



2010 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 (Word or WordPerfect) of your narrative.
- Optional supplemental material 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.
- *Retailers only:* See special instructions in the Retailer application, under the Partner of the Year category.

When you need to submit it:

- A complete electronic application must be **uploaded by midnight, EST on December 4, 2009**. 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, 2009**.
- 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 email within 48 hours confirming receipt of materials you submitted electronically. It will be sent to the Primary and Communications contact in the award application. If you do not receive confirmation within this timeframe, contact ENERGY STAR Awards Coordinator Hewan Tomlinson at (202) 343-9082 or Tomlinson.Hewan@epa.gov.
- **Notification:** You will be notified no later than February 5, 2010 on the status of your application.

Additional information:

- The ENERGY STAR Awards Ceremony will be held on April 13, 2010 in Washington, DC.
- Organizations may apply for more than one award if they meet the eligibility requirements. In such cases, a complete award application package must be submitted for each award.
- There are two broad categories of ENERGY STAR awards that you can apply for: Partner of the Year and Excellence Awards.
- The Sustained Excellence Award, our highest honor, is selected by EPA to recognize organizations that have won Partner of the Year for several years and their achievements continue to surpass those of the previous year. There is no separate application for Sustained Excellence.
- Where applicable, quantify your activities and the results (e.g., percent improvement, number of marketing pieces produced, number of people reached), 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.).

2010 ENERGY STAR[®] Award Application Partner of the Year – Home Energy Rater¹

Description: This award recognizes ENERGY STAR Home Energy Rater partners who have helped establish a significant presence for ENERGY STAR qualified homes in one or more markets.

Eligibility: ENERGY STAR Home Energy Rater partners (i.e., certified home energy raters and accredited providers; accredited BOP providers) in markets with **at least 10 percent** market penetration for ENERGY STAR qualified homes.

ENERGY STAR Home Energy Rater partners in markets with **less than 10 percent** penetration may also apply. To be competitive for selection, applicants must demonstrate how they have established a foundation for increasing consumer awareness and future growth of ENERGY STAR qualified homes in their market.

NOTE: For organizations that have been recognized with an ENERGY STAR Award in past years, **the award evaluation committee will focus primarily on new strategies and activities initiated in 2009**. Applicants are encouraged to respond to the award criteria accordingly.

Narrative: Your narrative description should not exceed **three pages**. Bulleted answers are strongly preferred.

- **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 three-page limit.
- **Accomplishments**—Organizations applying for the Partner of the Year Award should provide **a detailed description of your 2009 accomplishments** demonstrating how you have met the required criteria on page 4.
- **Cumulative Accomplishments**—When highlighting cumulative accomplishments, please ensure that you include a timeframe (e.g., saved \$3 million in 2009 and more than \$10 million since 2001).

Criteria: Criteria for evaluating this award are listed on the following page. Please complete this application by addressing each of the first three bulleted points (required) and the fourth bullet point (optional).

¹ Utilities and other sponsoring programs that partner with EPA for ENERGY STAR for new homes should apply for the “Program Delivery” Award under the Partner of the Year Category

Award Evaluation Criteria

Required Criteria

- Market Transformation: How has your organization *directly* contributed to the growth of ENERGY STAR in your market(s)? Please include such examples as the number of homes qualified as ENERGY STAR in the past year, education and recruitment of new builders and developers, efforts to build consumer awareness, participation in ENERGY STAR outreach efforts, work with other ENERGY STAR partners and local associations, and support for special events. Past ENERGY STAR Award winners applying again in 2009 should focus on activities that were new in 2009.
- Promotion: How has your organization effectively utilized the ENERGY STAR mark and messaging for marketing and sales? Please include examples that demonstrate integrating and featuring ENERGY STAR in point-of-sale, advertising, marketing, and Web site materials; training of sales staff to effectively market ENERGY STAR; and showcasing ENERGY STAR in events or promotions. Past ENERGY STAR Award winners applying again in 2009 should focus on materials that were new in 2009. *Please attach electronic images to support your answer.*
- Measured Impacts: How has your organization measured the business impacts of your partnership with ENERGY STAR? Examples may include customer recognition of ENERGY STAR, actual home performance (e.g., energy savings, comfort, or indoor air quality), effectiveness of ENERGY STAR marketing and advertising efforts, and additional ENERGY STAR coverage in local press and media. You may also describe your business and revenue growth and additional builder service opportunities.
- (Optional) How has your organization incorporated the ENERGY STAR brand beyond building and qualifying ENERGY STAR qualified homes? Examples may include assisting builders who express interest in incorporating ENERGY STAR Advanced Lighting Package and Indoor Air Package Programs, participation in ENERGY STAR campaigns (e.g., ENERGY STAR Change the World, ENERGY STAR Cool Your World), participation and support for Home Performance with ENERGY STAR program, providing home energy ratings for affordable housing, military housing sectors, and/or energy efficient mortgages.