**2013 ENERGY STAR® Awards**

**General Instructions for All Applicants**

**What you need to submit online:**

* A 300-word executive summary highlighting the main elements of your application.
* An electronic copy of your narrative in Word, WordPerfect or PDF. (To avoid any file conversion issues, applicants are strongly encouraged to submit all materials in PDF.)
* Optional supplemental materials such as photos, pamphlets, copies of advertisements, videos, audio files, etc. can be uploaded with your application as PDF files (each file must be less than 12 MB). It is strongly recommended to consolidate supplemental print files into one or two PDF files.
* **Note:** All file names should be no longer than 15 characters and contain no spaces or special characters.
* *Retailer and Energy Management partners only:* See special instructions in your respective Retailer and Energy Management applications, under the Partner of the Year category.
* *Window, Door and Skylight Manufacturers only:* See Additional Guidance document available at [www.energystar.gov/awards](http://www.energystar.gov/windows).

**When you need to submit:**

* A complete electronic application must be **uploaded by 8 pm, EST on November 28, 2012**. We will not accept any applications or materials uploaded after this date.

**How you need to submit:**

* All Partner applications must be electronically submitted through your “My ENERGY STAR Account” (www.energystar.gov/mesa). The electronic system will be available **November 1, 2012**.
* If you do not have an ENERGY STAR account, call the ENERGY STAR Hotline at 888-782-7937 to have one created.
* **We will only accept applications submitted via this online system.**

**What to expect after you submit:**

* **Confirmation of Receipt:** You will get an e-mail within 48 hours confirming receipt of materials you submitted electronically. It will be sent to the Primary and Communications contacts in the award application. If you do not receive confirmation within this timeframe, contact ENERGY STAR Awards Coordinator, Brittney Gordon, at   
  202-343-9122 or gordon.brittney@epa.gov.
* **Notification:** You will be notified no later than February 8, 2013, on the status of your application.

**Additional information:**

* The ENERGY STAR Awards Ceremony will be held on March 26, 2013, in Washington, DC.
* There are three broad categories of ENERGY STAR awards: Sustained Excellence, Partner of the Year, and Excellence Awards. Partners apply for recognition in two of these three categories: Partner of the Year and Excellence Awards.
* The Sustained Excellence Award, our highest honor, recognizes organizations that have won Partner of the Year for several years and that continue to surpass the achievements of the previous year. There is no separate application for Sustained Excellence.
* Applicants for Partner of the Year that do not meet the threshold criteria for Partner of the Year will be automatically considered for Excellence Awards.
* Organizations seeking recognition for activities that fall under more than one award category (i.e. Partner of the Year and Excellence) are encouraged to submit one application that responds to the criteria of both categories. To aid in the review and scoring of your submission, it is important that your single application be fully responsive to the criteria set forth in each category.
* Where applicable, quantify your activities and the results (e.g., percent improvement, growth in ENERGY STAR market share, number of media impressions for outreach efforts, and include electronic copies of documentation that support claims made (e.g., photos of promotional materials, samples of advertisements with the ENERGY STAR mark, copies of training materials used, etc.)).
* Applicants should submit all supplemental materials, including marketing examples, collateral, and literature electronically, following the application’s instructions governing supplemental material.
* Applicants should ensure that any supplemental material that they submit demonstrates proper ENERGY STAR logo-use according to the ENERGY STAR Brand Identity Guidelines. Any instances of logo use violations will strongly impact the review of the application.
* Organizations that are under contract with the EPA are not eligible to receive an award. They may however be involved in preparing applications on behalf of clients that partner with ENERGY STAR.
* **Each applicant will be screened for any civil or criminal environmental actions.** Results of this screening will be factored into the selection of winners.

**2013 ENERGY STAR® Award Application**

**Partner of the Year – Energy Efficiency Program Delivery**

**Eligibility:** This award is open to utilities, state agencies, regional energy efficiency nonprofit organizations, associations, and other organizations that sponsor sustained energy efficiency and environmental programs.

Please note that for-profit energy service and product providers are not eligible for this award category and are redirected to the application for Service and Product Providers under the Partner of the Year category.

