



# 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.

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## 2014 ENERGY STAR® POY Award Application for Retailer

### 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.
- Regional and/or retailers with fewer storefronts are encouraged to apply and will be evaluated commensurate with their size.
- **Buying groups** and/or retail member groups are encouraged to apply. Buying groups should consider the same award evaluation criteria in compiling their application as retailers, but should focus on demonstrating how they supported their retail members' accomplishments in relation to the criteria, particularly for Product Specification and Stocking, Sales Associate Training, and Marketing and Communications.

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- **E-tailers**, who have no storefronts, are encouraged to apply. E-tailers should consider the same award evaluation criteria in compiling their application as retailers, with the exception of Sales Associate Training and Marketing and Communications tactics related to in-store.

### **Special Instructions for Hard Copy Supplemental Material:**

Any supplemental material that cannot be submitted electronically should be sent to the address listed below, via a **commercial** delivery service. All supplemental materials must be sent:

Via Commercial Delivery Service to:  
Peter Banwell, U.S. EPA  
1310 L Street, NW, 9th Floor (940)  
Washington, DC 20005-4113  
Phone: (202) 343-9408

EPA will confirm receipt of any hard copy supplemental material by e-mail within one week of receipt. If you do not receive confirmation within this timeframe, please contact Peter Banwell at (202) 343-9408 or [banwell.peter@epa.gov](mailto:banwell.peter@epa.gov).

# 2014 ENERGY STAR® Award Application

## Partner of the Year – Retailer

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**Eligibility:** Retailers of ENERGY STAR qualified products. To be eligible for an award, applicant must be a partner in good standing, having complied with applicable partner commitments.

**Description:** Retailers, both large and small, are making an ever-increasing contribution to the growing success of ENERGY STAR. And as ENERGY STAR retail partner participation in the program continues to expand, we are dedicated to recognizing the very best in terms of a broad commitment to and success with ENERGY STAR.

Each retailer excels in specific areas relative to their size and specialty. Applications will be reviewed with this in mind and, depending on the applicant pool, a separate retail Partner of the Year award may be given to a small, regional, or specialized retailer. *Please note that there is a separate application for lighting showrooms.*

Applicants should also specify if they are an **e-tailer** or a **buying group** to ensure that we evaluate your accomplishments commensurate with your business type. See general instructions above.

**Narrative:** Your narrative description should be no more than **10 pages**, but may be accompanied by samples of specific hard copy outreach materials representing your 2013 activities, such as strategies, training materials, signs, brochures, circulars, and other advertisements.

- **Executive Summary (300 words or less)**—Please provide a brief overview of your organization and highlights of key accomplishments that make you eligible for this ENERGY STAR award. In the event that you earn an award, this text will be used to prepare a summary 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 will **not** count toward the 10-page limit.
- **Accomplishments**—Organizations applying for the Partner of the Year Award should **highlight their accomplishments from 2013, and if possible, cumulative accomplishments**. Since applications are due on **November 20, 2013**, this will provide retailers an opportunity to share your accomplishments starting earlier in the season than the start of the calendar year. When highlighting cumulative accomplishments, please ensure that you include a timeframe (e.g., saved 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 per the below instructions for each criterion.

## **Award Evaluation Criteria and Outline**

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### **Section 1: ENERGY STAR Partnership and Planning**

Leadership in the ENERGY STAR program requires high-level engagement that includes the development of an implementation plan informed by EPA's top-priority products and initiatives for the year (and shared with EPA). This process should involve an ongoing dialogue with EPA. Working throughout the year to facilitate EPA relationships with merchant and marketing representatives is critical.

### **Section 2: Product Marketing**

In this section, retailers should show how they worked to order, stock and promote ENERGY STAR products in store and on-line. Leading retailers are expected to work to increase stocking, sales and labeling of ENERGY STAR products every year. In some cases, this will mean working with suppliers to increase the number of SKUs and/or percentage of sales in EPA priority categories. Leading retailers also show how ENERGY STAR is given a consistent, year-round, in-store presence through in-store signage and web presence. It is also important to show how EPA-provided messaging was used in each appropriate category.

