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
Partner of the Year – Home Energy Rater[1]

Description: This award recognizes ENERGY STAR Provider and Home Energy Rater partners who have demonstrated excellence and innovation in participating in the ENERGY STAR for Homes program. Applicants for this award will be judged on several criteria, including builder recruitment and builder support (including technical training and marketing assistance), as well as unique approaches to implementing the ENERGY STAR program. Each applicant must also have one or more of their builder clients submit a separate letter of recommendation describing their experience in working with the partner. This letter is to be submitted directly to the EPA and will not be shared with the applicant.

Eligibility: Please indicate your ENERGY STAR organization type:

___Small provider/rater (verified approximately 25-150 ENERGY STAR homes per year)
___Medium provider/rater (verified approximately 151-750 ENERGY STAR homes per year)
___Large provider/rater (verified approximately 750-plus ENERGY STAR homes per year)

Starting in 2011, only one Home Energy Rater organization per organization type will be selected as the Partner of the Year winner.

Those raters who have either received Sustained Excellence in past years or have demonstrated continuous commitment to excellence by winning consecutive Partner of the Year Awards will continue to be eligible to receive Sustained Excellence in 2011.

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 2010 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 2010 and more than $10 million since 2001).

Criteria: The five criteria for evaluating this award are listed below. Each criterion must be addressed for the application to be considered for the award.

[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

- **Builder Recruitment:** How has your organization *directly* contributed to the growth of ENERGY STAR builders and developers in your market(s)? Please include information such as the number of builders recruited and ENERGY STAR qualified homes in the past year.

- **Builder Marketing and Sales Support:** What kinds of marketing and sales support have you provided to builders in the past year? Please include examples, such as your organization's efforts in helping builders to increase consumer awareness and participation in ENERGY STAR outreach efforts, and presenting training to real estate professionals.

- **Builder Technical Support:** What kinds of technical support have you provided to builders in the past year? Please include examples demonstrating your organization's efforts in providing technical training to builders.

- **Innovation:** What are the unique approaches that your organization took in implementing and promoting ENERGY STAR in your market(s)?

- **Letter of Recommendation:** Each applicant **must** also ask one or more of their builder clients, who are ENERGY STAR partners, to submit a separate letter of recommendation describing their experience in working with the partner. The builder may also address how well the applicant met the above criteria. This letter is to be submitted **directly to the EPA** and will not be shared with the applicant. Only letters submitted by ENERGY STAR builder partners will be accepted. Please send all letters of recommendations to Brian Ng at ng.brian@epa.gov.

Scoring: EPA will evaluate each application across all five criteria, which are weighted equally. The applicant who receives the highest cumulative score for each organization type category (small provider/rater, medium provider/rater, or large provider/rater) will be selected as an award winner.

Sustained Excellence: Applicants who are eligible for Sustained Excellence in 2011 will continue to be considered.