**Description:** This award recognizes organizations that have demonstrated leadership and best practices in implementing energy efficiency program and/or program portfolios that incorporate ENERGY STAR as a key strategy. Recipients of awards in this category distinguish themselves through their use of ENERGY STAR tools, strategies and resources as a cost-effective approach to delivering near-term program results while also effectively overcoming market barriers to efficiency such that more efficient products, homes and buildings become the norm. Organizations applying for this award are strongly encouraged to address how they are transforming the market for energy efficiency in the long term.

The goal of this award is to recognize comprehensive, high-performing energy efficiency programs and/or portfolios that have directly leveraged ENERGY STAR to achieve (or to be positioned to achieve) significant impact in the marketplace advancing energy efficiency and related greenhouse gas emission reduction objectives.

Applicants may apply in one or more of the following four Program Categories. EEPS promoting ENERGY STAR in more than one ENERGY STAR program area (i.e., Residential New Homes, Home Performance with ENERGY STAR, Qualifying Products, and/or Commercial and Industrial) are strongly encouraged to submit one comprehensive application to most effectively convey their organization’s strategic use of the ENERGY STAR platform and partnership in advancing energy efficiency, irrespective of internal organization/program management structures. Contact your account manager for additional details or guidance if applying for multiple awards.

**1. Residential New Construction: Programs that promote the construction of ENERGY STAR certified homes by implementing program elements such as the following:**

* Design approaches that are based on the local housing market and unique program goals and reflect the most important regional factors for program success;
* Marketing strategies that increase awareness of ENERGY STAR certified homes;
* Training sessions to help stakeholders be successful program participants;
* Strategic incentive structures that help to offset upgrade costs and encourage participation;
* Outreach approaches that create strong relationships with stakeholders, communicate procedures and expectations, and share important program information;
* Quality assurance protocols to ensure the integrity of the ENERGY STAR label and the EEPS’ program; and
* Measurement and evaluation processes to assess progress and attainment of goals and facilitate continuous improvement in the implementation of the program.

NOTE: For organizations that have been recognized with ENERGY STAR Awards in past years, the award evaluation committee will focus primarily on new strategies and activities initiated in 2012. Applicants are encouraged to respond to the award criteria accordingly.

* **2. Home Performance with ENERGY STAR. Sponsors of Home Performance with ENERGY STAR programs may apply for recognition for either 2(a) or 2(b) as follows:2(a) Home Performance with ENERGY STAR/Emerging Markets:** Programs that recently signed a Partnership Agreement and reported at least 50 Home Performance with ENERGY STAR jobs in 2011. Program sponsors must have submitted an implementation plan, a signed Partnership Agreement, and have met all reporting requirements for the past year. The award evaluation committee will focus on innovative demand strategies (marketing, incentives & financing) as well as creative contractor recruitment, development and QA.
* **2(b) Home Performance with ENERGY STAR/Established Markets:** Programs that have reported at least 1000 Home Performance with ENERGY STAR jobs, and have demonstrated substantial market and program sustainability. Program sponsors must have submitted an implementation plan, a signed Partnership Agreement, and have met all reporting requirements for the past year. The award evaluation committee will focus on how the sponsor has transformed its market with innovative strategies that promote home performance sustainability.

**3. Qualifying Products:** Programs that are designed to overcome market barriers to widespread adoption of ENERGY STAR qualified commercial and residential products and/or related best practices, such as power management of office equipment, consumer education on proper thermostat use, etc.

**4. Commercial and Industrial:** Programs that deliver improved whole–building energy performance in existing commercial buildings; target and track performance for new construction; and/or achieve facility-wide improvement in industrial plants, by using ENERGY STAR tools and resources to overcome market barriers. The evaluation committee will also look for partner implementation of Building Performance with ENERGY STAR, as well as support for increasing the use of Portfolio Manager by making whole-building energy data more readily available to customers.

**Narrative:** Your narrative description may be no more than **three pages per Program Category** described above (Residential New Construction; Home Performance with ENERGY STAR (emerging or established market); Qualifying Products; and Commercial and Industrial). This limit does not apply to electronic samples of program materials and evaluation reports that may accompany the narrative description.

* **Executive Summary (300 words or less)**—-Please provide a brief overview of your organization and the highlights of key accomplishments that make you eligible for this ENERGY STAR award. In the event that you are chosen to receive an award, this text will be the basis used in preparing a summary of your organization's achievements. The Executive Summary will **not** count toward the narrative description page limits outlined above.
* **Accomplishments**—Organizations applying for the Partner of the Year Award should provide **a detailed description of your 2012 accomplishments** demonstrating how you have met the required criteria below.
* **Cumulative Accomplishments**—When highlighting cumulative accomplishments, please ensure that you include a timeframe (e.g., saved $3 million in 2012 and more than $10 million since 2001).

