



2012 ENERGY STAR[®] Awards

General Instructions for Energy Management Applicants

What you need to submit:

- 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.
- Supplemental materials specifically related to Section 3: *Promoting and Communicating Success* (such as copies of advertisements, pamphlets, brochures, posters, etc) are limited to a total of ten pages. Therefore, the supplemental materials submitted should reflect a sampling of an organization's strongest examples of external and internal communications related to promoting their partnership with ENERGY STAR and their commitment to energy efficiency.

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.

Special Instructions for Hard Copy Supplemental Material:

Hard copies of the supplemental materials that were included with an organization's electronic submission in response to Section 3: *Promoting and Communicating Success* may also be mailed to:

Maura Beard, US EPA
1200 Pennsylvania Avenue
MC 6202J
Washington, DC 20460

The limit of ten pages applies to both the electronic and hard copy submissions. The hard copy submission of the supplemental materials related to Section 3 of the application is strongly encouraged but is NOT required.

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. Organizations should submit this comprehensive application for each award for which they are applying.

- 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 – Energy Management

- Eligibility:** ENERGY STAR Partners from commercial, industrial, institutional, and other organizations that can demonstrate improved energy performance of buildings and plants through a corporate-wide energy program are eligible.
- Description:** This award recognizes businesses and organizations that demonstrate their commitment to environmental protection through superior energy management which integrates the use of ENERGY STAR tools and resources. Winning applications must clearly show the organization's commitment to and success in achieving superior energy management as well as their participation in ENERGY STAR. Refer to the ENERGY STAR [Guidelines for Energy Management](#) for information on the fundamental elements of superior energy management.
- Criteria:** The 2012 ENERGY STAR Awards will be based on work completed and energy savings demonstrated **during the 2011 calendar year**. Accomplishments outside of this time period may be mentioned for reference and to demonstrate continuous improvement.
- Applicants should be aware that EPA will refer to material in applications in its promotion of winners' achievements. EPA does not require confidential data to support the application. Applications citing confidential business information will NOT be evaluated.
- Previous award winners with evidence of continuous improvement will automatically be considered for the Sustained Excellence award.
- Narrative:** The written portion of the application must be no longer than **nine pages** in 12-point font. Margins should be no less than 1" on all sides. Pages that exceed the limit will not be evaluated.
- **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 nine-page limit.
 - **Accomplishments**—Organizations applying for the Partner of the Year Award should provide a **detailed description of your 2011 accomplishments** demonstrating how you have met the required criteria.
 - **Cumulative Accomplishments**—When highlighting cumulative accomplishments, please ensure that you include a timeframe (e.g., saved \$3 million in 2011 and more than \$10 million since 2001).
- Applicants are encouraged to submit electronic copies of supplemental materials that support the application, such as energy policy statements and energy tracking information or other materials as long as they are clearly referenced within the application. Supplemental materials will **not** count toward the nine-page limit, but **must be directly relevant to energy management and/or ENERGY STAR**.

Supplemental materials specifically related to Section 3: *Promoting and Communicating Success* (such as copies of advertisements, pamphlets, brochures, posters, etc) are limited to a total of ten pages. Therefore, the supplemental materials submitted should reflect a sampling of an organization's strongest examples of external and internal communications related to promoting their partnership with ENERGY STAR and their commitment to energy efficiency.

Those applicants who have been awarded Sustained Excellence in two or more consecutive years should emphasize the improvements and new achievements of their energy program, new projects, changes in long-term strategy, and communications while briefly summarizing the key elements of their continuing energy management program.

Scoring: The application is scored on a 100-point scale and the weight of each section or question is provided below.

Section 1 – Management Practices

35 points

This section of the application focuses on the best practices employed by your organization in managing energy. Please note that specifics regarding your communication strategies and tactics that promote your partnership with ENERGY STAR should be outlined in greater detail in Section 3.

- Describe your organization's best practices as they relate to the fundamental elements of superior energy management described in the [ENERGY STAR Guidelines for Energy Management](#). Specifically explain how your organization has addressed each aspect of the ENERGY STAR Guidelines for Energy Management. This includes stating your organization's goals and management plans.
- Discuss current ENERGY STAR key projects, energy management strategies, or tools that have led to success. Please highlight all ENERGY STAR tools and resources you have utilized and integrated into your program, such as Portfolio Manager and Target Finder. A list of resources can be found at https://www.energystar.gov/ia/business/challenge/get_started/QuickListBusiness.pdf.

Section 2 – Organization-wide Improvements

40 points

This section of the application focuses on actual energy performance improvements achieved by your organization during the past year. Please respond to either section A **or** B. In addition, all applicants must respond to section C. Both the magnitude of your improvements as well as your current energy performance, relative to your peers, will be considered.

A. Building Partners

Building Partners **must summarize and** provide an Energy Performance Report (EPR) from Portfolio Manager showing your organization-wide improvements.

