



2011 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.
- **Note:** All file names should be no longer than 15 characters and contain no spaces or special characters.
- *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 8 pm, EST on December 3, 2010**. 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, 2010**.
- 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 contact in the award application. If you do not receive confirmation within this timeframe, contact ENERGY STAR Awards Coordinator Ga-Young Choi at (202) 343-9407 or choi.ga-young@epa.gov.
- **Notification:** You will be notified no later than February 4, 2011 on the status of your application.

Additional information:

- The ENERGY STAR Awards Ceremony will be held on April 12, 2011 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.

However, organizations promoting ENERGY STAR in more than one ENERGY STAR program area (i.e., Residential New Homes, Home Performance with ENERGY STAR, Qualifying Products, and 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.

- There are two broad categories of ENERGY STAR awards that you can apply for: Partner of the Year and Excellence Awards.
- Applicants for Partner of the Year – Energy Efficiency Program Delivery that do not meet the threshold criteria for Partner of the Year will be automatically considered for Excellence Awards. These applicants need not apply separately for this recognition.
- 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.).
- **Each applicant will be screened for any outstanding civil or criminal environmental actions.** Results of this screening will be factored into the winner selection process.

2011 ENERGY STAR[®] Award Application

Excellence – Lighting Retailer or Showroom

Eligibility: Lighting retailers or showrooms stocking and promoting ENERGY STAR qualified light fixtures, and qualified lamps, of all technologies. To be eligible for an award, applicant must be a partner in good standing, having complied with applicable partner commitments.

Description: This award recognizes lighting retailers and showrooms which demonstrate outstanding effort and achieve noteworthy success selling ENERGY STAR qualified lighting products. Through promoting the program, training associates, and stocking shelves with qualified products, lighting retailers and showrooms contribute immensely to furthering ENERGY STAR'S goals in the lighting market.

Applications will be reviewed with consideration given for company size, presenting the opportunity for organizations both large and small to distinguish themselves in the marketplace.

Narrative: Your narrative description should be no more than **five pages**, but may be accompanied by electronic samples of specific promotions, advertisements, or other activities your organization led in 2010. Applicants are encouraged to expand applications with details of internal energy efficiency improvements, and additional ENERGY STAR/energy efficiency education offered to employees beyond that associated with qualified lighting products.

- **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 for preparing a summary of your organization's achievements. The Executive Summary will **not** count toward the five-page limit.
- **Accomplishments**—Organizations applying for this award should provide a **detailed description of your 2010 accomplishments** demonstrating how you have met the following required criteria.
- **Cumulative Accomplishments**—When highlighting cumulative accomplishments, please ensure that you include a timeframe (e.g., saved \$3 million in 2010 and more than \$10 million since 2001).

Criteria: Criteria for evaluating this award are listed below. In describing your company's activities, please organize your submission consistent with the outline below and be as specific as possible. For example, in describing use of the ENERGY STAR logo on a company Web site or advertisement, provide specific timing and placement information, visibility to the public, the number of hits/impressions in a period of time, if known, and size/placement of the logo.

Award Evaluation Criteria

Product Selection

- Provide goals/targets for increasing stock of ENERGY STAR qualified lighting products (e.g. increases in number of SKUs or percentage of SKUs).
- Describe all efforts to work with vendors to increase stock of ENERGY STAR qualified lighting products.
- Report progress in meeting these goals/targets (e.g. increases in number of SKUs or percentage of SKUs).

Sales Associate Training

- Demonstrate the integration of ENERGY STAR into training strategy and in all existing training vehicles.
- If applicable include information on how your organization worked with vendors or utility/state/regional partners to increase ENERGY STAR sales associate training.
- Report progress in implementing plan and achieving goals.
- Please list all training efforts and include electronic examples (as available) of all training materials that include ENERGY STAR, e.g. publications, web-based, and in-person. For **all** materials used, please include the following information, where applicable:
 - Materials used
 - Scope (# stores, if more than one)
 - Co-sponsors (utility or manufacturer programs)
 - Number of employees reached

In-Store Marketing

- Please list all in-store ENERGY STAR marketing efforts, e.g. displays, signage, and consumer educational events, and include electronic examples of in-store marketing materials (as available). For **each** effort, please include the following information, where applicable:
 - Materials used
 - Scope (# stores, if more than one)
 - Permanent or temporary (if temporary, dates)
 - Co-sponsors (utility or manufacturer programs)
 - Impressions (e.g. store traffic)

Ex-Store Marketing

- Please list and include electronic examples (as available) of all ex-store ENERGY STAR marketing efforts, e.g. advertising (broadcast, print, direct mail) and web promotions. For **each** effort, please include the following information, where applicable:
 - Distribution/markets
 - Duration
 - Co-sponsors (utility or manufacturer programs)
 - Impressions/circulation