

ENERGY STAR Commercial Food Service Webinar Series

Announcing 2020 ENERGY STAR Award Winners and Plans for 2021



Tuesday, August 4, 2020

Introduction to monthly CFS Webinar Series

- Webinars are an Opportunity for Partners/Stakeholders:
 - To hear news on the latest CFS events, activities, and initiatives at ENERGY STAR
 - To learn about program engagement resources and tips
 - To engage with ENERGY STAR and each other on industry topics and energy-savings
 - To provide feedback on any information gaps and inform the development of new resources





Near-term ENERGY STAR CFS activities

- Summer newsletter – September 2020
- CFS landing page updates – coming soon!
- CFS equipment calculator updates – coming soon!
- CFS utility midstream program resources – by late 2020!
- Active specification revisions:
 - Commercial Dishwasher Final Specification v3.0
 - Commercial Refrigerators and Freezers Discussion Guide v5.0
 - Commercial Ovens Draft 1 Version v3.0
- Active scoping efforts:
 - Commercial induction cooktops and ventilation
- Webinar Series
 - Next webinar Tuesday September 1, at 1 PM ET.

Poll Question # 1

- Which stakeholder group do you identify as?
 - Product Brand Owner
 - Dealer/Distributor
 - EEPS/Utility
 - Program Implementer
 - Association
 - Restaurant Operator
 - Other



Poll Question # 2

- What are your expectations from the CFS webinar series?
 - **Learn** strategies to leverage ENERGY STAR tools and resources
 - **Share** perspectives on energy efficiency
 - **Network** with other stakeholders in the CFS industry
 - **Listen** to hot topics in the CFS industry



Poll question # 3

- Has your organization applied for the ENERGY STAR Partner of the Year award or Excellence in ENERGY STAR Marketing in previous years?
 - Yes
 - No



Webinar Outline

- Overview of ENERGY STAR Awards
- Award Categories & 2020 ENERGY STAR CFS Award Winners
- Tips for an Outstanding Application
- 2021 Application Submission Process





Overview of ENERGY STAR Awards

A large audience seated in a hall, facing a stage with large screens and blue lighting. The text "ENERGY STAR Awards" is overlaid in large white letters.

ENERGY STAR Awards

Celebrating superior achievements in energy efficiency

Each year, EPA honors a select group of businesses and organizations that have made outstanding contributions to protecting the environment through superior energy efficiency achievements.

All organizations with significant commitments to ENERGY STAR are encouraged to apply for the 2021 ENERGY STAR Partner of the Year Award.



Next year's winners will be recognized at the 2021 ENERGY STAR Awards ceremony in Washington, D.C. on Earth Day

ENERGY STAR Awards are a HUGE Promotional Opportunity

<https://www.energystar.gov/awards>

- Be distinguished as an environmental leader and gain public recognition
 - EPA issues national and regional **press releases**
 - EPA is active on **social media** announcing and supporting the winners
 - EPA features winner **company profiles** on ENERGY STAR's website
- Access customized logos and promotional materials
 - **Professional photos** are taken at the award ceremony, which companies can use for marketing
- Create momentum for energy-efficiency at high levels of organization
 - Companies may submit a **short video** to feature at the award ceremony associating the company brand with ENERGY STAR and energy efficiency messaging



"The award signifies our commitment to developing new products and technologies that help customers to save money and protect the environment."

–CFS Product Brand Owner

"These awards further our credibility when selling Energy Star qualified products as experts in design, marketing, and delivery of qualified products under the Energy Star brand."

–CFS Product Brand Owner



Award Categories & 2020 CFS ENERGY STAR Award Winners



Partner of the Year

This award recognizes ENERGY STAR partner businesses and organizations in good standing that demonstrate superior leadership, innovation, and commitment to environmental protection through energy efficiency and ENERGY STAR.

Continental®

Refrigerator

HOWE®

Sustained Excellence

Our highest honor, recognizes organizations that have won Partner of the Year for several years and continue to surpass the achievements of previous years.



