



Campaign Participation Guide

The Energy Management Campaign is seeking high-level commitments to accelerate quality implementation of ISO 50001 globally.

Global, national, and local leaders from government, business, and advocacy organizations are uniting to promote use of a proven framework to accelerate achievement of energy and climate goals: the ISO 50001 international energy management system standard.¹ Through greater international collaboration, the Campaign aims to achieve 50,001 global certifications to the ISO 50001 global energy management system standard by 2020.

These leaders are rallying around this business-friendly approach that draws upon best practices from over 50 countries and is already demonstrating steep improvements among the 12,000+ early adopters. Case studies have demonstrated the business value of implementing ISO 50001, showing energy performance improvements of 10% or more.

A total of 25 public and private partners committed to actions to support the goal to launch this Campaign at the seventh Clean Energy Ministerial (CEM7) in San Francisco on June 1–2, 2016. The Campaign continues to engage more governments and businesses around the world to build momentum and impact while striving to achieve ambitious goals.

How to Participate

Those joining the Energy Management Campaign:

1. Endorse Campaign “Key Principles.”²
2. Make specific, tangible commitments to accelerate quality implementation of the ISO 50001 standard and Key Principles.
3. Share updates on commitments once a year.

Please contact Campaign Coordinator Graziella Siciliano (graziella.siciliano@hq.doe.gov) for further information on the process for joining.

Who Can Participate

Governments: National governments, municipalities, and other sub-national governments implementing programs and policies to accelerate transformative change in energy use within their jurisdictions

Companies: Energy end users who are leaders in executing innovative business strategies that address both sustainability and profitability goals

Supporting Organizations: Companies, organizations, and initiatives providing essential support for advancing clean energy and sustainability solutions in the industrial and commercial sectors

ISO 50001 for Meeting Climate and Clean Energy Goals

Key Principles for International Engagement

- Principle 1 – ISO 50001 provides a framework for measuring climate impacts
- Principle 2 – Qualified ISO 50001 professionals maximize global impacts
- Principle 3 – Robust ISO 50001 certification strategies support consistent global outcomes
- Principle 4 – International input strengthens the market relevance of the ISO 50001 portfolio

¹ Learn more about the Energy Management Working Group, company experiences implementing ISO 50001, and how to maximize your efforts at www.cleanenergyministerial.org.

² See the document titled “Key Principles for Accelerating Climate Achievements Using ISO 50001”: http://cleanenergyministerial.org/Portals/2/pdfs/Key_Principles_for_International_Engagement_on_ISO_50001.pdf



Example Commitments

The Energy Management Campaign provides a platform to broadly highlight those making tangible and specific commitments as leaders of clean energy transformation through promotion of ISO 50001. A range of approaches to comprehensive energy management can help advance the goal of the Campaign. Below are a few examples of the variety of commitments that partners can put forward in support of this effort.

Government examples

- Country X commits to joining Campaign partners to develop specific collaborative strategies to integrate Key Principle X in the national energy management program approach.
- Country Y commits to launching a pilot program to promote uptake of ISO 50001 in the public sector and by major central government contractors and suppliers.
- Country Z commits to doubling its current budget for ISO 50001 technical assistance in the next fiscal year.
- Region X commits to training and certifying XX new qualified ISO 50001 professionals by 2020.
- Region Y commits to creating an incentive program for companies that will support greater ISO 50001 certification.
- City X commits to achieving ISO 50001 certification for all public operations by 2020.

Company examples

- Company X commits to joining Campaign partners to develop specific collaborative strategies to integrate Key Principle X into the company approach.
- Company Y commits that by 2020, XX% of the corporate energy use footprint will be under the management of an ISO 50001 energy management system.
- Company Z commits to using only qualified ISO 50001 professionals to support the organization's energy management systems.

Supporting organization examples

- Organization X commits to joining Campaign partners to develop specific collaborative strategies to integrate Key Principle X in the program approach.
- Organization Y commits to \$XX million USD of new funding to support ISO 50001 programs in developing countries.
- Organization Z commits to training and certifying an additional XXX ISO 50001 professionals according to new global best practices.

Joint activity collaboration opportunities

Joining and supporting existing Energy Management Working Group efforts can serve as part of partner commitments to Key Principles and the Energy Management Campaign. Current Key Principles-related activities to facilitate international cooperation to boost ISO 50001 outcomes include:

- Energy Professionals International (EPI) ISO 50001 Auditor Certification Program
- ISO 50001 Global Impact Research Network
- Global Database of ISO 50001 Certifications
- Promoting Measurement and Verification Best Practices for ISO 50001
- Recognizing achievements through the CEM Energy Management Leadership Awards

Learn more about activities and how to contribute on the Energy Management Working Group webpages at www.cleanenergyministerial.org/energymanagement.

Learn more about the Campaign and partner commitments at www.Driveto50001.org.