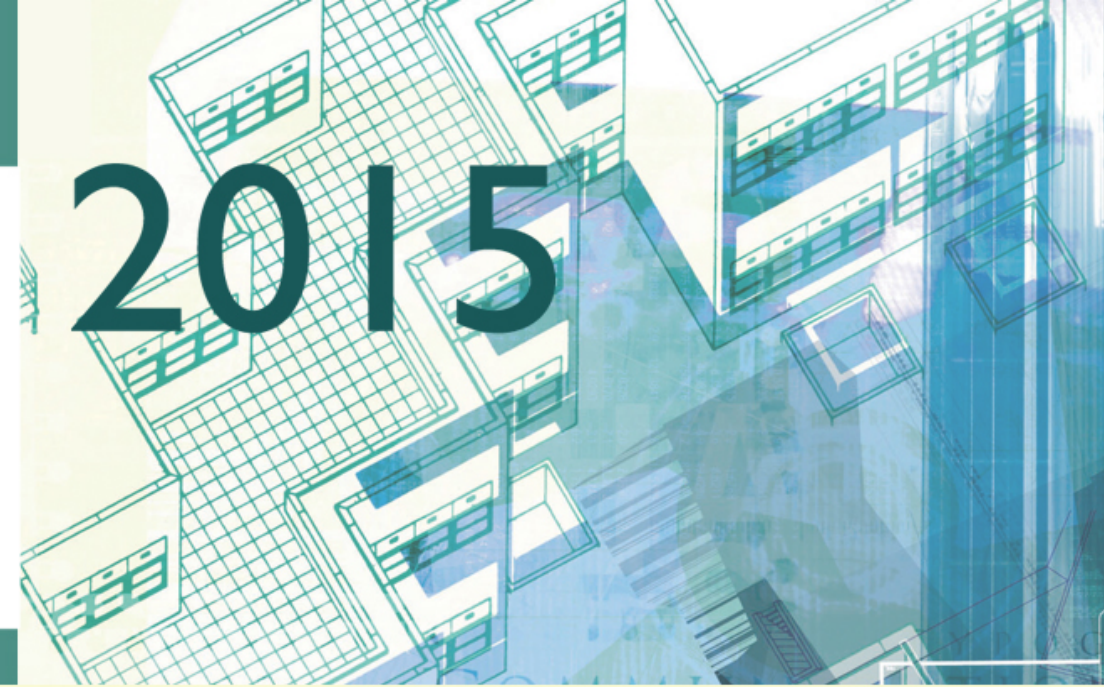


Energy & Store
Development Conference

E+SD

2015



Making Your Green Clear: Marketing Your Sustainability Accomplishments

Aaron Daly

Global Energy Coordinator
Whole Foods Market

Holly Carr

Better Buildings Partnerships
U.S. Department of Energy

Best In Class: A Sustainability Roadmap



Whole Foods Market Declaration of Interdependence 1985

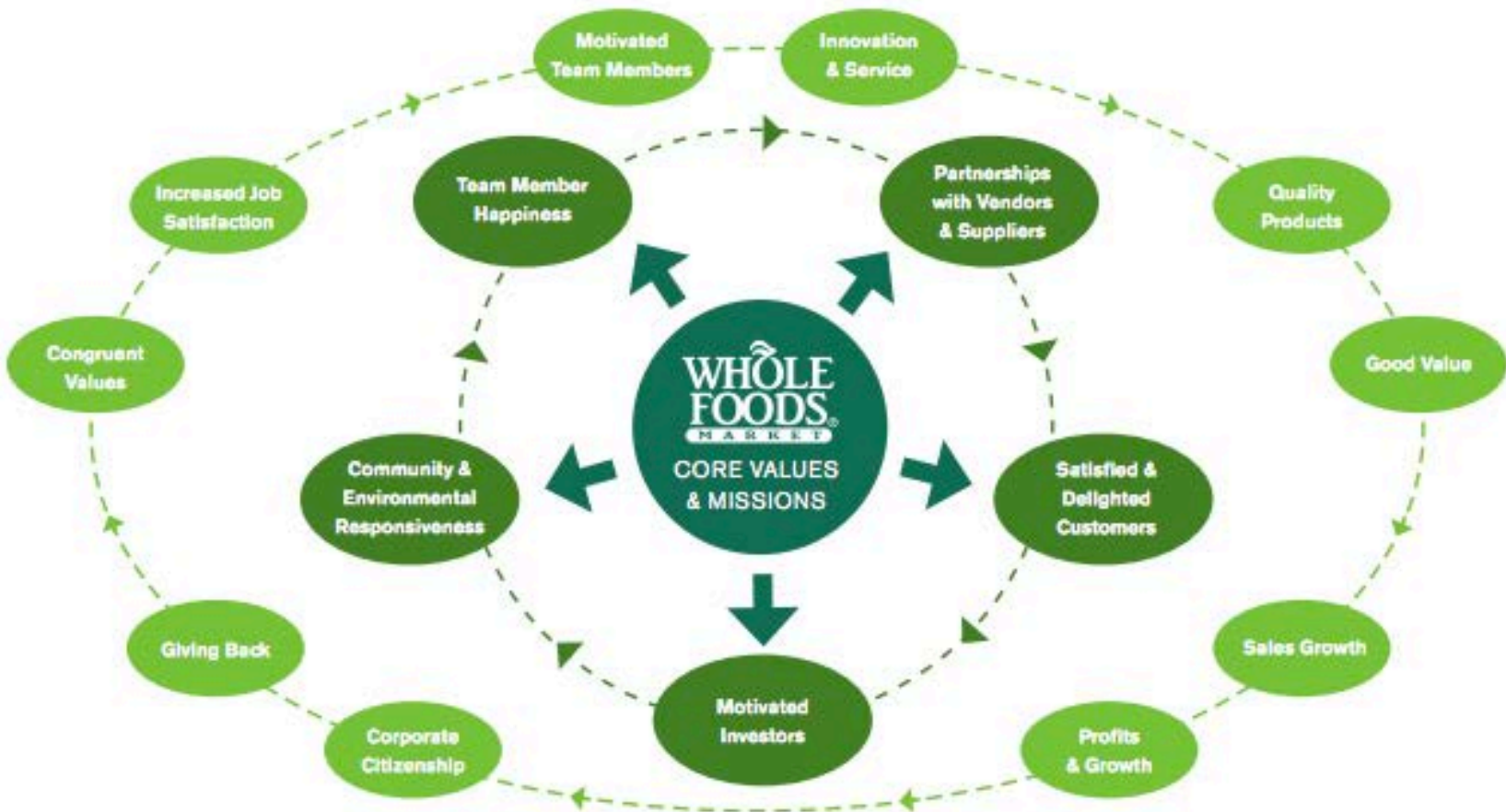
“It is our dissatisfaction with the current reality, when compared with what is possible, that spurs us toward excellence and toward creating a better person, company, and world.”

1985 – Whole Foods Market unveils the “Declaration of Interdependence,” which affirms its commitment to customers, Team Members, investors, suppliers, the environment, and local communities.

Sustainability Is Deep In Our DNA: Our Efforts



The Whole Foods Market Conscious Business Model:
Stakeholder Interdependence



Programs



- Advanced Refrigeration

- EPA Green Chill Certifications: 20
- Most natural refrigerant stores in the industry!

- 6 Zero Waste certified stores

- Green Globes Certifications: 33
- LEED Certifications: 12

- Purchased over 4.3 billion megawatt hours of wind-based RECs from 2005-2012
- Earned 6 EPA Green Power Awards