HOSHIZAKI

The logo for ITW Food Equipment Group is set against a dark red rectangular background. It features the letters "ITW" in a large, white, stylized font with multiple parallel lines to the left of the "I". To the right of "ITW", the words "FOOD EQUIPMENT GROUP" are written in a smaller, white, sans-serif font, stacked in three lines.



Excellence Awards

Excellence in Product Design. Awarded to companies that demonstrate leadership in the design and manufacture of ENERGY STAR certified products.



Excellence in ENERGY STAR Marketing. Awarded to ENERGY STAR partner retailers, manufacturers, energy efficiency program sponsors, or other organizations that planned and executed outstanding promotion, marketing or consumer education campaign around an ENERGY STAR certified product category, series of products, or ENERGY STAR at large.



Tips for an Outstanding Application



Application Overview

- Four-part Application
 - Part 1: Executive Summary
 - Part 2: Accomplishments (bulk of the application)
 - Part 3: Supporting Materials
 - Part 4: High-Resolution Logo

Part I: Executive Summary

- **Mandatory and critical.**
 - One sentence description of your organization
 - One sentence description of your organization's most significant ENERGY STAR accomplishment in 2020.
 - Up to six bullet points showcasing your organization's ENERGY STAR-related activities and innovations.
- **Used publicly** for event materials, including online winners' profiles. See examples from last year here: www.energystar.gov/awardwinners



Top Tips

- Be clear & concise
- Adhere to the character limits noted in the document
- Review examples provided in the document or from last year's online Profiles in Leadership

Part 2: Accomplishments

- Things EPA looks for in the accomplishments narrative:
 - A strategy runs through the application
 - Shows evidence of a strategic plan
 - Provides concrete examples of how you have communicated the value of your partnership with ENERGY STAR
- Communication is key
 - Within your organization (employees, vendors, etc.)
 - Outside your organization (the media, customers, community, etc.)
- ENERGY STAR is central theme
- **Strong applications show comprehensive initiatives that leverage ENERGY STAR products, promotions, and communications.**



Top Tips

- Cut, paste, and fill in tables from the application into your accomplishment document.
- Use application headings as a guide.
- Answer all the questions being clear on metrics and timeframe of accomplishments.



Part 3: Supporting Materials

Will vary by application, examples might include:

- screenshots of ENERGY STAR promotions;
- company activities honoring ENERGY STAR partnership;
- ENERGY STAR certified products;
- photos;
- print, radio, tv, or internet advertisements;
- point of purchase materials;
- snapshots of social media posts;
- video links;
- newsletters;
- educational pamphlets, etc.



Top Tips

- Make sure any examples you submit follow the [ENERGY STAR Brand Guidelines](#). You don't want a logo violation in your application!
- File must be less than 100 MB with file names less than 15 characters and contain no spaces or special characters
- Where possible, consolidate supporting materials into one or two PDFs (Zip Files are not allowed)
- For audio and video examples, provide a screenshot and a link to the online version
- If you are uploading more than six supporting files, or one or more files over 6 MB each, upload your application in advance of the deadline.

Part 4: High-Resolution Logo

What do we mean by high resolution?
Submit your logo in one of the following formats:

- SVG Scalable Vector Graphic
- EPS – Encapsulated PostScript
- PDF – Portable Document Format (vector not raster)

Vector graphics can be scaled to any size without losing quality!

Get help from your organization's graphics/creative team if you're not sure.





Top Tips for All Applications

- Answer Every Question
 - Complete the application to the best of your ability – if you don't have the answer explain why. (Note: Every question has a point value).
- Show Improvement
 - If you have won before, demonstrate how you continue to improve.
- Quantify your Results and Provide Examples
 - Where applicable, quantify your activities and the results (e.g., percent improvement, growth in ENERGY STAR market share, number of media impressions), and include electronic copies of documentation that support claims made
 - Provide your best examples of ENERGY STAR stewardship (share your best examples that showcase ENERGY STAR branding).
 - Ensure that supplemental material demonstrates proper ENERGY STAR logo use according to the ENERGY STAR Brand Book (see: www.energystar.govbrandbook). **Any instances of logo violations will strongly impact the review of the application.**



