

# 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](http://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](mailto: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](http://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 Efficiency Program Delivery

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**Eligibility:** This award is open to utilities, state agencies, regional energy efficiency nonprofit organizations, associations, and other organizations that sponsor sustained energy efficiency and environmental programs.

Please note that for-profit energy service and product providers are not eligible for this award category and are redirected to the application for Service and Product Providers under the Partner of the Year category.

**Description of Award:**

This award recognizes organizations that have demonstrated leadership and best practices in implementing energy efficiency program and/or program portfolios that incorporate ENERGY STAR as a key strategy. Recipients of awards in this category distinguish themselves through their use of ENERGY STAR tools, strategies and resources as a cost-effective approach to delivering near-term program results while also effectively overcoming market barriers to efficiency such that more efficient products, homes and buildings become the norm. Organizations applying for this award are strongly encouraged to address how they are transforming the market for energy efficiency in the long term.

The goal of this award is to recognize comprehensive, high-performing energy efficiency programs and/or portfolios that have directly leveraged ENERGY STAR to achieve (or to be positioned to achieve) significant impact in the marketplace advancing energy efficiency and related greenhouse gas emission reduction objectives.

**Program**

**Categories:** Applicants may apply in one or more of the following four Program Categories. Applicants promoting ENERGY STAR in more than one ENERGY STAR program area (i.e., Residential New Homes, Home Performance with ENERGY STAR, ENERGY STAR Certified 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.

NOTE: For organizations that have been recognized with ENERGY STAR Awards in past years, the award evaluation committee will evaluate applicants not only on their ability to sustain successful strategies from prior years, but on the new strategies and activities initiated in 2013. Applicants are encouraged to respond accordingly in their narratives.

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

**Category 1. Residential New Construction: Programs that promote the construction of ENERGY STAR certified homes by implementing program elements such as the following:**

- Design approaches that are based on the local housing market and unique program goals and reflect the most important regional factors for program success;
- Marketing strategies that increase awareness of ENERGY STAR certified homes;
- Training sessions to help stakeholders be successful program participants;
- Strategic incentive structures that help to offset upgrade costs and encourage participation;
- Outreach approaches that create strong relationships with stakeholders, communicate procedures and expectations, and share important program information;
- Quality assurance protocols to ensure the integrity of the ENERGY STAR label and the EEPS program; and
- Measurement and evaluation processes to assess progress and attainment of goals and facilitate continuous improvement in the implementation of the program.

**Category 2. Home Performance with ENERGY STAR. Sponsors of Home Performance with ENERGY STAR programs may apply for recognition for either 2(a) or 2(b) as follows:**

**2(a) Home Performance with ENERGY STAR/Emerging Markets:** Programs that recently signed a Partnership Agreement and reported completing at least 100 Home Performance with ENERGY STAR projects<sup>1</sup> in 2013. Program Sponsors must have submitted an implementation plan, a signed Partnership Agreement, and have met all reporting requirements for the past year. Applicants should provide detailed information on their strategies and tactics to: increase homeowner demand (marketing, incentives, and financing); develop their workforce (recruitment, retention, recognition, incentives, and training); and implement a quality assurance (QA) system.

**2(b) Home Performance with ENERGY STAR/Established Markets:** This category applies to HPwES programs that have reported completing at least 1000 Home Performance with ENERGY STAR projects<sup>2</sup> in the last year. Successful applicants should be able to demonstrate how their program achieved substantial market penetration and sustainability. Applicants for this category should be able to illustrate how their program approach is overcoming market barriers to home performance, such as: reducing market confusion, minimizing administrative burdens, and/or developing a strong value proposition for participants. Program Sponsors must have submitted an implementation plan, a signed Partnership Agreement, and have met all reporting requirements for the past year. Applicants should provide detailed information on their strategies and tactics to: increase homeowner demand (marketing, incentives, and financing); develop their workforce (recruitment, retention, recognition, incentives, and training); and implement a quality assurance (QA) system.

**Category 3. Certified Products:** Programs that are designed to overcome market barriers to widespread adoption of ENERGY STAR certified commercial and residential products and/or related best practices, such as power management of office equipment, consumer education on proper thermostat use, etc.

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<sup>1</sup>HPwES completed projects include a test-in/assessment, the work or installation of energy saving measures, and a test-out.

<sup>2</sup> See footnote 1.

**Category 4. Commercial and Industrial:** Programs that deliver improved whole-building energy performance in existing commercial buildings; target and track performance for new construction; and/or achieve facility-wide improvement in industrial plants, by using ENERGY STAR tools and resources to overcome market barriers. The evaluation committee will look for several specific actions, including but not limited to:

- Implementing Building Performance with ENERGY STAR;
- Increasing the use of Portfolio Manager by making whole-building energy data more readily available to customers, in particular through use of the Portfolio Manager web services;
- Promoting the National Building Competition, the Challenge for Industry, and earning the ENERGY STAR for buildings; and,
- Setting energy design goals using Target Finder and achieving Designed to Earn the ENERGY STAR for new buildings.

Submissions must consist of **(1) an executive summary of no more than 300 words, and (2) a narrative of no more than three pages per program category as described above; (3) Supplemental materials are optional.**

Please note the following (applies for both the executive summary and narrative):

- **Accomplishments**—Applicants should provide a **detailed description of your 2013 accomplishments** demonstrating how you have met the required criteria below.
- **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).
- **Activities must be ongoing or completed during calendar year 2013**

**1. Executive Summary (no more than 300 words)**

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 summary of your top three 2013 ENERGY STAR accomplishments. 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 will **not** count toward the narrative page limits outlined below.