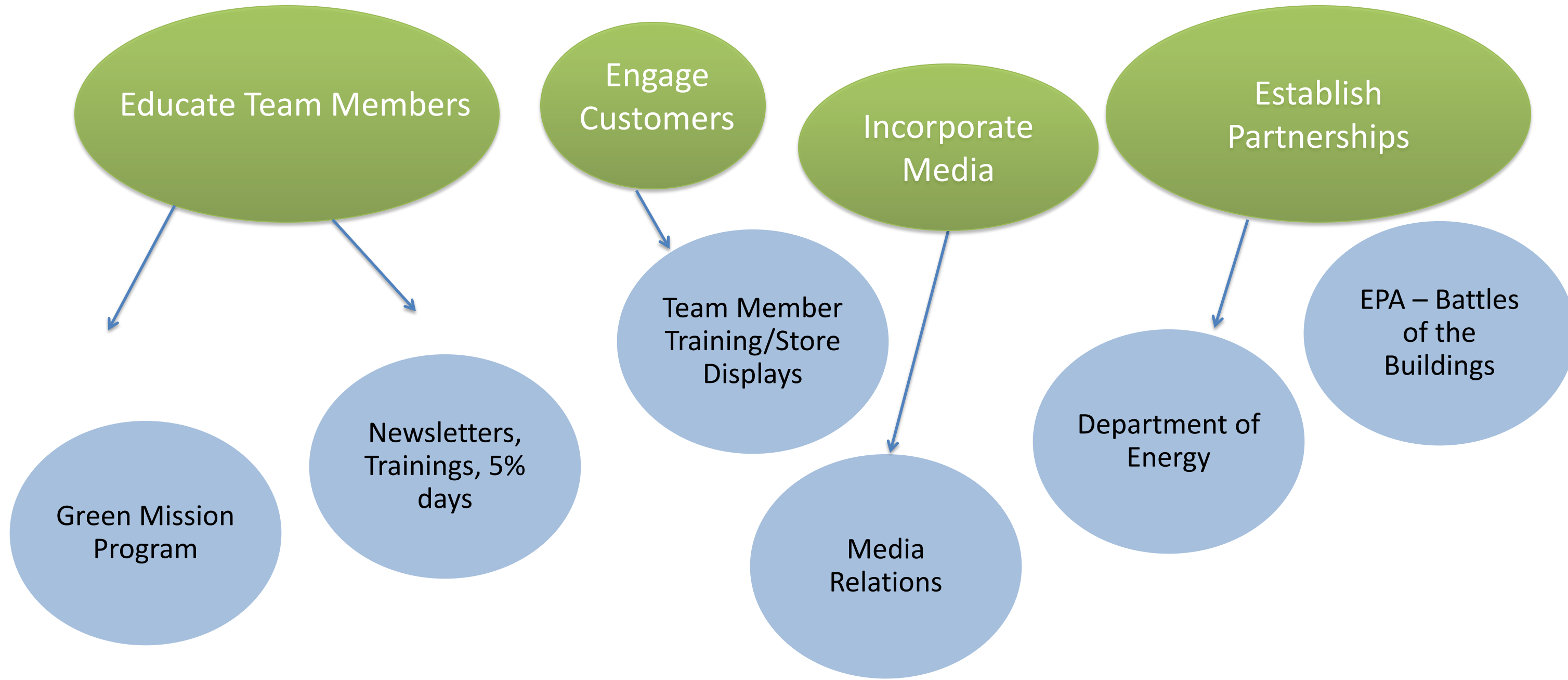


Historical Initiatives: A Spectrum Of Impact

- **1993:** 5% Community Give Back Days implemented
- **1998:** FORTUNE Magazine includes Whole Foods Market on its inaugural 100 Best Companies to Work for List
- **1999:** Partnership with the Marine Stewardship Council to provide customers with sustainable seafood choices
- **2002:** Whole Foods Market became the first retailer to introduce solar power as a primary lighting source
- **2003:** America's first national certified organic grocer
- **2004-2007:** Earns EPA Green power awards through 2007 for our renewable energy purchasing
- **2005:** Whole Planet Foundation is launched
- **2007:** Adoption of Global Animal Partnership 5-Step Animal Rating Standards
- **2008:** The first US supermarket chain to eliminate disposable plastic grocery bags
- **2011:** Whole Kids Foundation is launched



GOAL: Drive awareness of your work by communicating with ALL of your stakeholders



Sustainable Story Telling: Educate Employees

- Internal Communications
- Trainings
- Empowerment



MIDWEST GREEN MISSION COMMITMENT 2014

Practicing and Advancing Environmental Stewardship is an important Core Value at Whole Foods Market. Fulfilling the promise of this Core Value requires individual commitment and consistent, responsible action from each and every Team Member.

WE ARE ASKING EACH MIDWEST TEAM MEMBER TO COMMIT TO THE FOLLOWING ACTIONS:

1. CONSERVING ENERGY

The Midwest Region is focusing on making significant strides toward our company-wide's 2015 goal of reducing our energy consumption by 25% per square foot. To achieve our 25% goal, we need everyone to help trim our energy use.

2. GOING ZERO WASTE

Whole Foods Market goal is for all stores to be as close to Zero Waste as possible. In order to achieve this goal we need all Team Members to make responsible waste stream decisions each day. Sort and dispose of waste with the goal of as little as possible going to the landfill.

3. REDUCING WATER USE

The Midwest Region is committed to reducing our water consumption. Do your part by planning ahead and thawing product in the cooler instead of in the sink, turn water faucets off when not in use, and report any water leaks to your Store Leadership.

SIMPLE WAYS TO REDUCE ENERGY USE

- CLOSING COOLER & FREEZER DOORS **TIGHTLY**
- TURNING OFF LIGHTS & DEVICES WHEN NOT IN USE
- PROPERLY MAINTAINING OUR STORE & EQUIPMENT

DID YOU KNOW?
Less than 1% of all the water on Earth can be used by people. The rest is salt water or frozen.