Top Tips for CFS Product Brand Owners

- Demonstrate the following:
 - Consistent innovation and drive toward **engineering improvements** for energy efficiency whilst continuing to certify ENERGY STAR products and increase sales of ENERGY STAR products
 - Engagement with ENERGY STAR throughout 2020 on specification development, for example:
 - Commenting on specs and providing feedback on the market
 - Discussing test methods through the ASTM F26 committee
 - **Promotion of ENERGY STAR** certified products at trade shows, company website, social media (Twitter, LinkedIn), and novel use of Product Finder API
 - (Most importantly) Energy efficiency messaging throughout the company, making **energy efficiency a part of company culture** and with customer interactions, for example:
 - Demonstrate company-wide education & training initiative for staff, customers, sales reps/dealers



Top Tips for CFS Dealers/Distributors

- Demonstrate the following:
 - What you're doing at a systemic level to promote ENERGY STAR
 - Use the detailed application form for **ENERGY STAR retail partners** as a framework
 - Complete the form with the same intent from the CFS dealer/distributor perspective
 - The retail partners application may be refined further for CFS dealers/distributors in the next application cycle

Seeking Recognition for Activities that Fall Under More than One Award Category

- Organizations seeking recognition for activities that fall under more than one award category (i.e., Partner of the Year and Excellence in ENERGY STAR Marketing) should **only 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.**



2021 Application Submission Process



*For a more detailed tutorial click on 'Tutorial' located on the awards applications page

https://www.energystar.gov/about/2021_energy_star_award_applications

Awards Web Page

www.energystar.gov/awards



2021 AWARDS DINNER
THURSDAY, APRIL 22, 2021*
WASHINGTON, DC

*SUBJECT TO CHANGE

Start here



BEST OF THE BEST



Each year, EPA honors a group of businesses and organizations that have made outstanding contributions to protecting the environment through superior energy efficiency achievements.

[Learn more about the awards](#)

CONGRATULATIONS TO ENERGY STAR AWARD WINNERS!

[Learn more about their accomplishments.](#)

[Click here for more information.](#)

MEET THE WINNERS



From multinational corporations to small energy efficiency programs, ENERGY STAR Award Winners have one thing in common: an unwavering commitment to saving energy and protecting the environment. Click arrows above to browse winner photos.

[Read winner profiles](#)

MORE INFORMATION



- [ENERGY STAR Awards Archives](#)
- [About the ENERGY STAR Program](#)
- [ENERGY STAR by the Numbers](#)
- [About Energy Efficiency](#)

Application Web Page

www.energystar.gov/awardsapplications



Download application forms

IMPORTANT

Applications that do not comply fully with the instructions in Parts 1 and 2 of the 2021 ENERGY STAR Awards Applications (including a completed Part 1 Form) **will be considered incomplete and may be disqualified.** All necessary forms and instructions are located on this page.

2021 Energy Star Award Applications

Application Part 1: For All Applicants

General Instructions & Executive Summary ([Word](#), 844 KB)

Application Part 2: Award Accomplishment Document

Partner of the Year

- Energy Management ([Word](#), 154 KB)
- Sustained Excellence in Energy Management ([Word](#), 149 KB)
- *Supplemental Guidance for Building Partners* ([Word](#), 1.0 MB)
- Energy Efficiency Program Delivery ([Word](#), 165 KB)
- Multifamily High Rise Developers ([Word](#), 127 KB)
- New Home Builder and Affordable Housing ([Word](#), 108 KB)
- New Homes Rater/Provider ([Word](#), 122 KB)
- Product Brand Owner ([Word](#), 476 KB)
- Product Brand Owner - Windows, Doors, and Skylights ([Word](#), 163 KB)
- Retailer ([Word](#), 100 KB)
- Service and Product Provider ([Word](#), 160 KB)

Home Performance with ENERGY STAR

- Home Performance with ENERGY STAR Contractor of the Year ([Word](#), 188 KB)

Excellence Awards

- Data Innovation ([Word](#), 159 KB)
- ENERGY STAR Marketing ([Word](#), 149 KB)

Questions? Partners may contact their account manager or email awards@energystar.gov

The Submittal Process has new features for **EVERYONE!**



- ✓ Download and complete application.
- ✓ Gather supporting material into a single pdf.
- ✓ Have high resolution logo ready.



