



2014 ENERGY STAR® Awards

General Instructions

What you need to submit online (www.energystar.gov/mesa):

- 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 completed narrative template in Word or PDF. (To avoid any file conversion issues, applicants are strongly encouraged to submit all materials in PDF.)
- Supplemental materials such as photos, pamphlets, copies of advertisements, videos, audio files, etc. can be uploaded with your completed narrative template 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.

What needs to be submitted via e-mail:

- **Home Energy Rater Letter of Recommendation:** A letter of recommendation from at least one Home Energy Rater must be submitted. The letter of recommendation should be no more than one-page and should be submitted by the Rater directly to the EPA via e-mail to Brian Ng at Ng.Brian@epa.gov

When you need to submit it:

- A complete electronic application and optional supplemental materials must be **uploaded by 8 pm, EST on Wednesday, November 20, 2013**. The letter of recommendation must be emailed to EPA by the same deadline. We will not accept any applications, letters of recommendation, or supplemental materials uploaded or emailed 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 **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.
- **We will only accept applications submitted via this online system.**

What to expect after you submit:

- **Confirmation of Receipt:** You will receive an e-mail within 48 hours confirming receipt of the 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, Rebecca Hudson, at 202-343-9862 or hudson.rebecca@epa.gov.
- **Notification:** EPA will notify you no later than **Friday, February 14, 2014** on the status of your application.

**2014 ENERGY STAR POY Award
Application Instructions – New Home Builder**

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.

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

- 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. Any information and materials submitted as part of this application will not be returned to the applicant and may be used by EPA for ENERGY STAR outreach and promotional purposes unless directed otherwise in writing by the applicant at the time of submittal.
- 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/logouse]. 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 other organizations 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 Instructions Partner of the Year – New Home Builder

Please review the instructions carefully. Significant changes from previous applications have been made.

Eligibility: To be eligible, each applicant must have:

- Formally committed to building 100% of their homes to ENERGY STAR program requirements;
- Maintained active ENERGY STAR partnership in good standing for at least one full year; and
- Built at least 25 ENERGY STAR certified homes during 2013.

Applicants will be grouped into three size categories during the application review process:

Small Builder – a single entity building 25-150 ENERGY STAR certified homes annually

Medium Builder – a single entity OR a single division within a corporate entity, building 151-750 ENERGY STAR certified homes annually

Large/National Builder – a corporate entity building more than 750 ENERGY STAR certified homes annually

Builders that have either received Sustained Excellence in past years or demonstrated continuous commitment to excellence by winning consecutive ENERGY STAR Awards are eligible to receive a Sustained Excellence award in 2014.

Description: This award recognizes ENERGY STAR home builder partners that have demonstrated excellence and innovation in building and promoting ENERGY STAR certified homes. Applicants for this award will be judged on several criteria, including marketing/promotional activities and collateral, technical training of construction staff and subcontractors, training of sales and marketing staff, a letter of recommendation, as well as unique approaches to implementing the ENERGY STAR program.

Narrative: A separate narrative template is provided on the award application Web page at energystar.gov/awards for you to provide your responses. Your narrative template must include responses that address the following:

- **Executive Summary (300 words or less)** — Each applicant must provide a brief overview of the company and highlights of key ENERGY STAR accomplishments in 2013. If the applicant is chosen to receive an award, this text will be used in preparing a summary of the organization's achievements and may be used for outreach purposes.
- **Accomplishments** — Applicants for this award should provide a detailed description of only their most effective/innovative 2013 accomplishments that best demonstrate how they meet each of the required criteria listed below. The narrative should also address

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measured and observed results, such as business growth and increased consumer interest, achieved through these 2013 activities and efforts that support the criteria listed below.

- **Cumulative Accomplishments** — Where possible, provide cumulative accomplishments in addition to those achieved in 2013. Please be sure to include a timeframe (e.g., built 50 homes in 2013, bringing the cumulative total to 200 homes built since 2010).

- **Home Energy Rater Recognition (NEW THIS YEAR)** — Builders may nominate Home Energy Raters they worked with in 2013 that they believe are deserving of a Partner of the Year Award. Builders may nominate as many Home Energy Raters as they choose, and a Rater may be nominated by more than one builder. Builders nominating a Rater will also be asked to provide a brief description of how the Rater contributed significantly to their success with ENERGY STAR.