**Criteria:** **Activities must be ongoing or completed during calendar year 2012.** It is recommended that each item, as defined below, be addressed explicitly in the application. New and emerging programs are encouraged to apply and scores will be weighted accordingly (i.e., more heavily based on program design and anticipated market effects than proven energy and emission savings.) Candidates **must** include the following in their submissions:

**a. Category:** From the list above, please identify all target Program Categories for your program(s)/initiative(s). If you address multiple Program Categories, please ensure that each category clearly addresses the following criteria.

**b. Program design:** Describe your program design in terms of goals, market barriers addressed, strategy for overcoming market barriers, key activities, and discuss why this approach is best practice for your market. Applicants with new programs/program designs should focus heavily on this section, clearly explaining their program logic and why it is likely to lead to sustained market change.

**c. Incorporation of ENERGY STAR:** Briefly describe how you have incorporated the ENERGY STAR platform (i.e., messaging, tools, and strategies) in your initiative. Participation in EPA-led national promotions may be included to the extent they are part of a larger program strategy. Please provide relevant examples in electronic format.

**d. Market Effects:** Please provide qualitative and numerical data to support your case that the market has changed or will likely change in a sustained way as a result of your initiative (e.g., improved energy performance of buildings/portfolios in your region, increased customer awareness of the financial case for energy performance investments, changes in ENERGY STAR awareness or availability/sale of ENERGY STAR certified products or homes). To the extent possible, also indicate the size and importance of the market that has been (or will be) affected within the context of your service territory, state, or region.

Examples of market effects *include, but are not limited,* to the following:

* Energy savings, peak demand reductions, and air pollution reductions achieved through residential, commercial, and/or industrial sector programs that explicitly leverage ENERGY STAR.
* Increase in salesperson/contractor knowledge; change in business practices.
* Increase in participation by key suppliers, including energy service companies, equipment suppliers, architects, engineers, contractors, or retailers.
* Increase in service availability.
* Increase in third-party advertising by market participants.
* Increase in consumer awareness; change in consumer attitude.
* Breadth and reach of publicity activities.
* Increase in participation in the ENERGY STAR Program
* Cost effectiveness of program (e.g., $0.05/kWh TRC levelized cost).
* Estimated year-to-date energy savings.

Specific Guidance for the Following Program Categories

1. For Residential New Construction:
   * Please provide specific program numbers for 2011 and 2012 and the percent change in these numbers from 2011 to 2012 for the following:
     + Number of new homes in the service territory that were ENERGY STAR Certified.
     + Number of builders and Home Energy Raters partnering in the program.
     + Number of media impressions to demonstrate growth in consumer awareness of ENERGY STAR Certified Homes.
   * Description of efforts to engage the local HVAC industry about quality installation and their participation in the ENERGY STAR program.
2. For Home Performance with ENERGY STAR:
   * Activities to recruit and train contractors.
   * Innovative solutions to grow Home Performance with ENERGY STAR.
   * Completed jobs by contractors.
   * Number of on-site QA inspections by program, contractor, and third-party inspectors.
   * Success in coordinating with other organizations (e.g., utilities, manufacturers, state and local governments, retail, financial organizations, non-profits, trade associations) to grow overall market acceptance of the home performance delivery.
3. For Qualifying Products:
   * Increase in sales or market share of ENERGY STAR qualified products vis a vis non-qualified models.
   * Increase in shelf space devoted to ENERGY STAR qualified products.
   * Increase in dealer stocking for qualified products.
   * Number of older/inefficient units permanently removed from service (e.g., properly recycled).
4. For Commercial and Industrial:
   * Increase in use of EPA’s ENERGY STAR measurement and tracking tool, Portfolio Manager and Target Finder, for new construction, increase in buildings earning the ENERGY STAR label, and achievement of ENERGY STAR Leaders for commercial buildings by program participants

**e. Data Sources:** Please reference data sources used to support your market effect claims using standard bibliographic format. As relevant, briefly (1-2 sentences) describe the data collection method, sample frame, and respondent population (e.g., telephone survey, large-share sample of heating and cooling contractors).