- ✓ Log into MESA.
- ✓ Submit required documents.



MESA Log-In

www.energystar.gov/mesa

My ENERGY STAR (MESA)

Username

Password

Log In

[Forgot your password?](#) | [Forgot your username?](#)

- You are accessing a U.S. Government information system, which includes: (1) this computer, (2) this computer network, (3) all computers connected to this network, and (4) all devices and storage media attached to this network or to a computer on this network. This information system is provided for U.S. Government-authorized use only.
- Unauthorized or improper use of this system may result in disciplinary action, and civil and criminal penalties.

Have you set up your new credentials ??

If you did not receive your new MESA credentials from EPA recently, please contact [ENERGY STAR Zendesk Support](#) immediately.

<https://energystar.zendesk.com/hc/en-us/requests/new>





MESA Log-In



[Home](#)

[My MESA Account](#) ▾

[My Organization Information](#) ▾

[Manage Contact Information](#)



My ENERGY STAR Account

Welcome, MESA Homes TestUser!

[MESA Homes Org](#)

★ Programs (1)

PROGRAM NAME	BRANCH	ORG. RELATIONSHIP	STATUS
ESVI Contractor	Residential	Non-Partner Logo User	Active ▾

📋 ACTION NEEDED: Associate Contact(s) to Program

MESA Homes Org (9)

ESVI Contractor

Contact Name	Email	Phone
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🔧 My ENERGY STAR Tools & Resources

[Tools](#) [Resources](#)

- Apply for an Award
- Using the ENERGY STAR Verified HVAC Installation Linkage Phrase Mark
- ENERGY STAR Verified HVAC Installation Tear-sheet
- ENERGY STAR Verified HVAC Installation Consumer Brochure (PDF, 3.8 MB)
- EPA Policies for Responding to Misuse of the ENERGY STAR Brand



Latest Information Web Page

www.energystar.gov/about/awards/latest_information

All Awards email blasts to
partners
point to this page!

**Keep up with Awards
announcements**



About ENERGY STAR

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Latest Information

The 2021 ENERGY STAR Awards

Each year, the U.S. Environmental Protection Agency (EPA) and the Department of Energy (DOE) honor organizations that have made outstanding contributions to protect the environment through energy efficiency.

EPA is pleased to provide the following preliminary information about the 2021 ENERGY STAR Awards for partners interested in applying for recognition for their ENERGY STAR program achievements during calendar year 2020.

- **Now!** ENERGY STAR Awards Applications available
- Mid October 2020 – online system available for formal online applications
- Early December 2020 – application deadline
- Mid February 2021 – award determinations complete and applicants notified
- April 22, 2021 – annual spring partner meetings & awards ceremony

A NOTE ON COVID-19 AND THE 2021 ENERGY STAR AWARDS

EPA recognizes that the COVID-19 pandemic is impacting individuals and organizations across all sectors of our global economy. Please be assured that we will take this unique circumstance into consideration in reviewing applications for the 2021 ENERGY STAR Awards, which recognize your ENERGY STAR achievements in calendar year 2020. As always, we encourage our partners to apply for a 2021 award. However, for those who feel they are unable to apply for a 2021 ENERGY STAR Award due to circumstances caused by the pandemic, a lapse in recognition in 2021 will not be counted against your history of consecutive ENERGY STAR awards earned in the next (2022) application cycle.

We hope to hold our traditional ceremony on April 22, 2021, but regardless of whether we are able to do so, we will review applications and recognize our partners' accomplishments with awards.

Thank you for your continued support of ENERGY STAR.

Questions? Partners may contact their account manager or email awards@energystar.gov

Other ENERGY STAR partner and stakeholder meetings are held in conjunction with the ENERGY STAR Awards. For more information on these and other meetings, please visit the [ENERGY STAR Partner Meeting page](#).