Your completed narrative template must be supplemented with the following:

- **Electronic Samples of Supplemental Materials** — Your completed narrative template must be accompanied by electronic samples of the best/most effective and innovative ENERGY STAR collateral and marketing materials, as well as training materials developed and used in 2013 and that were described in your narrative template. When possible, consolidate these materials into one electronic file. Any materials submitted will not be returned and may be used for ENERGY STAR program outreach purposes.
- **Home Energy Rater Letter of Recommendation** — Your completed narrative template must be accompanied by a letter of recommendation from at least one Home Energy Rater. The letter should describe the Rater's experience working with the builder partner during 2013. The letter may also address how well the builder has met the criteria described below during 2013. Letters will not be shared with the builder applicant. The letter of recommendation should be no more than one page and should be submitted by the Rater directly to the EPA via e-mail to Brian Ng at Ng.Brian@epa.gov

Criteria: An applicant's description of their implementation of the ENERGY STAR Certified Homes program will be evaluated by a panel of EPA program staff based on the three required criteria and the two optional criteria described below. An applicant's responses to the criteria must be provided in the narrative template provided on the award application Web page at energystar.gov/awards.

Note that any of the three required criteria that are not at least partially addressed will disqualify the application from consideration.

Required Criteria

- **ENERGY STAR Promotional and Marketing Collateral (50 pts.):** Using the narrative template, indicate which promotional/marketing materials and activities your organization developed and implemented during 2013 for ENERGY STAR certified homes. Also provide a description of these activities. Where appropriate, submit electronic copies of your collateral materials.
- **ENERGY STAR Training (40 pts.):** Using the narrative template, indicate the types of ENERGY STAR training your organization engaged in during 2013. Also provide a

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description of these activities. Where appropriate, submit electronic copies of your training materials.

- **Rater Letter of Recommendation (10 pts.):** A letter of recommendation from at least one Home Energy Rater is required. See the above Narrative section for a detailed description. EPA's review panel will evaluate this criterion based on the quality and content of each recommendation, rather than by the quantity of recommendations received. Letters received will not be returned and may be used, without any association with the author or the applicant, for ENERGY STAR outreach purposes. Recommendations received after the application deadline will not be accepted.

Optional Criteria

- **Impact of ENERGY STAR on Warranty Claims and Call-backs (OPTIONAL-5 pts.):** To earn up to five additional points on your application, you may include a brief description of how building ENERGY STAR certified homes has impacted the frequency of your organization's warranty claims and customer call-backs. Quantitative information (i.e., percent change in warranty claims compared to building non-ENERGY STAR certified homes) should be provided if possible.
- **Cost and Savings Associated with ENERGY STAR (OPTIONAL-5 pts.):** To earn up to five additional points on your application, you may include a description of the costs and savings associated with your ENERGY STAR certified homes built during 2013 as compared to code. Costs can include both incremental hard (e.g. material costs) and soft (e.g. labor hours) costs, and the code that they were benchmarked against should be indicated (e.g., 2006 IECC, 2009 IECC). Savings can include utility bill savings, energy savings, and greenhouse gas emissions savings. Evaluation of this criterion will not be based on the level of costs or savings achieved.

Scoring: Eligible applications will be evaluated and scored by a panel of EPA program staff based on responses to the criteria described above. Applications can earn up to a total of 110 points (including 10 points coming from responses to the two optional criteria described above). The applicant, or applicants, that receive(s) the highest total score within each builder size category (small builder, medium builder, large/national builder) will be selected as an award winner for that size category. **EPA may select more than one award winner in each size category. Note that this is a change from prior years, when only one winner per size category was selected.**

Also note that a large/national builder and one of its divisions cannot receive separate awards in different size categories. If both a large/national builder and one of its divisions are selected for awards, the large/national builder will receive the award. Also, multiple divisions within the same large/national builder may not apply together as a single applicant; unless the large/national builder is applying on behalf of all its divisions and has formally committed to building 100% ENERGY STAR certified homes across the organization.

Sustained Excellence: Builders that have either received Sustained Excellence in past years or demonstrated continuous commitment to excellence by winning consecutive ENERGY STAR Awards are eligible to receive a Sustained Excellence award in 2014.