I commit to learning the **GOALS & INITIATIVES** *of the Whole Foods Market* **GREEN MISSION** *and applying them to my job* **EVERY DAY.**

I understand that I am **EMPOWERED & EXPECTED** *to suggest changes to our daily operations* **WHEN I SEE OPPORTUNITIES** *to make Whole Foods Market a more* **SUSTAINABLE COMPANY**

Sustainable Story Telling: Engage Customers



- In-store signage/displays
- 5% Days – Community giving
- Employee/Customer engagement: 'I Love my Fuel Cell'





Sustainable Storytelling: Incorporate Media



FORTUNE CHANGE THE WORLD



30. Whole Foods

Prev Company

Next Company

Whole Foods helped create the market for natural, healthy food—and in doing so “set a standard for grocery stores,” says New York University food studies, nutrition, and public health professor Marion Nestle. The Austin-based grocer prompted giants from Walmart to Kroger to up their organic game. Whole Foods continues to push for change through initiatives like its animal-



Produced is displayed at a Whole Foods Market Inc. store in Oakland, California.
Photograph by David Paul Morris — Bloomberg via Getty Images

Whole Foods Commits to Cutting Energy Use 25% by 2015

Forbes The World's Most Innovative Companies



5 No-Cook Recipes for Energy Awareness Month

Save energy this these easy no-cook dishes

Whole Foods Market® earns EPA’s GreenChill Environmental Award for Most Improved Emissions Rate

Sustainable Storytelling: LEVERAGING PARTNERSHIPS



Northeast
Utilities

EVERSOURCE



Partnerships



- Integrated Energy Project
 - EE, DR/Storage/Natural Refrigerants Conversion
 - Energy & Envr. Benefits

- Demand Response and Refrigeration Control Study
 - Leveraged funding & expertise
 - Refrigeration control & thermal storage testing
 - Better peak demand control capability
 - Better food quality control

Better Buildings Initiative

What is Better Buildings?

In February 2011, President Obama announced the **Better Buildings Initiative** to:

- make buildings 20% more energy efficient over the next 10 years
- accelerate private sector investment in energy efficiency.





**Developing
Innovative,
Replicable Solutions
with Market Leaders**

- Better Buildings Challenge
- Better Buildings Alliance
- Better Buildings, Better Plants
- Better Buildings Accelerators
- Better Buildings Residential
- Superior Energy Performance