Updated July 30, 2020

Deadline for Applying



- **Now!** ENERGY STAR Awards Applications available
- **Mid October 2020** – online system available for formal online applications
- **Early December 2020** – application deadline
- **Mid February 2021** – award determinations complete and applicants notified
- **April 22, 2021** – annual spring partner meetings & awards ceremony



If you experience problems uploading your application, please notify EPA as soon as possible **before the application deadline and email.**

awards@energystar.gov



What to Expect After You Submit

- Confirmation of Receipt
 - You will get an e-mail within 48 hours confirming receipt of materials.
 - If you do not receive confirmation within this timeframe, email awards@energystar.gov immediately.
- Notification
 - You will be notified no later than mid February 2021 on the status of your application.

Less Fun but Very Important

- 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 and criminal environmental actions. Results of this screening will be factored into the winner selection process.

We encourage partner organizations with significant commitments to ENERGY STAR to apply for the prestigious Partner of the Year Award!



2021 AWARDS CEREMONY
THURSDAY, APRIL 22, 2021*
WASHINGTON, DC

*SUBJECT TO CHANGE

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.

Closing Poll Questions

- **Are you considering applying for an ENERGY STAR Partner of the Year award after this presentation?**

- Yes
- No



- **What do you see as the biggest barrier to applying for an ENERGY STAR Partner of the Year award?**

- Nothing, I am planning to apply!
- Application process is confusing
- Preparing application requires too much time
- Incentive for winning an award is not high enough
- Do not believe my organization meets criteria for winning an award

Save the Date for the Next Webinar!

- ENERGY STAR Day Promotion and other CFS Tools:
 - Tuesday September 1, at 1 PM ET.
- Topics that will be covered include:
 - Tips for preparing your ENERGY STAR Day 2020 social media posts
 - Strategies for leveraging and promoting ENERGY STAR tools
- Mass mailer with registration link will be sent soon! Email cfs@energystar.gov to confirm you are on the distribution list!



Next Webinar Questions

- **Has your organization participated in ENERGY STAR Day in previous years?**
 - Yes
 - No
- **What is the biggest barrier to participating in ENERGY STAR Day?**
 - I have participated in the past and plan to participate this year!
 - Did not know about ENERGY STAR Day
 - Participation instructions are unclear
 - Preparing social medial posts requires too much time
 - Participating in ENERGY STAR Day does not offer enough benefits

SAVE TODAY.
SAVE TOMORROW.
SAVE FOR GOOD.



Start Your Savings with ENERGY STAR® Certified Kitchen Equipment.

SAVE TODAY.
SAVE TOMORROW.
SAVE FOR GOOD.



Start Your Savings with ENERGY STAR® Certified Kitchen Equipment.

Next Webinar Questions (cont)

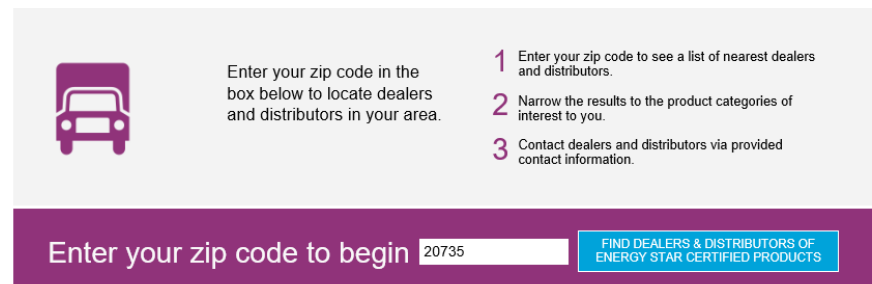
- Does your organization's website incorporate links to any ENERGY STAR tools and resources?
 - Yes
 - No



ENERGY STAR Rebate Finder



Commercial Food Service : Dealer & Distributor Store Locator



Thank you for participating!



Email cfs@energystar.gov if you have any questions, comments, or to be added to the CFS distribution list.