



2011 ENERGY STAR[®] Awards

General Instructions for Retailer Applicants

What you need to submit:

- A 300-word executive summary highlighting the main elements of your application.
- An electronic copy (Word or WordPerfect) of your narrative.
- 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.
- See special instructions for submitting hard copy supplemental material, below.

When you need to submit it:

- A complete electronic application must be **uploaded by 8 pm, EST December 3, 2010**. We will not accept any applications or materials uploaded after this date. See special instructions for hard copy supplemental material, below.

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 1-888-782-7937 to have one created.

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.

Special Instructions for Hard Copy Supplemental Material:

Any supplemental material that cannot be submitted electronically should be sent to the address listed below, via a commercial delivery service. All supplemental materials must be **postmarked by December 3, 2010**:

Via Commercial Delivery Service:

Jill Vohr, US EPA
1310 L Street, NW, 9th Floor
Washington, DC 20005-4113
Phone: (202) 343-9002

EPA will confirm receipt of any hard copy supplemental material by e-mail within one week of receipt. If you do not receive confirmation within this timeframe, please contact Jill Vohr at 202-343-9002 or Vohr.Jill@epa.gov.

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.
- There are two broad categories of ENERGY STAR awards that you can apply for: Partner of the Year and Excellence Awards.
- 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.
- Regional and/or retailers with fewer storefronts are encouraged to apply and will be evaluated commensurate with their size.
- **Buying groups** and/or retail member groups are encouraged to apply. Buying groups should consider the same award evaluation criteria in compiling their application as retailers, but should focus on demonstrating how they supported their retail members' accomplishments in relation to the criteria, particularly for Product Specification and Stocking, Sales Associate Training, and Marketing and Communications.
- **E-tailers**, who have no storefronts, are encouraged to apply. E-tailers should consider the same award evaluation criteria in compiling their application as retailers, with the exception of Sales Associate Training and Marketing and Communications tactics related to in-store.
- Where applicable, quantify your activities and the results (e.g., percent increase in stocking and sales, and number of customers reached (e.g., circulation, impressions, store traffic, etc.)), 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.).
- Due to the volume of material that will be received, we will not be able to return any supplemental material submitted in hard copy.
- **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 – Retailer

Eligibility: Retailers of ENERGY STAR qualified products. To be eligible for an award, applicant must be a partner in good standing, having complied with applicable partner commitments, including the requirement to submit qualified product sales data.

Description: Retailers, both large and small, are making an ever-increasing contribution to the growing success of ENERGY STAR. And as ENERGY STAR retail partner participation in the program continues to expand, we are dedicated to recognizing the very best in terms of a broad commitment to and success with ENERGY STAR.

Each retailer excels in specific areas relative to their size and specialty. Applications will be reviewed with this in mind and, depending on the applicant pool, a separate retail Partner of the Year award may be given to a small, regional, or specialized retailer. Please note that there is a separate application for lighting showrooms.

Applicants should also specify if they are an **e-tailer** or a **buying group** to ensure that we evaluate your accomplishments commensurate with your business type. See general instructions above.

Narrative: Your narrative description should be no more than **10 pages**, but may be accompanied by samples of specific hard copy outreach materials representing your 2010 activities, such as strategies, training materials, signs, brochures, circulars, and other advertisements.

- **Executive Summary (300 words or less)**—Please provide a brief overview of your organization and 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 10-page limit.
- **Accomplishments**—Organizations applying for the Partner of the Year Award should **highlight their accomplishments from December 2009 through the end of November 2010 and, if possible, cumulative accomplishments**. Since applications are due on December 4, this will provide retailers an opportunity to share your accomplishments for December – typically an active season for the retail industry. When highlighting cumulative accomplishments, please ensure that you include a timeframe (e.g., saved 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 per the below instructions for each criterion.

Award Evaluation Criteria

ENERGY STAR Strategy

- Demonstrate the integration of ENERGY STAR into the corporate strategy across all relevant product categories.

- Include in the application a clearly articulated ENERGY STAR marketing strategy that includes specific goals, tactics, schedules, and evaluation.
- Demonstrate active engagement and collaboration with EPA to optimize ENERGY STAR partnerships both strategically and tactically. Include examples, as relevant, of where your organization took the initiative to design and executive ENERGY STAR-focused promotions.
- Include in the application specifics on how your ENERGY STAR partner activities are helping to advance the ENERGY STAR program goals of reducing greenhouse gas emissions and educating consumers about the environmental benefits of energy efficiency.
- Report progress in implementing plan and achieving goals.

Product Specification and Stocking

- Demonstrate active merchant engagement with EPA to increase specification, stocking, and sales of products in all relevant product categories.
- Provide goals/targets for increasing stock of ENERGY STAR qualified products in all relevant product categories (e.g. increases in number of SKUs, % of SKUs, and/or % of products).
- Describe all efforts to work with vendors to increase stock of ENERGY STAR qualified products.
- Report progress in meeting these goals/targets (e.g. increases in number of SKUs, % of SKUs, and/or % of products) as well as any “first to market” achievements for new product categories or revised specifications (e.g. solid state lighting, water heaters, TVs, etc.)
- Describe all efforts to request/require ENERGY STAR labeling of qualified products by vendors and report progress.

Sales Associate Training

- Demonstrate the full leveraging of sales associates to help educate and promote ENERGY STAR to customers in store, including the integration of ENERGY STAR content into all existing training tactics across all relevant product categories.
- If your ENERGY STAR marketing strategy does not address training, include in the application a clearly articulated ENERGY STAR training plan developed in collaboration with EPA at the beginning of the planning cycle that includes specific goals, tactics, schedules, and evaluation.
- Include information on how your organization worked with vendors or utility/state/regional partners to increase ENERGY STAR sales associate training, as relevant.
- Report progress in implementing plan and achieving goals.
- Please list and include (as available) all training efforts that include ENERGY STAR and medium utilized (publication, TV, Web-based, in-person, etc.). For **each** effort, please include the following information, where applicable:

- Scope (national/regional, # stores)
- Number of employees reached

Marketing and Communications

- Demonstrate the full leveraging of all relevant marketing and communications tactics to help educate and promote ENERGY STAR among customers.
- Describe your organization’s participation in EPA’s Change the World, Start with ENERGY STAR campaign.
- Please list and include (as available) all ENERGY STAR marketing and communications tactics, including advertising (broadcast, radio, print, circulars, etc.), direct mail, Web, public relations, events, in-store displays, in-store signage, in-store radio/Muzak/TV, clinics/in-store events, collateral, etc. Please include hard/electronic copies of as much as you can in the supplemental materials part of the application. For **each** effort, please include the following information, where applicable:

- Scope (national/regional, # stores)/distribution/markets
- Duration
- Impressions (e.g. store traffic or circulation)

Evaluation

- Demonstrate cooperation in supporting ENERGY STAR efforts to evaluate program success, e.g. Retail Sales Level Assessment and/or sales data collection and/or surveys.
- Describe any evaluative studies conducted relevant to ENERGY STAR, energy-efficiency and environment from a retailer perspective and attach a copy of the report/results of the study.
- Describe any other efforts related to evaluating your ENERGY STAR partnership and the value of ENERGY STAR to your marketing efforts and the results.