



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, December 4, 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).
- 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.

2014 ENERGY STAR® POY Award Application for Energy Management

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 Partner of the Year – Energy Management

Eligibility: ENERGY STAR partners that can demonstrate improved energy performance of buildings and plants through a corporate-wide energy program are eligible to apply.

Description: This award recognizes businesses and organizations that demonstrate their commitment to environmental protection through superior energy management and the integration of the ENERGY STAR tools and resources within their energy management program. Winning applications must clearly show the organization's commitment to and success in achieving superior energy management as well as their active 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 2014 ENERGY STAR Awards will be based on work completed and energy savings demonstrated **during the 2013 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. Please do not include confidential data. **Applications citing or including 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 black 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 key accomplishments of your energy program that make you eligible for this ENERGY STAR award. If you are chosen to receive an award, this summary will be used to prepare a profile of your organization's achievements. 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. The Executive Summary does **not** count toward the nine-page limit.

Accomplishments—Organizations applying for the *Partner of the Year* award should provide a **detailed description of your 2013 accomplishments** demonstrating how the required criteria have been met.

Cumulative Accomplishments—You are strongly encouraged to report and illustrate the cumulative accomplishments of your efforts (e.g., dollars saved since program began, total energy saved since "x date in the past," etc.) When highlighting cumulative accomplishments, include a timeframe for the longer term accomplishments (e.g., saved \$3 million in 2013 **and more than \$10 million since 2001**).

Those applicants that have been awarded *Sustained Excellence* in the past should emphasize the improvements to and new achievements of their energy programs, new projects, changes in long-term

2014 ENERGY STAR® POY Award Application for Energy Management

strategies, new communication strategies, and accomplishments while briefly summarizing the key elements of their continuing energy management programs.

Applicants are encouraged to submit electronic copies of supplemental materials that support the application 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.**

Scoring: The application is scored on a 100-point scale, and the weight of each section 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 the specific details of your communication strategies, tactics and accomplishments related to your partnership with ENERGY STAR are to 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 *Guidelines*. A simple list of elements to address is contained in ENERGY STAR's [Energy Program Assessment Matrix](#). Also, share your organization's long-term energy management strategy.
- Describe how your organization has helped to spur additional energy savings at the local and/or national level by engaging external organizations and offering expertise to improve their energy performance.
- Discuss current key projects and initiatives that have led to your program's success. Please highlight how ENERGY STAR tools and resources were used and integrated into your program and how they have helped contribute to your program's achievements. A sample list of resources can be found at 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. Commercial Building Partners

All Commercial Building Partners **MUST** generate a Partner of the Year (POY) Report from ENERGY STAR Portfolio Manager summarizing organization-wide improvements. Please paste the table from the Summary tab of the POY Report in this section, and provide a discussion of the figures. Please also indicate total portfolio size, and an explanation if not all buildings are accounted for in the summary table.

2014 ENERGY STAR® POY Award Application for Energy Management

Additionally, it is helpful to EPA to understand any changes in business activity that may have affected energy use in the past 12-month period. Please provide an explanation, as appropriate.

The supplemental guidance for generating this report can be found at www.energystar.gov/awards.

B. Industrial Partners

The entire table must be included in your narrative. Please provide a summary of your organization-wide energy performance, and copy the completed table into your narrative. If the company’s energy program is global, you may choose to include all of the operations worldwide or only the operations in the U.S. Please be sure to use the proper units and intensities as stated in the table.

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. for 2013	
4. Aggregate energy intensity for 2013 ** in MMBtu/total output	
5. Aggregate energy intensity for the corresponding period in 2012 in MMBtu/total output	
6. Change in energy intensity (#4-#5)	
7. Aggregate energy intensity for the corresponding period in an earlier year*** in MMBtu/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.

**Calculate using 12 months of continuous data. Due to the deadline for this application, it is acceptable to complete the 12 month period using data from the final two months in 2012. E.g. the data period would be from November 2012 through October 2013.

***Selection of the specific year is at your discretion. If 2012 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 requested 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.

In addition to the information above, 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 scores have improved over time for a plant, show that information as well. Additionally, provide results and accomplishments of plants taking the ENERGY STAR Challenge for Industry.

It is helpful to EPA to understand changes in business activity that may have impacted energy use in the past 12-month period. Provide an explanation when appropriate. In addition, describe any efforts to normalize data, such as accounting for weather, climate differences, or other business effects.

2014 ENERGY STAR® POY Award Application for Energy Management

C. All Applicants (Required)

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

- Number of tons of product that would have been produced and sold to equal the savings.
- 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.
- Value in dollars of the energy savings.
- 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 efficiency, ENERGY STAR, and your partnership to your customers, employees, tenants, guests, students, community, suppliers, industry peers, and others. *Partner of the Year* winners excel beyond simply a list of outreach tactics; their communications plans are strategic, integral components of their overall energy management programs.

- 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 – both in the short term and 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 within your organization and beyond?) Include details on printed impressions, web stats, click-through rates, audience size for newsprint articles, etc. Interpret what these statistics say about the size and impact of your communication efforts.
- 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; participating in the ENERGY STAR National Building Competition, etc.
- 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.

NOTE: Supplemental materials specifically related to Section 3 of the application are limited to a total of 10 pages. Therefore, 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.

2014 ENERGY STAR® POY Award Application for Energy Management

Special Instructions for Hard Copy Supplemental Material:

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 Natarsha Valentine, U.S. 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.;
- Producing and distributing any collateral or multimedia materials about ENERGY STAR and energy efficiency;
- 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;
- Reaching out to your state and local government officials and peers on energy efficiency matters or to share your ENERGY STAR achievements; and
- Proper use of the ENERGY STAR logo.

Please note that EPA is not looking for entire PowerPoint presentations, but, rather, excerpts of slide sets where ENERGY STAR was highlighted. This will help to reduce the length of the attachments and allow the strongest examples to be demonstrated. Some applicants have found it helpful to prepare a slide set with multiple examples of outreach included on a single slide.