



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. 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 – Service and Product Provider

Eligibility: ENERGY STAR Partners that provide energy efficiency related *products and services* to the commercial, institutional, and industrial markets, including energy services companies (ESCOs), unregulated energy retailers and marketers, engineers, architects, energy consultants, contractors, distributors, manufacturers, commercial lenders, energy information providers, and/or any other provider of energy efficiency related products and/or services.

Description: The Partner of the Year – Service and Product Provider (SPP) Award honors businesses and organizations that are the catalysts – the ones that through their products, services, and/or effective outreach efforts help companies or public sector organizations to succeed in strategically managing their energy use or design buildings with superior energy efficiency. These SPPs provide the assistance that allows their customers to improve energy performance in existing buildings/manufacturing plants and building design.

Narrative: Your submitted application should not exceed **10 pages** in 12-point font. **Margins should be no less than 1” on all sides.** Pages that exceed the limit will not be evaluated. Applicants are encouraged to submit supplemental materials that support the application, such as program descriptions, brochures and energy policy statements, as long as they are clearly referenced within the application. These materials will not count towards the 10-page limit, but must be directly relevant to energy performance and/or ENERGY STAR.

Winning applications will clearly show the organization’s commitment to and success in improving facility energy performance for their clients through services, programs, and outreach efforts leveraging ENERGY STAR.

- **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 10-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).

Criteria: The 2012 ENERGY STAR Awards will be based on work and accomplishments completed during the previous **12 months**, except where specifically noted. Accomplishments outside of this time period may be mentioned for reference and to demonstrate continuous improvement.

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

All Service and Product Provider Partners must complete sections 1-4

Sections 1-4 should be included in the Narrative. Copy the tables from Section 1 into your Narrative write up. (Architecture firms complete Section 1B; all other SPPs complete Section 1A.)

Section 1A – Energy Performance Metrics

[30 points]

Using the table below, please quantify the results of building/manufacturing plant upgrades. Based on your business, please respond to applicable questions.

Energy Performance for Existing Buildings <i>Most Recent 12 Months</i>	EPA’s Portfolio Manager
How many of your customers’ buildings have you benchmarked through EPA’s Portfolio Manager? (Energy Performance Scores and/or EUIs)	
How many of these buildings were benchmarked more than once?	
What percentage of all your customers’ buildings have you benchmarked through EPA’s Portfolio Manager?	%
How many of your customers’ buildings have received the ENERGY STAR Label Certification?	
Continuous Improvement of Building Energy Performance <i>Most Recent 12 Months</i>	EPA’s Portfolio Manager
<i>How many</i> buildings improved their energy performance rating score by 10 points or more?	
What percentage of all your customers’ buildings have improved their energy performance rating by 10 points or more?	%
ENERGY STAR Leaders – Continuous Improvement of Portfolio-wide Energy Performance in Buildings <i>Most Recent 12 Months</i>	EPA’s Portfolio Manager
How many of your customers’ portfolios have improved their energy performance rating by 10 points or more?	
How many of your customers’ portfolios have an average energy performance rating of 75 or better?	

Organizations that serve only the Industrial market should develop a brief narrative discussing the energy performance improvements associated with their work with ENERGY STAR partners.

Applicants should include:

- Percent weighted average of total energy consumption reduced as a result of the services and products provided,
- Number of Teaming Profiles developed, and
- Any other measure of energy performance improvement illustrating success from services and products provided.

Section 1B – Energy Performance Targets & Metrics

[30 points]

(Architecture firms complete Section 1B.)

Using the table below, quantify the estimated energy performance results of your building design projects and operating buildings designed by your firm. The following building types are eligible for the EPA rating: Office, K-12 School, Medical Office Building, Hotel, Hospital, Residence Hall/Dormitory, Supermarket/Grocery, Warehouse, Retail, Wastewater Treatment Facilities, Data Centers, Senior Care Facilities and Bank/Financial Institutions.

