



NAPA/ENERGY STAR Pilot Program

The National Asphalt Pavement Association (NAPA) and U.S. Environmental Protection Agency's [ENERGY STAR](#) program are launching a pilot program to reduce energy consumption and costs at asphalt mixture production facilities through the use of proven practices and technologies. NAPA is currently soliciting volunteers to participate in this pilot program.

Benefits of participating in this program include:

- Learn new strategies to reduce energy consumption at asphalt plants.
- Reduce operational costs by improving energy efficiency.
- Gain access to new tools for marketing and promoting your company's partnership with the U.S. EPA.
- Co-brand your company with ENERGY STAR, one of the most recognizable brands in the country.
- Network with and learn about best practices from other companies participating in the pilot program.
- Get public recognition from ENERGY STAR for your energy efficiency achievements.

Expectations for companies participating in the pilot program:

- Assign an energy manager who will be the primary point of contact for energy-management activities. The energy manager will:
 - Participate in quarterly peer group conference calls.
 - Attend annual peer group meetings (date and location not yet determined).
 - Review and offer comments on the *Asphalt Plant Energy Guide* (to be developed by ENERGY STAR, with input from pilot program participants and NAPA).
 - Participate in periodic webinar-based training sessions.
 - Organize and coordinate the company's energy management activities.
- Select at least one asphalt plant to evaluate and improve energy efficiency. The participating plant(s) will:
 - Measure and track energy performance.
 - Conduct at least one energy [Treasure Hunt](#).
 - Participate in the ENERGY STAR [Challenge for Industry](#), which involves setting a goal to reduce an asphalt plant's energy intensity by at least 10% within 5 years. There is no penalty if you do not achieve the 10% reduction goal.
- Consider joining ENERGY STAR as an [Industrial Partner](#), which provides access to expertise from a broader array of partner companies.

To participate in the pilot program, or if you have any questions, please contact Joseph Shacat, NAPA Director of Sustainable Pavements, at jshacat@asphaltpavement.org or Katie Healy, U.S. EPA Region 5 Environmental Engineer, at healy.kathleen@epa.gov.

Overview of ENERGY STAR Industrial Programs & Resources

1. Industrial Partnership

- Allows use of the ENERGY STAR logo for marketing purposes, partner events and communications, and the ability to connect with and learn from other partner companies.

2. Industries in Focus

- Industry-specific **peer groups** provide a non-competitive environment for EPA and industry corporate energy managers to work together to build unique and helpful energy-management tools for the industry.
 - This pilot program for asphalt plants is an example of an industry focus.
 - Generally meet annually supplemented by teleconferences during the year as determined by focus participants.

3. Challenge for Industry

- Recognition for reducing energy intensity by 10% within 5 years.
- Over 1,500 plants are participating, and over 500 have achieved the 10% reduction within 5 years. Plants that achieve the Challenge have an average reduction in energy intensity of 20% within 2 years.

4. Plant Certification

- Industry-specific certification that indicates energy performance in the top 25% of companies in the industry. No program for the asphalt industry currently exists.
- 100 plants were certified in 2018, 15 of them for the first time.
- This program would take a few years to develop (see EPI tool below).

5. Industrial ENERGY STAR Resources and Tools

- **Energy Treasure Hunt** guide for industrial plants.
 - **Find the Treasure** campaign for October – December 2019.
 - May be able to develop a **Treasure Map** for asphalt plants.
- **Plant Energy Guide** will be developed for asphalt plants in 2020.
 - An ENERGY STAR contractor (Utrecht University) will lead this effort with input from focus participants.
- **Energy Tracking Tool** for industrial plants.
 - Free EPA tool to help track energy performance and meet energy-management goals. Tracks energy use, cost, intensity, and greenhouse gas emissions.
 - Data remains private and is not shared outside the company.
- **Plant Energy Performance Indicator (EPI) tool.** Plants that score 75 or higher are eligible for ENERGY STAR certification. It typically takes a few years to develop this tool.
 - Data from a significant number of plants within the industry will be needed to develop the EPI for asphalt plants. NAPA would need to develop a large-scale survey of industry. EPI tool will be developed by Duke University.
- More information on [industrial ENERGY STAR resources](#) is available online.