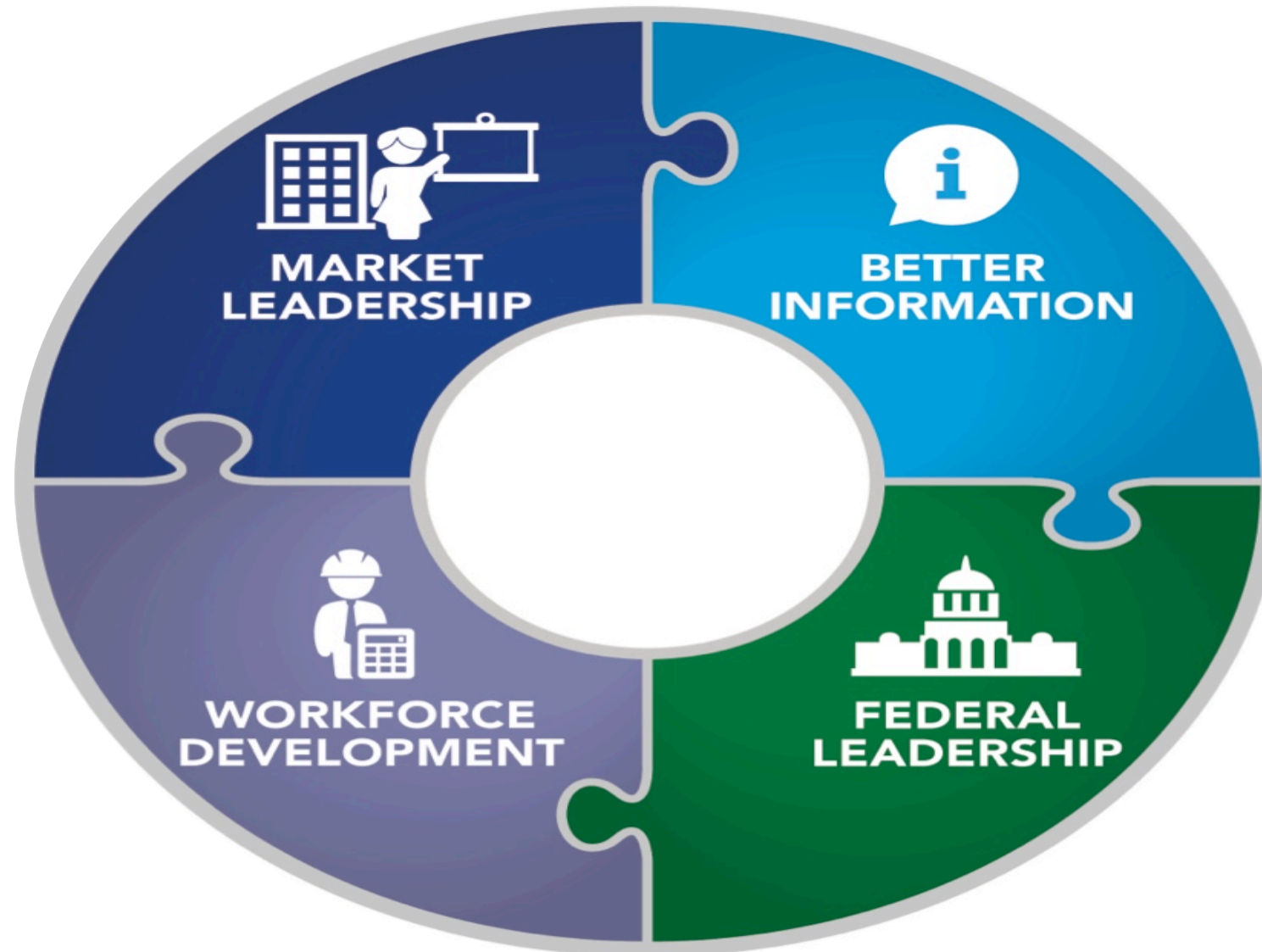


**Developing a
Skilled Clean
Energy Workforce**

- Better Buildings Workforce Guidelines



**Better
Buildings®**
U.S. DEPARTMENT OF ENERGY



**Making Energy
Efficiency
Investment Easier**

- Building Performance Database
- Building Energy Data Exchange Specification
- New Financing Solutions
- Building Energy Asset Scoring Tool
- Home Energy Score
- Appraisal Foundation Memorandum of Understanding



**Leading by
Example in the
Federal Government**

- New Executive Order
- President's Performance Contracting Challenge
- DOE Leadership

Better Buildings Alliance

BBA exists to help members achieve their energy efficiency goals



Connect with Us



BETTER BUILDINGS ALLIANCE

Sectors

Activities

Events

About

Join



AT A GLANCE

+200 members from the private sectors

Controlling **+10 billion** square feet of commercial building space

Working together through **4 sector groups** and **13 solutions teams**

Making commercial buildings **20% more efficient by 2020**

Commercial buildings—our offices, schools, hospitals, restaurants, hotels and stores—consume nearly 20% of all energy used in the United States. We spend more than \$200 billion each year to power our country's commercial buildings. Unfortunately, much of this energy and money is wasted; a typical commercial building could save 20% on its energy bills simply by commissioning existing systems so they operate as intended. Energy efficiency is a cost-