Estimated Energy Use for Building Design Projects <i>Most Recent 24 Months</i>	
1. For how many design projects did your firm complete a whole building energy analysis?	
Indicate total estimated square feet (sf) for these projects.	sf
Of the total projects from #1: <i>(Please do not double-count your results in table below.)</i>	EPA Target Finder
2. How many design projects were eligible for an EPA energy performance score from Target Finder? (See eligible list above)	
3. For how many building design projects did you establish an energy use target by using Target Finder?	
4. Of the eligible projects, how many projects achieved Designed to Earn the ENERGY STAR®?	
5. What percentage of your projects achieved Designed to Earn the ENERGY STAR? (Divide row 4 by row 2 and multiply by 100.)	%
6. Indicate the average Energy Reduction Percentage for projects in row # 4. (Use Target Finder’s Statement of Energy Design Intent or results screen to calculate the average energy reductions for projects that achieved Designed to Earn the ENERGY STAR.)	%
Energy Performance for Existing Buildings Designed by Your Firm <i>Most Recent 12 Months</i>	
7. How many buildings (designed by the firm) are tracked for their energy consumption using EPA’s Portfolio Manager?	
8. How many buildings (from #7) earned the ENERGY STAR Label Certifications? (See list above for eligible building types.)	

Section 2 – Energy Efficiency Design & Performance Improvement [40 points]

Establishing and achieving energy performance goals and demonstrating environmental leadership are key factors why organizations participate in ENERGY STAR.

- Describe how your organization has integrated ENERGY STAR into your business offerings.
- Explain how your organization provides “whole building” energy performance energy management strategies, best practices, design targets and energy improvement measures in existing buildings and/or manufacturing plants.
- Explain how your organization has used EPA tools and resources to promote whole building energy performance targets and/or deliver enhanced energy performance in existing buildings/ manufacturing plants. Describe how these tools and resources have contributed to the success of your organization and indicate which tools and resources were found to be useful by your customers.
- Provide examples of energy efficient design projects, strategies, and/or energy improvement practices that used ENERGY STAR tools, resources, and/or products.
- Discuss and quantify potential/resulting energy savings, and environmental and financial benefits.

Section 3 – Organizational Commitment [15 Points]

- All energy service and product providers are committed to improving their customers' energy performance. Describe how your partnership with Energy Star differentiates you from the rest of your competitors. Describe how your mission aligns with ENERGY STAR goals and the value this Partnership brings to your organization.
- Describe ways that your organization has demonstrated its commitment to promoting and/or delivering enhanced energy efficiency and energy performance in building design and existing buildings/manufacturing plants.
- Describe any assistance your organization has provided to EPA to help design and develop EPA tools and resources (beta testing rating algorithms and automated benchmarking services, reviewing publications, etc).

Section 4 – Education and Outreach Activities [15 Points]

Discuss how ENERGY STAR resources helped your organization make informed decisions about energy design and the value of energy performance and energy management in existing buildings. Use the topic headings below to organize your response.

- **Outreach Activities –**
Describe and quantify how your organization has integrated ENERGY STAR in its target market strategies.
 - Identify customers and other affiliates that you have recruited to become ENERGY STAR partners
 - Discuss how your organization provided outreach (*e.g., conferences, events, publications*) to staff, professional associations, and commercial, industrial or institutional markets to promote superior energy efficiency and performance in building design and operations and ENERGY STAR.

- **Recognition & Achievements** – Recognition may include the following: participating in ENERGY STAR Leaders, building energy improved by 10% or better, and ENERGY STAR for buildings and/or designs and preparing success stories/case studies.
 - List energy and environmental awards that your organization has earned for its building design or existing buildings.
 - Describe efforts your organization has taken to help building/manufacturing plant owners and managers gain recognition for enhanced energy performance in existing buildings and/or energy efficiency building designs.

- **Marketing Collateral** – Include electronic copies of marketing materials, articles, publications, white papers, internet, and other electronic media that include using the ENERGY STAR logo and/or reference to the program. Explain how marketing materials were used and estimate size of the market reached. *Note: Examples of materials and collateral will **not** count towards the 10-page limit.*