. Check out our starting weight and our competitors at [www.energystar.gov/battleofthebuildings.](http://www.energystar.gov/BattleOfTheBuildings)

# Template stakeholder letter

Send a letter to local officials/stakeholders about your participation in EPA’s ENERGY STAR National Building Competition: BOOTCAMP by customizing the text below with your organization’s information.

Dear [*Name of official*],

[*Name of building*] is enrolled to compete in the U.S. Environmental Protection Agency’s (EPA's) 2016 ENERGY STAR® National Building Competition: BOOTCAMP! This is the seventh year that EPA is hosting the competition to help improve the energy and water efficiency of commercial buildings and protect the environment. In the spirit of popular weight-loss competitions, [*name of building*] will battle it out against buildings from across the country, and work off our waste by tackling energy waste.

This year, the focus of the competition is on occupant behaviors and building a culture of energy and water conservation. Throughout the three-month competition period, we’ll be tackling energy and water waste together with our tenants and occupants, and using EPA’s themed BOOTCAMP materials to encourage energy- or water-saving actions in the workplace, including:

* Turning off the lights at the end of the day
* Practicing daylighting in spaces with plenty of natural light
* Activating computer power saving settings
* Clearing vents of paper and other debris, to improve heating/cooling efficiency
* Identifying and reporting energy and water waste

We hope you will help us encourage the local community to follow us throughout the competition. There is an **embargo on external communications about the competition until September 1, 2016**, when EPA will issue a formal press release to kick off the competition. Starting on September 1, I hope you will join us in spreading the word of our involvement as widely as possible.

[*Insert information about your organization and building(s).*]

EPA is maintaining a website devoted to the competition featuring a list of the competitors and their “weigh-in” results, a map of competitors across the nation, and a live Twitter feed. Check out the full list of competitors at [www.energystar.gov/battleofthebuildings.](http://www.energystar.gov/BattleOfTheBuildings)

As a competitor in the BOOTCAMP, we will measure and track our monthly energy *[and water]* consumption using EPA's ENERGY STAR Portfolio Manager® tool; tackle energy *[and water]* waste together with our building occupants; and share our progress. Within each building type category, the individual competitors that demonstrate the greatest percentage-based reduction in energy or water use intensity will be recognized as the competition winners in winter 2017.

We hope you’ll help us promote our participation in the competition, and that you will be available to join us in the winner’s circle in winter 2017!

Sincerely,

[*Insert your name here*]

# Template press release

**CONTACT:**

[*XXX*]

**HOLD FOR RELEASE UNTIL September 1, 2016**

**[*Name of Building*] to Compete in EPA’s**

**2016 ENERGY STAR® National Building Competition: BOOTCAMP**

**[*City, State*]** [*Name of building*] will be competing in the U.S. Environmental Protection Agency’s (EPA's) 2016 ENERGY STAR National Building Competition: BOOTCAMP. This is the seventh year that EPA is hosting this highly successful initiative. Buildings from across the nation will be battling it out to see who can save the most energy and water in just 90 days, from September through November!In the spirit of popular weight-loss competitions, [*name of building*] will compete to work off energy and water waste through improvements in energy and water efficiency, with help from EPA’s ENERGY STAR program.

[*Insert quote from organization official below, or use the sample, below*]

*"*[*Name of building*] *is honored to be a part of EPA’s ENERGY STAR National Building Competition: BOOTCAMP*. *This year, we’re taking our energy management program up a notch by engaging occupants in energy-efficient strategies. We look forward to watching our energy use and greenhouse gas emissions drop, and our cost savings rise.”*

*–* [Organization representative name, title].

EPA will maintain a website devoted to the competition, [www.energystar.gov/battleofthebuildings,](http://www.energystar.gov/BattleOfTheBuildings) featuring a list of competitors, a map of competitor locations, and a live Twitter feed where competitors will post updates on their progress.

“Buildings from across the nation have thrown their hats in the ring and made a public commitment to reducing their energy and water use.” said Jean Lupinacci, Director of EPA’s ENERGY STAR Commercial Buildings Program. “Organizations like those competing in this year’s National Building Competition are truly being leaders by putting themselves in the spotlight as they compete to protect the environment by saving as much energy and water as possible.”

Competitors will measure and track their monthly energy consumption using EPA's ENERGY STAR Portfolio Manager® tool; make improvements to their buildings’ energy performance; and share their progress. The individual competitors that demonstrate the greatest percentage-based reduction in energy or water use intensity will be recognized as the competition winners in early 2017. EPA will also recognize the top individual competitor by building category using the same metric, as well as any competitor that achieves a reduction in energy or water use of 20 percent or more.

[*Building Name*] is taking the following steps to reduce energy and water consumption:

* *[Insert improvement/new behaviors here]*
* *[Insert improvement/new behaviors here]*
* *[Insert improvement/new behaviors here]*

According to EPA, energy use in commercial buildings accounts for nearly 20 percent of total U.S. greenhouse gas emissions and energy use at a cost of more than $190 billion per year. On average, 30 percent of the energy used in commercial buildings is wasted. Thousands of businesses and organizations work with EPA’s ENERGY STAR program and are saving billions of dollars and preventing millions of tons of greenhouse gas emissions from entering our atmosphere each year.

Watch the battle unfold at [www.energystar.gov/battleofthebuildings](http://www.energystar.gov/BattleOfTheBuildings).

Learn more about [*Organization name*] *here:* [*Insert URL*].

# Template blast email

Customize this text and send an email to your building tenants, colleagues, or stakeholders to let them know about the competition and how they can help.

**Subject Line:** We’re competing in the 2016 ENERGY STAR National Building Competition: BOOTCAMP!

Dear <colleague/tenant/stakeholder>,

We’re excited to let you know that *[Building Name]* is competing in the U.S. Environmental Protection Agency’s (EPA’s) ENERGY STAR National Building Competition: BOOTCAMP!In just 90 days, from September 1 – November 30, we will be working to transform our building into a lean, green, energy-saving machine.

Throughout the competition period, we’ll focus on one energy- or water-saving action at a time. In the next few weeks you’ll start seeing themed BOOTCAMP reminders displayed in our building, designed to help all of us remember to take simple steps to save energy. In the meantime, here are just a few ways you can start pitching in today: [*Customize this list for your building*]

* Turn off lights when there’s enough daylight to light your workspace, when you’re away from your desk, and at the end of the day.
* Enable the ENERGY STAR power management features on your computer and monitor so they go into power save mode when not in use.
* Unplug electronics such as cell phones and laptops once they are charged.
* Keep air vents clear of paper, files, and office supplies.
* Report water leaks in restrooms or irrigation systems throughout the facility and building grounds.

What else are we doing to take home the prize? [*Insert any other details about your green team’s efforts*]

Check out the competition at [www.energystar.gov/battleofthebuildings.](http://www.energystar.gov/BattleOfTheBuildings)

We’ll keep you posted on our progress!