BETTER BUILDINGS BULLETIN

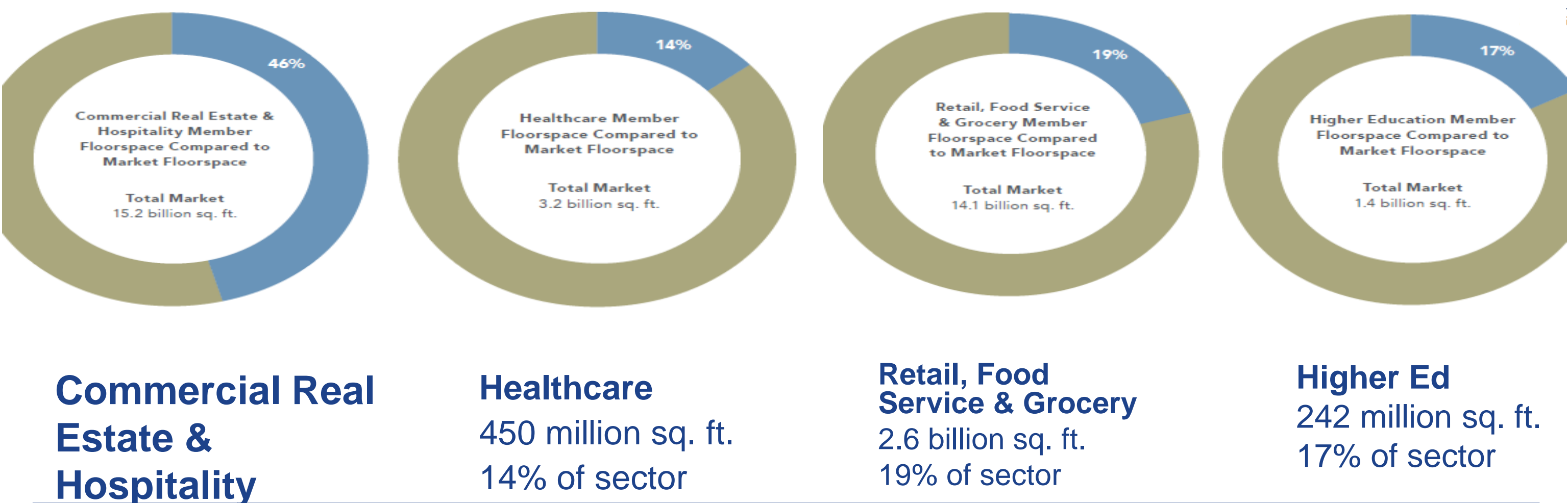
Enter email address

SUBMIT

[VIEW PREVIOUS EDITIONS](#)

Better Buildings Alliance: Who is Involved?

>200 member organizations | >500 individual participants | > 10 billion sq. ft



Commercial Real Estate & Hospitality

Healthcare
450 million sq. ft.
14% of sector

Retail, Food Service & Grocery
2.6 billion sq. ft.
19% of sector

Higher Ed
242 million sq. ft.
17% of sector

Grocery BBA Members

- BJ's Wholesale Club, Inc.
- CEFCO Convenience Stores
- Costco Wholesale Corporation
- Food Lion
- Fresh & Easy Neighborhood Market
- Hannaford Bros. Co.
- Harris Teeter
- Publix
- Safeway
- SUPERVALU
- Walmart
- Wawa
- Whole Foods Market*

* Steering Committee member

Better Buildings Alliance: How is it organized?



Commercial
Real Estate



Food Service, Retail &
Grocery



Healthcar
e



Hospitality



Higher Education

Technology Solutions Teams



Lighting



Space Conditioning



Plug & Process Loads



Refrigeration



Energy Information Systems



Renewables Integration

Market Solutions Teams



Financing Strategies



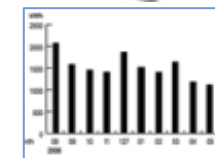
Leasing and Tenant Engagement



Training / Workforce



Appraisals and Valuation



Data Access

What's in it for you?

- Peer networking opportunities
- Energy efficiency resources
 - Guide: [Retrofitting Medium Temperature Display Cases with Doors](#)
 - Webinar: [Energy Management Information Systems: Crash Course for Retail, Food Service and Grocery](#)
 - Technical Specifications: LED lighting troffers, wall packs
- Technology demonstration opportunities

What do members commit to?

COMMIT

- Set an organization-wide energy reduction goal – 2% per year or greater encouraged
- Assign a point of contact for DOE activities and outreach

ACT

- Participate in at least one workgroup or activity each year
- Monitor progress toward your goals through publicly available tools, such as the ENERGY STAR® Portfolio Manager

SHARE

- Share your successes
- Share progress toward meeting your goals

Join today: <https://www4.eere.energy.gov/alliance>

Better Buildings Challenge

Better Buildings Challenge: Leadership Circle



- Set a public goal of 20% or greater energy savings.
- Report annually on progress.
- Share best practices.

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Retail, Food Service & Grocery Partners in 2015

- Arby's Restaurant Group
- Best Buy
- CKE Restaurant Holdings, Inc.
- Havertys
- Kohl's Department Stores
- Macy's
- Sprint
- Staples
- Walgreens
- Walmart
- Whole Foods Market

Whole Foods Market and the BBC



Whole Foods

CHALLENGE COMMITMENT

12.9

Million Square Feet

GOALS

20%

Reduction in Energy
Intensity ⓘ

PROGRESS

9%

Cumulative (vs.
Baseline)

SHOWCASE PROJECT

[Brooklyn Third and 3rd](#)

IMPLEMENTATION MODEL

[Customized Utility Incentives](#)

For over 30 years, Whole Foods Market has striven to offer the highest quality natural and organic foods, while enhancing the experiences of customers and staff and improving local and global communities, and the environment. Whole Foods' commitment to the environment is embraced as a Core Value. Its dedication to a thriving, healthy planet is part of a long employed stakeholder

ENERGY PERFORMANCE

[View details on Whole Foods' progress to date](#)

