



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.
- *Retailers only:* See special instructions in the Retailer application, 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.**
- *For Energy Management award applicants only:* 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, MC 6202J, 1200 Pennsylvania Avenue, 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.

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/or 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. Contact your account manager for additional details or guidance if applying for multiple awards.

- 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, recognizes organizations that have won Partner of the Year for several years and that continue to surpass the achievements 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 - Product Manufacturer

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

Please note that the prerequisite for any manufacturer award is compliance with the requirements outlined in the applicable ENERGY STAR Partner Commitments, Product Specification, and Identity Guideline documents. **Applications will be screened for such compliance, including proper logo and label use.**

Description: These awards recognize those product manufacturers who have furthered the goals of ENERGY STAR through their active participation. ENERGY STAR anticipates receiving competitive applications.

ENERGY STAR recognizes that each organization excels in specific areas. Partners may describe specific activities beyond the scope of the criteria listed below, but should not omit any data or information required by the application.

Criteria: Criteria for evaluating applications for this award are listed below. Cumulative accomplishment statements may be included in the Accomplishments Narrative, but data specific to 2011 activities must also be provided. When highlighting cumulative accomplishments, please ensure that you include a timeframe (e.g., saved \$300,000 in electricity costs in 2011 and more than \$3 million since 2001).

Executive Summary

Please provide a brief overview (**300 words or less**) of your organization. Include all of the following information:

- Company revenue
- Location of company headquarters
- Brief history of company (2-3 sentences)
- Summary of top three 2011 ENERGY STAR accomplishments, especially those involving co-promotion and/or consumer education

In the event that you are chosen to receive an award, this text will be used to prepare a summary of your organization's achievements. The Executive Summary does **not** count toward the five-page limit for the Accomplishments Narrative. The Executive Summary will be entered directly into the form provided on My ENERGY STAR Account; do not include the Executive Summary in the Accomplishments Narrative file.

Accomplishments Narrative

ENERGY STAR is committed to helping people change for the better. Our goal is to reduce greenhouse gas emissions by helping consumers identify and select products with 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 2011.
- Use at least size 11 font.
- Provide a detailed description of your **2011 activities and accomplishments**, demonstrating how you have met the required criteria.
- Be consistent with the outline below, to the extent the activities are relevant to your organization.
- Include all provided tables and their requested data points.
- Provide year-to-date figures for all requested data points. Figures requested for previous year should cover the same time period.
- Provide timeframes for any supplemental data on cumulative outcomes.

NOTE: To receive credit for efforts, applicants must supply all requested data points and descriptions in the Accomplishments Narrative. Data and descriptions supplied in the supporting documentation will not receive credit.

Product Qualification Efforts

Number of ENERGY STAR qualified models (for windows, number of option packages also acceptable)* available in 2011	
Number of ENERGY STAR qualified models(for windows number of option packages also acceptable) available in 2010	
Percentage change over previous year	[Formula]
Percentage of product lines that are ENERGY STAR qualified	
For window, door, or skylight manufacturers:	
Percentage of models ENERGY STAR qualified in standard version	
Percentage of models that can be upgraded to ENERGY STAR	
Percentage of total sales (dollars) that were ENERGY STAR qualified in 2011	
Percentage of total sales (dollars) that were ENERGY STAR qualified in 2010	
Percentage change over previous year	[Formula]

*Please provide a definition of "model" and/or "option packages"

- Information concerning new ENERGY STAR models/option packages developed/qualified in 2011, including a brief description of innovation in product design for energy efficiency. Provide design drawings or diagrams where possible.

Labeling Efforts

- Minimum labeling requirements are met on products and relevant packaging (please provide examples and pictures).
- 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).
- Manufacturers of windows, doors, and skylights must provide the following data points:

Number of qualified models carrying product qualification label	
Percentage of qualified models carrying product qualification label	
Percentage change over previous year	
Number of qualified displays carrying display unit label	
Percentage of qualified displays carrying display unit label	
Percentage change over previous year	

Training Efforts

Number of existing employees reached through internal training	
Percentage of existing employees reached	
Number of new employees reached through internal training	
Percentage of new employees reached	
Number of distributor or retailer locations trained	
Percentage of distributor or retailer locations trained	
Number of distributor or retailer employees trained (total)	
Average percentage of distributor or retailer employees trained at each location	

- Integration of ENERGY STAR into your organization’s sales force and employee training. Provide scope, description of efforts, measures of impact, and examples (e.g. training manuals, new employee packets, presentations, etc.).
- Cooperation with distributors, retailers, or utility/state/regional partners to increase ENERGY STAR information in retail/distributor product knowledge training. Provide scope, description of efforts, measures of impact and examples (e.g. collateral, e-mails, screen shots of web-based, video, manuals, newsletters, presentations, ENERGY STAR specification summary sheets, etc.).
- Collaboration with EPA/DOE in the development of training activities.

