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 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, 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.

2010 ENERGY STAR® Award Application
Partner of the Year - Product Manufacturer

Eligibility: Manufacturers of ENERGY STAR qualified products*. Please note that the prerequisite for any manufacturing award is that partners have complied with requirements outlined in the applicable ENERGY STAR Partner Commitments and Product Specification documents, including those related to labeling, logo use, and the submission of product and sales information.

***** **Service providers (e.g., cable, satellite, and telecommunications providers) who label and distribute ENERGY STAR products should apply for recognition using this application.**

Description: These awards recognize those product manufacturers who have furthered the goals of ENERGY STAR through their active participation. ENERGY STAR anticipates that selecting the Product Manufacturer Partner awards will be a challenging task.

ENERGY STAR recognizes that each organization excels in specific areas. Partners may describe specific activities beyond the scope of the criteria listed below.

Criteria: Criteria for evaluating this award are listed below.

Accomplishments Narrative

ENERGY STAR is committed to help people change for the better. Our goal is to reduce greenhouse gas emissions through superior energy efficiency. How are you helping to achieve that goal? Please write a narrative describing your company's activities and accomplishments specific to supporting ENERGY STAR's objective. Your narrative 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.
- Describe your company's activities as specifically as possible.
- Be consistent with the outline below, to the extent the activities are relevant to your organization.

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 the Partner of the Year Award should provide **a detailed description of your 2010 accomplishments** demonstrating how you have met the required criteria.

Cumulative Accomplishments—When highlighting cumulative accomplishments, please ensure that you include a time frame (e.g., saved $3 million in 2010 and more than $10 million since 2001).

Product Qualification Efforts

- Number of ENERGY STAR qualified models/option packages and percentage change over previous year.
- Percentage of product line that is ENERGY STAR qualified (for windows/doors/skylights: percentage of all models/option packages offered that is ENERGY STAR qualified, percentage of models for which the standard version is ENERGY STAR qualified, and the percentage of models that can be upgraded to ENERGY STAR).
- Percentage of total sales that were ENERGY STAR qualified and percentage change over previous year.
- Information concerning new ENERGY STAR models/option packages developed/qualified in 2010 including a brief description of innovation in product design for energy efficiency.

Labeling Efforts

- Confirm that minimum labeling requirements are met on products, packaging, Web site, spec sheets, user manuals, etc. (please provide examples or pictures).
- Demonstrate activities that go above and beyond minimum labeling requirements (e.g. use of the new web tool for product labeling provided by EPA/DOE http://www.energystar.gov/index.cfm?c=manuf_res.web_based_tools, unique or highly prominent use of the logo on product or packaging in terms of size, location, etc. while still meeting the ENERGY STAR Identity Guidelines).

Training Efforts

- Integration of ENERGY STAR into your organization's sales force and employee training (please provide a description of efforts and include physical or photographic examples, where available, as well as scope, number of employees reached, and any other measures of impact – e.g. training manuals/newsletters, e-mails, new employee packets, presentations, etc.).
- Cooperation with distributors, retailers, or utility/state/regional partners to increase ENERGY STAR information in customer (retail/distributor) product knowledge training (please provide a description of efforts -- e.g. collateral, e-mail/web-based, video, manuals/newsletters, emails, face-to-face presentations, specification sheets, etc.). Include physical or photographic examples, where available, as well as scope, number of employees reached, and any other measures of impact.
- Collaboration with EPA/DOE in the development of training activities.

Sales and Marketing, including Co-marketing Activities with Retailers and/or Utility/State Efficiency Program Sponsors

- Demonstration of ENERGY STAR qualified products sales efforts including ENERGY STAR integration in exhibits at key industry tradeshows and presentations/meetings/communications for product suppliers/distributors/retailer.
- Leadership and/or participation in promotions in conjunction with campaigns coordinated by EPA and DOE (e.g. Change the World, Start with ENERGY STAR) where applicable.
- Leadership and/or participation in other cooperative promotions such as those with utility/state efficiency program sponsors, retailers, resellers, key distributors or suppliers (e.g. advertising, in-store, web-based).
- In addition to a description of the promotion and the roles of participants, please include specifics on the duration, reach and impact.

Consumer/End User Education

- ENERGY STAR-themed community outreach activities/messaging public relations efforts, special events, press releases (please submit details of quality, quantity, frequency, and reach).

- Print, radio, television, direct mail advertising, brochures with ENERGY STAR messages and logo (please submit details of quality, quantity, frequency, and reach).
- Point-of-Purchase (POP) materials such as brochures, displays, window clings and signage (please submit photographs, examples, and data on reach).
- Incorporation of ENERGY STAR logo and messaging about the ENERGY STAR program and the importance of product efficiency on company Web site.
- Inclusion of environmental messaging in any of the above activities.

Cross cutting efforts that have been incorporated into company practices (as applicable)
These efforts are not required but can serve to further enhance your application.

- Partnership/leadership in revising and developing new ENERGY STAR specifications (where applicable for your product category).
- Offering recycling of products and/or packaging.
- Participation in the development of data tools, such as Find-a-Product and On-line Product Submittal system. Provide product and marketing data using these tools.
- Commitment to organization-wide facility energy efficiency improvements.
- Organizational procurement practices of energy efficient and/or ENERGY STAR qualified products.
- Participation in the Low Carbon IT program.
- Implemented energy efficiency improvements in company facility and pursued ENERGY STAR certification for building. Give preference to leasing space from ENERGY STAR labeled buildings.
- Participation in other EPA partnership programs, such as Smartway, Climate Leaders, and Green Power partnership.
- Offer innovative product design (e.g., offer lowest energy consuming model on the market, use more environmentally friendly materials such as low global warming potential process agents, refrigerant, foams and fewer toxics).