In this section, retailers should demonstrate: specific activities including examples (written and visual) in support of the following product marketing goals as relevant to product lines:

#### Lighting:

- Support and documented participation in ENERGY STAR LED Bulb Challenge.
- Increase stocking of ENERGY STAR certified lighting (include increases in SKUs/sales).
- Identify and promote ENERGY STAR certified lighting, specifically support labeling and point-of-purchases identification of ENERGY STAR certified lighting in store and online and in circulars.
- Examples of specific use of ENERGY STAR provided lighting messaging.
- Provide in-store education about the importance of ENERGY STAR certified lighting as a mark of quality.
- Train sales staff about ENERGY STAR certified lighting.

#### Appliances:

- Increase stocking of ENERGY STAR/ENERGY STAR Most Efficient appliances (include increases in SKUs/sales).
- Identify and promote ENERGY STAR/ENERGY STAR Most Efficient appliances in store and online and in circulars leveraging EPA messaging.
- Train sales staff about ENERGY STAR/ENERGY STAR Most Efficient appliances.
- Support introduction of dryers –
  - 1) 2013 ENERGY STAR Emerging Technology Award winning model and 2) ENERGY STAR certified dryers (early stocking of qualified models).
- Stocking, sales and labeling of ENERGY STAR certified water heaters.

#### Electronics:

- Promotion of ENERGY STAR/ENERGY STAR Most Efficient TVs in store
- Stocking of ENERGY STAR AV equipment
- Increasing visibility of ENERGY STAR CE (TVs, Audio – soundbars, MP3 speaker docks, HTiAB) on the web

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## 2014 ENERGY STAR® POY Award Application for Retailer

- Associating ENERGY STAR with qualified products on search result list
- Include ENERGY STAR as a search option
- Include ENERGY STAR in product overview or description
- Include ENERGY STAR in product specification or details

Other product areas;

- Examples of stocking and sales of ENERGY STAR certified battery charging systems (for power tools, etc.), air cleaners, room air conditioners, HVAC and other products.
- Additional instructions: Do not include examples that do not specifically highlight ENERGY STAR. For example, if you have an in-store promotion and give away an ENERGY STAR refrigerator, but do not specifically highlight ENERGY STAR, then the promotion would not be counted in your favor).

### Section 3: General ENERGY STAR Consumer Education

This section is to demonstrate what your company has done throughout the year to promote ENERGY STAR and educate consumers about energy efficiency and its environmental and other benefits through general efforts, such as in-store, on your web site, and other, e.g. advertising, public relations, events, and participation in EPA ENERGY STAR campaigns. To qualify for Partner of the Year, we expect high-level and multi-media ENERGY STAR consumer outreach activities during Earth Day (April) and Energy Awareness Month (October). We also expect at least one in-store promotion across relevant product categories, a dedicated ENERGY STAR web page, as well as some level of participation in ENERGY STAR's Change the World and Team ENERGY STAR initiatives. Finally, we do expect leading retailers to integrate environmental benefits messaging, such as climate protection, into consumer outreach efforts, where possible.

- Provide examples (written and pictures), beyond product-specific examples above, of ENERGY STAR consumer education efforts in store, online and in circulars, e.g., seasonal promotions, Earth Day, Energy Awareness Month, ENERGY STAR Day, etc.
- Show section of company website that is dedicated to ENERGY STAR, if applicable. Include content, number of pages, and number of page visits logged for the year.
- Provide examples (written and pictures) of all other efforts to educate consumers, e.g., public relations, broadcast/print advertising, events, etc.
- Describe your organization's participation in EPA's Change the World, Start with ENERGY STAR campaign, if applicable.
  - Specifically, document your organization's support of ENERGY STARs Across America, the ENERGY STAR Pledge, Team ENERGY STAR, and/or ENERGY STAR Day.
  - Document your organization's support of the new consumer engagement web platform.
- Provide examples of consumer outreach including the environmental benefits of energy efficiency, such as climate protection.

Additional instructions: in this section, please do not include examples of product promotions or examples that feature ENERGY STAR products, but do not mention or highlight ENERGY STAR. For example, a PR campaign for a clothes washer that is ENERGY STAR certified, but the campaign fails to mention additional education specific to ENERGY STAR would not count in the partner's favor.