



2012 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 of your narrative in Word, WordPerfect or PDF. (To avoid any file conversion issues, applicants are strongly encouraged to submit all materials in PDF.)
- Optional supplemental materials 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.
- *Retailer and Energy Management partners only:* See special instructions in your respective Retailer and Energy Management applications, under the Partner of the Year category.
- *Window, Door and Skylight Manufacturers only:* See Additional Guidance document available at www.energystar.gov/windows under "For Partners."

When you need to submit it:

- A complete electronic application must be **uploaded by 8 pm, EST on December 2, 2011**. 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, 2011**.
- 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, Courtney Upshall, at 202-343-9948 or upshall.courtney@epa.gov.
- **Notification:** You will be notified no later than January 26, 2012 on the status of your application.

Additional information:

- The ENERGY STAR Awards Ceremony will be held on March 15, 2012 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 civil or criminal environmental actions.** Results of this screening will be factored into the winner selection process.

2012 ENERGY STAR[®] Award Application

Partner of the Year – New Home Builder¹

Description: This award recognizes ENERGY STAR home builder partners who have demonstrated excellence and innovation in building and promoting ENERGY STAR qualified homes. Applicants for this award will be judged on several criteria, including marketing/promotional activities and collateral, technical training of construction staff and subcontractors, sales and marketing training, as well as unique approaches to implementing the ENERGY STAR program. Each applicant must also have the organization's Home Energy Rater submit a separate letter of recommendation describing his/her experience in working with the builder partner. This letter is to be submitted directly to the EPA and will not be shared with the builder applicant.

Eligibility: ENERGY STAR home builder partners who have:

- Formally committed to building homes to ENERGY STAR Version 3;
- Formally committed to building 100% of their homes to ENERGY STAR guidelines;
- Built at least 25 ENERGY STAR qualified homes in the past year; and
- Completed the online ENERGY STAR Orientation Training for Builders.

Please indicate your ENERGY STAR Builder size category:

Small builder (25-150 ENERGY STAR Qualified Homes built per year)

Medium builder (151-750 ENERGY STAR Qualified Homes built per year)

Large/National builder (750-plus ENERGY STAR Qualified Homes built per year)

Only one builder per size category will be selected as the Partner of the Year Award winner.

Those builders who have either received Sustained Excellence in past years or demonstrated continuous commitment to excellence by winning consecutive ENERGY STAR Awards will continue to be eligible to receive Sustained Excellence in 2012.

Narrative: The narrative description of your participation in the ENERGY STAR New Homes Program should be no more than **four pages** that include the following:

- **Accomplishments**— Organizations applying for this award should provide a detailed description of their 2011 accomplishments demonstrating how they met each of the required criteria listed on page 4. The narrative should also address measured and observed results, such as business growth and increased consumer interest, achieved through activities and efforts that support the criteria listed on page 4.
- **Cumulative Accomplishments**—When highlighting cumulative accomplishments, please be sure to include a timeframe (e.g., saved \$3 million in 2011 and more than \$10 million since 2001).

The narrative must also be supplemented by the following, which will **not** count toward the four-page limit:

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. Raters and Providers that partner with ENERGY STAR for New Homes should apply for the "Home Energy Rater" award, also under the Partner of the Year category.

- **Executive Summary (300 words or less)**—Each builder applicant must provide a brief overview of his/her company and the highlights of key accomplishments that make the builder eligible for this ENERGY STAR award. In the event that the applicant is chosen to receive an award, this text will be the basis used in preparing a summary of the organization's achievements.
- **Electronic Samples**—The narrative must be accompanied by **electronic** samples of ENERGY STAR collaterals and marketing materials and/or other examples that support any of the criteria listed below. Examples may include:
 - Web sites
 - Advertisements
 - Media stories generated and/or articles placed
 - Point-of-sale materials, displays, and presentations
 - ENERGY STAR training presentations
 - Interior and exterior signage
 - Consumer education materials (e.g., brochures, fact sheets)
 - Cooperative activities with other ENERGY STAR Partners

Criteria:

A builder's implementation of the ENERGY STAR New Homes program will be evaluated based on the following five criteria in 2011. Each criterion must be addressed as a separate section.

- **ENERGY STAR promotional and marketing collateral:** What did the builder develop to promote and market ENERGY STAR new homes in its market(s)?
- **ENERGY STAR new homes technical training:** How did the builder prepare its construction staff and subcontractors to build ENERGY STAR qualified homes?
- **ENERGY STAR new homes sales and marketing training:** How did the builder prepare its sales employees and real estate professionals to promote ENERGY STAR?
- **ENERGY STAR program innovation:** What are the unique approaches that the builder took in implementing ENERGY STAR in its market(s)?
- **Letter of Recommendation:** Each applicant **must** also ask the organization's Home Energy Rater submit a separate one-page letter of recommendation **directly to the EPA** describing his/her experience in working with the builder partner. The Home Energy Rater may also address how well the builder met the above criteria. If the applicant is working with more than one Home Energy Rater, only one letter of recommendation needs to be submitted, but more than one letter may be submitted for the applicant. EPA will only accept those letters submitted by Home Energy Raters. Please send all letters of recommendations to Ga-Young Choi at choi.ga-young@epa.gov.

Scoring: EPA will evaluate each application across all five criteria, which are weighted equally. The applicant who receives the highest total score for each builder size category (small builder, medium builder, or large/national builder) will be selected as the award winner.

Sustained Excellence: Applicants who are eligible for Sustained Excellence in 2012 will continue to be considered.