B. Industrial Partners

The entire table on the following page should be included in your narrative. Please provide a summary of your organization-wide energy performance, and copy the completed table into your narrative:

1. Number of facilities tracked and benchmarked by plant type *	
2. Total number of facilities operated by plant type	
3. Total output, in units, which apply to the business of your company and correlate with energy usage, e.g. ft ² , tons of a specific product, etc.	
4. Aggregate energy intensity for 2011 in trillion Btu/total output	
5. Aggregate energy intensity for the corresponding period in 2010 in trillion Btu/total output	
6. Change in energy intensity (#4-#5)	
7. Aggregate energy intensity for the corresponding period in an earlier year** in trillion Btu/total output	
8. Change in energy intensity (#4 - #7)	

*Plant type refers to the primary process used or product produced by the plant, e.g. auto assembly, metal casting; cement,; etc.

**Selection of the earlier year is at your discretion, but is intended to give you the opportunity to illustrate a longer term trend in energy intensity. If 2010 represents the first year for which energy was tracked, please enter "not available" in rows 7 and 8.

Lines 7 and 8 in the table are provided to enable a view of your energy program's long-term energy savings. To further illustrate these long-term savings, you may provide equivalent dollars saved along with carbon dioxide emissions prevented for the equivalent period.

You may provide a summary report from your corporate tracking system that includes this information. If ENERGY STAR has provided your industry with a plant Energy Performance Indicator (EPI), please provide ratings for each plant you have scored in the past year. If applicable, explain changes in business activity that may have impacted energy use in the last 12-month period. In addition, describe any efforts to normalize data, such as accounting for weather, climate differences, or other business effects. You can include this information as a separate file with your supplemental materials, or copy it into your narrative text.

C. All Applicants (Required)

Provide context for your energy savings by equating your energy savings to business, financial, and environment metrics. Examples include:

- Number of tons of product that would have been produced.
- Number of first year teachers that could be hired.
- Equivalent change in Average Daily Room Rate (ADR).
- Number of trees planted to equate with carbon dioxide emissions avoided.
- Number of average American homes that would have been powered by the energy saved.

Section 3 – Promoting and Communicating Success

25 points

In this section of the application, please tell us how you have promoted ENERGY STAR and your partnership with ENERGY STAR, as well as how you have promoted energy efficiency to your customers, employees, tenants, guests, students, community and others. Partner of the Year winners excel beyond simple outreach; their communications are a strategic, integral component of their overall energy management program.

- 1) Please describe your organization's communications strategy as it relates to your ENERGY STAR partnership, with a special emphasis on how you use ENERGY STAR communications resources and how you incorporate ENERGY STAR into your messaging. Include details on:
 - Target audiences (who were you trying to reach and why?)

- Goals of the outreach (what did you hope to achieve? In the short term? In the long term?)
- Tactics and materials (what did you do, how did you do it, what materials/resources did you use, particularly those from ENERGY STAR?)
- Results (what changes did you see in your organization, industry, and community as a result of your efforts? How many people did you reach with your organization and beyond (e.g., impressions, web stats, click-through rates, etc.)?)

2) Discuss your participation in EPA recognition opportunities and how you promoted your achievements, including earning ENERGY STAR certification for facilities your organization owns and/or manages; achieving Designed to Earn the ENERGY STAR for new commercial building designs; attaining ENERGY STAR Leaders recognition for your organization's building portfolio; achieving the ENERGY STAR Challenge for Industry for manufacturing plants; and participating in the ENERGY STAR National Building Competition.

3) Please provide samples of your work in this area, such as advertisements, news stories, signs, posters, web content, press releases, use of social media platforms, other creative materials, etc. Supplemental materials specifically related to this section of the application are limited to a total of ten pages. Therefore, the supplemental materials submitted should reflect a sampling of an organization's strongest examples of external and internal communications related to promoting their partnership with ENERGY STAR and their commitment to energy efficiency. These materials should be submitted electronically with the application. A hard copy submission of the supplemental materials related to this section of the application is also strongly encouraged but is NOT required. Hard copies should be mailed to Maura Beard, US EPA, MC 6202J, 1200 Pennsylvania Avenue, Washington, DC 20460. Be sure to include examples of the following:

- Efforts to communicate within your organization (employees, tenants, etc.);
- Efforts to communicate with your external stakeholders (customers, community, etc.); and
- Efforts to publicize in the media

Specific types of activities you should highlight include, but are not limited to:

- Sharing news of your ENERGY STAR achievements, including story placements by major news outlets (print, broadcast, and online), advertisements (print and online), press releases, etc.;
- Creating regular content on your organization's internet or intranet dedicated to or highlighting your ENERGY STAR efforts and energy efficiency education;
- Hosting energy fairs or other energy efficiency-related events;
- Promoting "Bring Your Green to Work with ENERGY STAR" and encouraging employees and tenants to explore www.energystar.gov/work;
- Developing competitions, incentives, or recognition programs and related materials that leverage ENERGY STAR tools and resources;
- Producing and distributing any collateral or multimedia materials about ENERGY STAR and energy efficiency;
- Reaching out to your state and local government officials on energy efficiency matters or to share your ENERGY STAR achievements;
- Proper use of the ENERGY STAR logo.