



2014 ENERGY STAR® Awards

General Instructions for All Applicants

What you need to submit online:

- Your MESA account information (see below under “How you need to submit your application”)
- A 300-word executive summary highlighting the main elements of your application. If you earn an award, this is the section we use for our script and for the *Profiles in Leadership*.
- An electronic copy of your narrative in Word or PDF. (Applicants are strongly encouraged to submit all materials in PDF to avoid file formatting issues.)
- 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). Please 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.
- *Window, Door and Skylight Manufacturers only:* See Additional Guidance document.

- **NEW FOR 2014! ENERGY STAR Partner of the Year–Climate Communications:** We are looking for ENERGY STAR partners who, during calendar year 2013, help raise their customers’ awareness of their impact on climate change. To be considered, please note in your application that you would like to be considered for this honor as well as including narrative that demonstrates how your ENERGY STAR efforts have helped consumers understand how their actions can individually and/or collectively protect the climate.

When you need to submit your application:

- A complete electronic application must be **uploaded by 8 pm, EST on Wednesday, November 20, 2013**. We will not accept any applications or materials uploaded after this date.

How you need to submit your application:

- All Partner applications must be electronically submitted through your “My ENERGY STAR Account” (www.energystar.gov/mesa). The electronic system will be available on **Friday, October 4, 2013**.
- If you do not have an ENERGY STAR account, call the ENERGY STAR Hotline at 888-782-7937 to have one created for you.
- **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. 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, Rebecca Hudson, at 202-343-9862 or HUDSON.REBECCA@EPA.GOV.
- **Notification:** You will be notified no later than **Friday, February 14, 2014** about the status of your application.

Additional information:

- The ENERGY STAR Awards Meeting will be held on **Tuesday, April 29, 2014** in Washington, DC.
- 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 that do not meet the threshold criteria for Partner of the Year will be automatically considered for Excellence Awards.
- The Sustained Excellence Award, our highest honor (and different than Excellence Awards), 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.
- Organizations seeking recognition for activities that fall under more than one award category (i.e., Partner of the Year and Excellence) are strongly encouraged to submit one application that responds to the criteria of both categories. To aid in the review and scoring of your submission, it is important that your single application be fully responsive to the criteria set forth in each category.
- Where applicable, quantify your activities and the results (e.g., percent improvement, growth in ENERGY STAR market share, number of media impressions for outreach efforts, 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.).
- Applicants should submit all supplemental materials, including marketing examples, collateral, and literature electronically, following the application's instructions,
- Applicants should ensure that any supplemental material they submit demonstrates proper ENERGY STAR logo use according to the *ENERGY STAR Brand Book* [see: www.energystar.gov/index.cfm?c=logos.pt_guidelines]. Any instances of logo violations will strongly impact the review of the application.
- Organizations that are under contract with the EPA are not eligible to receive an award. They may however be involved in preparing applications on behalf of clients that partner with ENERGY STAR.
- **Each applicant will be screened for any civil and criminal environmental actions.** Results of this screening will be factored into the winner selection process.

2014 ENERGY STAR® Award Application Excellence – Lighting Retailer or Showroom

Eligibility: Lighting retailers or showrooms stocking and promoting ENERGY STAR qualified light fixtures, and qualified lamps, of all technologies. To be eligible for an award, applicant must be a partner in good standing, having complied with applicable partner commitments.

Description: This award recognizes lighting retailers and showrooms which demonstrate outstanding effort and achieve noteworthy success selling ENERGY STAR qualified lighting products. Through promoting the program, training associates, and stocking shelves with qualified products, lighting retailers and showrooms contribute immensely to advancing ENERGY STAR's goals in the lighting market.

Applications will be reviewed with consideration given for company size, presenting the opportunity for organizations both large and small to distinguish their companies in the marketplace.

Narrative: Your narrative description 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 2013. Applicants are encouraged to expand applications with details of internal energy efficiency improvements, and additional ENERGY STAR/energy efficiency education offered to employees beyond that associated with qualified lighting products.

- **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. Include all of the following information: company revenue; location of company headquarters; brief summary of company (2-3 sentences); and a brief summary of your organization's top three 2013 ENERGY STAR accomplishments. In the event that you are chosen to receive an award, this text will be the basis for preparing a summary of your organization's achievements. The Executive Summary will **not** count toward the five-page limit.
- **Accomplishments**—Organizations applying for this award should provide a **detailed description of your 2013 accomplishments** demonstrating how you have met the following required criteria.
- **Cumulative Accomplishments**—When highlighting cumulative accomplishments, please ensure that you include a timeframe (e.g., saved \$3 million in 2013 and 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. For example, in describing use of the ENERGY STAR logo on a company Web site or advertisement, provide specific timing and placement information, visibility to the public, the number of hits/impressions in a period of time, if known, and size/placement of the logo.

Award Evaluation Criteria

Product Selection

- Provide goals/targets for increasing stock of ENERGY STAR certified lighting products (e.g. increases in number of SKUs or percentage of SKUs).
- Describe all efforts to work with vendors to increase stock of ENERGY STAR certified lighting products.
- Report progress in meeting these goals/targets (e.g. increases in number of SKUs or percentage of SKUs).

Sales Associate Training

- Demonstrate the integration of ENERGY STAR into training strategy and in all existing training vehicles.
- If applicable include information on how your organization worked with vendors or utility/state/regional partners to increase ENERGY STAR sales associate training.
- Report progress in implementing plan and achieving goals.
- Please list all training efforts and include electronic examples (as available) of all training materials that include ENERGY STAR, e.g. publications, web-based, and in-person. For **all** materials used, please include the following information, where applicable:
 - Materials used
 - Scope (# stores, if more than one)
 - Co-sponsors (utility or manufacturer programs)
 - Number of employees reached

In-Store Marketing

- Please list all in-store ENERGY STAR marketing efforts, e.g. displays, signage, and consumer educational events, and include electronic examples of in-store marketing materials (as available). For **each** effort, please include the following information, where applicable:
 - Materials used
 - Scope (# stores, if more than one)
 - Permanent or temporary (if temporary, dates)
 - Co-sponsors (utility or manufacturer programs)
 - Impressions (e.g. store traffic)

Ex-Store Marketing

- Please list and include electronic examples (as available) of all ex-store ENERGY STAR marketing efforts, e.g. advertising (broadcast, print, direct mail) and web promotions. For **each** effort, please include the following information, where applicable:
 - Distribution/markets
 - Duration
 - Co-sponsors (utility or manufacturer programs)
 - Impressions/circulation