Sales and Marketing

ENERGY STAR industry-focused sales and co-promotional efforts	How many?	How often?	Reach/ Impressions
Exhibits at key industry tradeshows			
Presentations for or meetings with distributors and/or retailers			
Leadership and/or participation in EPA/DOE campaigns			
Co-marketing or cooperative promotions			
ENERGY STAR-themed community outreach activities			

- Describe ENERGY STAR qualified product promotion efforts as outlined below. Be sure to include roles of participants, duration of each promotion, and details on impact.
 - Integration of ENERGY STAR in exhibits at key industry tradeshows.
 - Integration of ENERGY STAR in presentations for or meetings with distributors and/or retailers.
 - 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 (e.g. in-store, web-based) with utilities, state efficiency program sponsors, retailers, resellers, distributors or suppliers.

ENERGY STAR consumer-focused sales and marketing efforts (non-web)	How many?	How often?	Reach/ Impressions
ENERGY STAR-themed community outreach activities			
ENERGY STAR non-web advertising – TOTAL:			
Print			
Radio			
Direct Mail			
Television			
ENERGY STAR point-of-purchase efforts			

- Provide samples of ENERGY STAR themed community outreach activities, including public relations efforts, special events, and press releases.
- Provide samples of non-web advertising efforts, including print, radio, television, direct mail, etc.
- Provide samples of point-of-purchase (POP) efforts such as brochures, displays, window clings and signage (please submit examples and photographs of POP efforts in place at stores).
- Inclusion of environmental messaging in any of the above activities. Please provide file names and page numbers of examples included in the supporting documentation.

ENERGY STAR consumer-focused sales and marketing efforts (web-based)	How many?	Unique Visitors (Total)	Impact
ENERGY STAR pages on company Web site			
ENERGY STAR advertisements on other Web sites			
ENERGY STAR related on-line videos			
ENERGY STAR related blog posts			
		Followers/ Friends	Impact
ENERGY STAR related outreach via social media groups			

- Include links to content. Screenshots are not necessary unless the webpage is no longer live.
- Inclusion of environmental messaging in any of the above activities. Please provide file names and page numbers of examples included in the supporting documentation.

Consumer/End User Education

From your company's Sales and Marketing efforts outlined above, please highlight innovative educational efforts that go above and beyond simple ENERGY STAR logo use and/or messaging. True consumer education efforts are focused on informing and educating the consumer about the ENERGY STAR label, criteria, and the importance of energy efficiency.

- Provide the following statistics for each effort, where relevant:
 - Quantity of materials/efforts
 - Frequency of efforts
 - Reach/Impressions
 - Unique visitors
 - Average view times
- Supply examples showing quality educational content, e.g.:
 - Links to YouTube videos, blogs, social media sites (Facebook or Twitter), or other web pages
 - Screenshots of pages that are no longer live
 - Samples of advertorials, brochures, pamphlets, signage, etc.

Cross-Cutting Efforts That Have Been Incorporated into Company Practices

- Partnership/leadership in revising and developing new ENERGY STAR specifications (where applicable for your product category).
- Offering recycling of products and/or packaging or developing in-house recycling programs.
- 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. (Where applicable for your product category).
- Commitment to organization-wide facility energy efficiency improvements.
- Organizational procurement practices of energy efficient and/or ENERGY STAR qualified products.
- Participation in other EPA programs, such as:
 - Low Carbon IT
 - SmartWay
 - Green Power Partnership
 - Responsible Appliance Disposal (RAD) Program
 - Change the World with ENERGY STAR Campaign
- Pursued ENERGY STAR certification for building or gave preference to leasing space from ENERGY STAR certified buildings.
- Offering innovative product design (e.g., offering lowest energy consuming model on the market, using more environmentally-friendly materials such as low global warming potential process agents, refrigerant, foams and fewer toxics, reduced life-cycle and/or carbon intensity).
- Commitment to protecting integrity of the ENERGY STAR brand through continuous improvement, enhanced quality assurance, reporting logo and labeling violations, or other practices.