Energy Performance Tracking

[Home](#) » [Energy Performance](#) » Whole Foods

Energy Performance

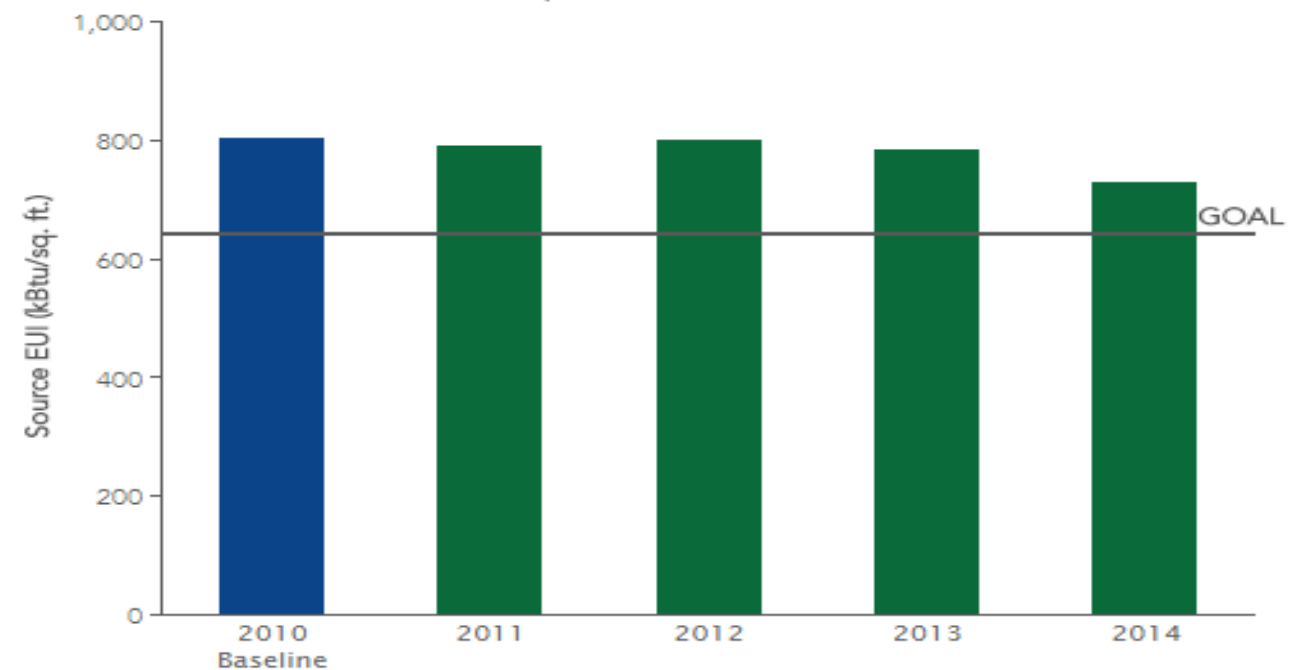
Cumulative (vs. Baseline)	9%
Annual (2014)	7%



PORTFOLIO ENERGY PERFORMANCE

Better Buildings Challenge Partners strive to decrease portfolio-wide source energy use intensity (EUI) and to increase the percent improvement compared to a set baseline. Whole Foods Market's portfolio consists of more than 370 buildings and almost 13 million square feet. Energy savings have been achieved by implementing a wide portfolio of retrofit projects: from refrigeration controls and lighting upgrades, to motor retrofits, HVAC system improvements, and energy sub-metering and monitoring that resulted in avoided energy usage. Whole Foods Market also implemented an energy awareness program for store operations and added doors to open refrigerated cases in some stores. They will be continuing this plan moving forward.

EUI and % Improvement vs. Baseline



Real Results: Whole Foods Market



BROOKLYN THIRD AND 3RD Showcase Project: Whole Foods Market

LOCATION
Brooklyn, NY

PROJECT SIZE
55,000 Square Feet

Annual Energy Use (Source EUI)

Baseline (ASHRAE STANDARD)	309 kBtu/sq. ft.
Expected (2015)	123 kBtu/sq. ft.
Actual	COMING IN 2015

Expected Energy Savings: **60%**

Annual Energy Cost

Baseline (ASHRAE STANDARD)	\$620,000
Expected (2015)	\$495,000
Actual	COMING IN 2015

Expected Savings: **\$125,000**

Leading by Example: Customized Utility Incentives

BARRIER

Utility incentives for energy efficiency are often prescriptive and not always relevant to the grocery sector

SOLUTION

- Propose sector-specific incentive package to utility
- Enter into an agreement with utility specifying multi-site regional annual kWh consumption reduction targets with aggregate, streamlined incentive process for Whole Foods locations

OUTCOME

Whole Foods Market has received over \$1 million in utility incentives from NSTAR utility and saves over \$1.2 million per year in energy and maintenance costs from incentivized upgrades



NEW! Better Buildings Solution Center



125+ showcase projects

- Large and small buildings
- All sectors

75+ proven solutions for:

financing projects, engaging occupants and community and customer outreach

- Multi-faceted and applicable across sectors

What's in it for you?

