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 contacts 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 – ENERGY STAR Promotion

Eligibility: All ENERGY STAR partner retailers, manufacturers, Energy Efficiency Program Sponsors, or other organizations, who planned and executed a successful promotion or consumer education campaign around an ENERGY STAR qualified product category, series of products, or ENERGY STAR at large.

Applying for Another Award? You may include your promotion or consumer outreach campaign within the application for that award rather than submitting two applications.

+ While it is unlikely that two awards will be issued to the same organization, the award committees will evaluate your application for both awards assuming you have clearly and fully addressed the award criteria for both.
+ Retailers, manufacturers, and/or energy efficiency program sponsors who team up on a promotion/campaign are encouraged to apply as a group.

Description: This award recognizes specific, exemplary ENERGY STAR promotions or consumer outreach campaign activities (vs. ongoing efficiency programs) **that took place during calendar year 2010**. Promotions and educational campaigns may have leveraged the national "Change the World, Start with ENERGY STAR" campaign to promote specific ENERGY STAR product(s) or may focus on other energy-efficient products or practices (for example, enabling power management settings on computers or setting a programmable thermostat correctly). Examples might include an advertising campaign, media event, community event, multi-tiered educational campaign, or combinations of these as they tie into one comprehensive promotional strategy.

Criteria: To be considered, promotions, consumer awareness or social marketing campaigns should clearly work in support of any or all of the following goals:

- Increase consumer understanding of ENERGY STAR – visual recognition of blue label, what it stands for, who's behind it, individual and collective benefits of choosing ENERGY STAR
- Increase consumer participation in Change the World, Start with ENERGY STAR national campaign activity (i.e., increase visits to the ENERGY STAR Web site, pledge driver activities, drive attendance at educational events, etc.)
- Increase sales of ENERGY STAR qualified products in a sustainable manner (i.e., any price incentives are complemented with educational materials conveying product benefits and value, etc.)
- Effect sustained behavior change around energy efficiency – move consumers from 'knowing' to 'doing'
- Increase presence of ENERGY STAR in media (TV, newspapers, consumer publications, Web content, trade publications, radio, etc.)

Narrative: Your narrative description should be no more than **five pages**, but may be accompanied by electronic samples of your campaign, advertisements, media kit materials, or other collateral associated with the ENERGY STAR marketing or consumer awareness activity for which you're applying. These supplemental materials will **not** count toward the five-page limit.

- **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 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).

Award Evaluation Criteria

Reviewers will look for the following, *as appropriate to your activity*:

1. Leveraging of ENERGY STAR's "Change the World, Start with ENERGY STAR" national campaign for ENERGY STAR product or "practices" messaging
2. Use of 'ENERGY STAR blue' label – used properly and to convey understanding of its purpose/meaning
3. Definition of ENERGY STAR as government-backed, associated with energy efficiency and environmental protection/preservation
4. Visual examples of how a nationally consistent 'tone' was used to convey ENERGY STAR (see ENERGY STAR Identity Guidelines for guidance on this)
5. Tactics that work to create repeat sales and, ultimately, influence market share (vs. solely marketing a discounted price on a qualified product or giving a product away without a tie-in to retail to help drive consumers to purchase the next one)
6. Evidence of retail sales staff training
7. Media activities that enhance relevant consumer understanding of ENERGY STAR

Candidates must include the following in their narrative, *as appropriate to your activity*:

- Brief description of the promotion/campaign: its title/name, goals and tactics (e.g., advertising, events, Web, direct mail, sales person training, in-store promotion) and media (e.g., TV, radio, social media, publication, in-store)
- Intended audience for the promotion/campaign (e.g., demographics, internal, external, international, or domestic)
- Dates and location of activity(ies)
- Brief description of any partnering or cooperative aspects
- Imagery may be incorporated into the narrative or attached electronically as supplemental materials
- Bulleted list of qualitative and/or quantitative results of your efforts. For example:
    - List of consumer education materials produced and number disseminated
    - Media impressions (e.g., circulation, hits, reach, and frequency) of the promotional activity by medium (e.g., print ads, brochures, Web, etc.) and in total
    - Sales numbers: Sales of ENERGY STAR qualified product during the promotion, rebate redemption numbers, shipping data, or percentage increase in sales over same time last year.
    - Number of sales associates trained or increase in salesperson/contractor knowledge

- Other qualitative or quantitative consumer/community feedback, including measures illustrating behavioral change

Candidates are encouraged to substantiate their activities and results with additional documentation. A list of possible documentation is provided here, but is not intended to be exhaustive nor prescriptive:

- Example(s) of use of ENERGY STAR national campaign marketing or media kit materials (whether used to build partner materials or used as-is)
- Electronic examples of
  - Consumer education materials (should correspond to the bulleted list mentioned above)
  - Electronic copies of placed print, radio and/or TV advertisements
  - Copies of magazine or newspaper articles
  - Screen captures of relevant Web page/content
  - Photos of in-store displays/other promotional or campaign activities
  - Photos of media events and/or samples of press materials that place activity in context of national initiative
- Other electronic documentation to support claims made in application