**2. Narrative (no more than three pages per program category).**

It is recommended that each item, as defined below, be addressed explicitly in the application. New and emerging programs are encouraged to apply, and scores will be weighted accordingly (i.e., more heavily based on program design and anticipated market effects than proven energy and emission savings.)

Candidates **must** include the following in their submissions:

**a. Category:** From the list above, please identify all target Program Categories for your program(s)/initiative(s). If you address multiple Program Categories, please ensure that each category clearly addresses the following criteria.

**b. Program design:** Describe your program design in terms of goals, market barriers addressed, strategy for overcoming market barriers, key activities, and discuss why this approach is the best practice for your market. Applicants with new programs/program designs should focus heavily on this section, clearly explaining their program logic and why it is likely to lead to sustained market change.

**c. Incorporation of ENERGY STAR:** Describe how you have incorporated the ENERGY STAR platform (i.e., messaging, tools, and strategies) as a central pillar of your initiative. Participation in EPA-led national promotions may be included in this application to the extent they are part of a larger program strategy. Please provide relevant examples in electronic format as part of your supplemental materials.

**d. Market Effects:** Please provide qualitative and numerical data to support your case that the market has changed or will likely change in a sustained way as a result of your initiative (e.g., improved energy performance of buildings in your region, changes in ENERGY STAR awareness or availability/sale of ENERGY STAR certified products or homes). To the extent possible, also indicate the size and importance of the market that has been (or will be) affected within the context of your service territory, state, or region.

Examples of market effects *include, but are not limited to*, the following:

- Energy savings, peak demand reductions, and air pollution reductions achieved through residential, commercial, and/or industrial sector programs that explicitly leverage ENERGY STAR.
- Increase in salesperson/contractor knowledge; change in business practices.
- Increase in participation by key suppliers, including energy service companies, equipment suppliers, architects, engineers, contractors, or retailers.
- Increase in service availability.
- Increase in third-party advertising by market participants.
- Increase in consumer awareness; change in consumer attitude.
- Breadth and reach of publicity activities.
- Increase in participation in the ENERGY STAR Program
- Cost effectiveness of program (e.g., \$0.05/kWh TRC levelized cost).
- Estimated year-to-date energy savings.

**e. Program Category-Specific Market Effects:** Applicants must provide the following information specific to the Program Category(ies) covered in your application:

- For Residential New Construction:
  - Please provide specific program numbers for 2012 and 2013 and the percent change in these numbers from 2012 to 2013 for the following:

**2014 ENERGY STAR® POY Award Application for Energy Efficiency Program Delivery**

- Number of new homes in the service territory that were ENERGY STAR Certified.
- Number of builders and Home Energy Raters partnering in the program.
- Number of media impressions to demonstrate growth in consumer awareness of ENERGY STAR Certified Homes.
- Description of efforts to engage the local HVAC industry about quality installation and their participation in the ENERGY STAR program.

NOTE: Sponsors implementing tiered incentive programs where the ENERGY STAR Certified homes program is not the entry-level tier should only report results from those that participated at the ENERGY STAR level.

- For Home Performance with ENERGY STAR:
  - Activities to recruit and train participating contractors as demonstrated by production rates, retention, number of Century Club Contractors, etc.
  - Innovative solutions to grow Home Performance with ENERGY STAR, such as motivating homeowners to take action, increased recognition for whole house solutions, diversity and strength of the contractor workforce, and/or economic growth.
  - Completed projects<sup>3</sup> by participating contractors.
  - Assessment to completed project conversion rates.
  - Number of on-site QA inspections by program, contractor, and third-party inspectors.
  - Success in coordinating with other organizations (e.g., utilities, manufacturers, state and local governments, retail, financial organizations, non-profits, trade associations) to grow overall market acceptance of the home performance delivery.
  - Support for development of local contractor networking and advocacy
- For ENERGY STAR Certified Products:
  - Increase in sales or market share of ENERGY STAR certified products vis a vis non-certified models.
  - Increase in shelf space devoted to ENERGY STAR certified products.
  - Increase in dealer stocking for certified products.
  - Number of older/inefficient units permanently removed from service (e.g., properly recycled).
- For Commercial and Industrial:
  - Increase in use of EPA's ENERGY STAR measurement and tracking tool, Portfolio Manager, and the Target Finder, for new construction.
  - Number of customers participating in the National Building Competition or Challenge for Industry.
  - Increase in buildings earning the ENERGY STAR label.
  - Number of customer buildings benchmarked and evaluated through Building Performance with ENERGY STAR.

**f. Data Sources:** Please reference data sources used to support your market effect claims. As relevant, briefly (1-2 sentences) describe the data collection method, sample frame, and respondent population (e.g., telephone survey, large-share sample of heating and cooling contractors).

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<sup>3</sup> HPwES completed projects include a test-in/assessment, the work or installation of energy saving measures, and a test-out.

**3. Supplemental Materials (optional):** Applicants may submit electronic samples of program materials and evaluation reports to accompany the narrative description. Absent electronic submission of collateral marketing materials, EPA will validate incorporation of the ENERGY STAR label by reviewing use of the ENERGY STAR logo and educational content of the applicant's website. In all cases, EPA reserves the right to consider online resources in reviewing applications.