- Elevates energy efficiency to company leadership
- Validation of internal energy reporting
- White House recognition events
- In-store media events with DOE
- Conferences and publications



Contact Information

Holly Carr

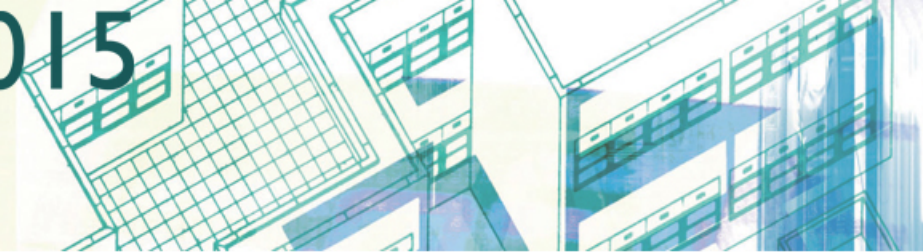
Better Buildings Partnerships
U.S. Department of Energy

holly.carr@ee.doe.gov

Aaron Daly

Global Energy Coordinator
Whole Foods Market

Aaron.Daly@wholefoods.com



Q & A

Additional Slides: Resources & Opportunities for Grocery Stores

Interior Lighting Campaign (ILC): High Efficiency Troffer Lighting with Controls

- Launched at 2015 Better Buildings Summit
- Goal to replace 100,000 standard troffers with high efficiency troffers with controls by May 2016
 - Represents about 6.7 million kWh savings
- Resources to include:
 - troffer specification
 - utility incentives database
 - product lists
 - technical reports
 - case studies
 - free technical assistance.



Exterior LED Lighting: Take the LEEP!

Lighting Energy Efficiency Parking Campaign

[HOME](#)[ABOUT](#)[JOIN](#)[TECH. & FINANCIAL ASSISTANCE](#)[CASE STUDIES](#)[AWARDS AND RESULTS](#)

It's easy to take the LEEP

Join the team
Save electricity and money
Get recognized for success

[Join](#)

<http://www.leepcampaign.org/tools-amp-information.html>


Roof-top Units (RTUs) – Retrofit or Replace

- Why are RTU's important?
 - RTUs cool over 60% of U.S. commercial building floor area
 - Consume 4.3 Quads annually
 - Large stock of 10 to 20 year old RTUs



Advanced RTU Campaign (ARC)

- Promotes high-efficiency RTU solutions high-efficiency replacements, and new installations
- Advanced control retrofits
- Quality Installation and maintenance



The screenshot shows the homepage of the Advanced RTU Campaign website. The header is dark blue with the title 'Advanced RTU Campaign' and a search bar. Below the header is a navigation menu with links: HOME, ABOUT, JOIN, TECHNICAL ASSISTANCE, FINANCIAL RESOURCES, AWARDS & RESULTS, and CONTACT US. The main content area starts with the heading 'What is the Advanced RTU Campaign?' followed by a paragraph explaining that older, inefficient commercial rooftop units (RTUs) waste energy and can be replaced or retrofitted to save money and improve efficiency. Below this is a large blue box with the text 'Replace. Retrofit. Reap Rewards.' and a 'Join' button. To the right of this box is a photograph of a large, tan-colored RTU on a rooftop. Below the blue box are logos for ASHRAE, RILA, and Better Buildings. At the bottom of the page are larger versions of the ASHRAE and RILA logos.

Advanced RTU Campaign

HOME ABOUT JOIN TECHNICAL ASSISTANCE FINANCIAL RESOURCES AWARDS & RESULTS CONTACT US

What is the Advanced RTU Campaign?

Older, inefficient commercial rooftop unit (RTU) air conditioning systems are common and can waste from \$1,000 to \$3,700 per unit annually, depending on the building size and type. By replacing or retrofitting them, you can save money, improve your energy efficiency, make your building more comfortable, and help the environment. The Advanced RTU Campaign (ARC) encourages commercial building owners and operators to replace their old RTUs with more efficient units or to retrofit their RTUs with advanced controls in order to take advantage of these benefits.

Replace. Retrofit. Reap Rewards.

Get advice.
Save energy and money.
Get recognized for success.

Join

ASHRAE RILA Better Buildings

Join the Advanced RTU Campaign

ASHRAE

RILA
RETAIL INDUSTRY LEADERS ASSOCIATION
Educate. Innovate. Advocate.

www.advancedrtu.org

Data Center Accelerator

- Reduce energy use of at least one data center by 25% within 5 years
- Access to Center of Expertise in Data Center Energy Efficiency at Lawrence Berkeley National Lab (LBNL)
- Case studies, resources and training opportunities:
<http://energy.gov/eere/femp/data-center-energy-efficiency>

