



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.

2014 ENERGY STAR® POY Award Application for Service & Product Provider

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 – Service and Product Provider

Eligibility: ENERGY STAR Partners that provide energy efficiency related *products and/or services* to the commercial, institutional, and industrial markets. This includes energy services companies (ESCOs), unregulated energy retailers and marketers, engineers, architects, energy consultants, contractors, distributors, manufacturers, commercial lenders, energy information providers, and any other provider of energy efficiency-related products and/or services.

Description: The Partner of the Year – Service and Product Provider (SPP) Award honors businesses and organizations that catalyze market transformation in energy efficiency through their products, services, and/or effective outreach efforts. Award-winning SPPs can demonstrate outstanding success in helping private- or public-sector organizations to improve energy performance in their existing buildings/manufacturing plants and in their building designs.

Narrative: Your submitted application should not exceed **10 pages** in 12-point font. **Margins should be no less than 1” on all sides.** Pages that exceed the limit will not be evaluated. Applicants are encouraged to submit supplemental materials that support the application, such as program descriptions, brochures and energy policy statements, as long as they are clearly referenced within the application. These materials will not count towards the 10-page limit, but must be directly relevant to energy performance and ENERGY STAR.

Winning applications will clearly show the organization’s commitment to and success in improving facility energy performance for their clients through services, programs, and outreach efforts leveraging ENERGY STAR.

- **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 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 10-page limit.
- **Accomplishments**—Organizations applying for the Partner of the Year Award should provide **a detailed description of your 2013 accomplishments** demonstrating how you have met the required criteria.
- **Cumulative Accomplishments**—When highlighting cumulative accomplishments, please ensure that you include a timeframe (e.g., saved \$3 million in 2010 and more than \$10 million since 2001).

Criteria: The 2014 ENERGY STAR Awards will be based on work and accomplishments completed during the most recent **12 months**, except where specifically noted. Accomplishments outside this time period may be mentioned for reference and to demonstrate continuous improvement.

2014 ENERGY STAR® POY Award Application for Service & Product Provider

Scoring: The application is scored on a 100-point scale and the weight of each section or question is provided.

All Service and Product Provider Partners must address the criteria in Sections 1 and 3 within your narrative. Complete EITHER Section 2A or Section 2B and include the completed section in your narrative.

SPPs that work primarily with existing buildings should complete Section 2A. SPPs that work primarily with building designs should complete Section 2B.

1. Organization + Business Practices

50 points

All ENERGY STAR Service and Product Providers are committed to improving their customers' energy performance. Describe how you use your ENERGY STAR partnership to differentiate your organization and improve your business relationships with your customers.

Mission and Business Practices – 30 Points

Mission Statement

Describe how your mission aligns with the ENERGY STAR program. Describe the value this partnership brings to your organization.

Delivering Energy Efficiency

Describe how your organization delivered energy efficiency in building designs and/or existing buildings that achieved superior energy performance.

Business Practices

Describe how your organization has integrated ENERGY STAR tools and resources into your business practices. Explain how these tools and resources have contributed to the success of your organization. Indicate which tools and resources you used and how these tools and resources were useful to you and your clients.

Achievement and Collaboration – 20 Points

Examples / Case Studies

Provide examples of how your organization used ENERGY STAR tools and resources to evaluate energy-efficient design strategies and/or energy improvement practices for your clients. Highlight any of the following activities for your examples: energy management strategies, best practices, setting and achieving design targets, and energy improvement measures. Discuss and quantify the resulting or potential energy and costs savings and environmental benefits.

Collaboration and Feedback

Describe how your organization has provided feedback or collaborated with EPA on the design and functionality of ENERGY STAR tools and resources, such as: participating in the Portfolio Manager/Target Finder and data exchange web services redesign processes; beta-testing score algorithms; reviewing publications; etc.

2A. Measurement and Efficiency (Existing Buildings)

25 Points

Quantify the results of your efforts to help your clients improve the energy performance of their existing buildings and/or manufacturing plants.

All results included in Category 2A should cover only the most recent 12 months.

Benchmarking in Portfolio Manager – 15 points

	Applicant Answer
Number of buildings benchmarked that received an energy performance score and/or EUI	
Number of buildings benchmarked more than once	
Number of buildings in your customer portfolio / Percentage of customer portfolio benchmarked	%

ENERGY STAR Certification – 10 points

Number of buildings that earned the ENERGY STAR	
Number of buildings that earned the ENERGY STAR more than one time	

Industrial SPPs:

In lieu of completing Section 2A, SPPs that serve only the Industrial market should develop a brief narrative highlighting their work in improving industrial customers’ energy performance. This narrative should include:

- Percent weighted average of total energy consumption reduced as a result of the services and products provided;
- Number of ENERGY STAR Teaming Profiles developed; and
- Any other measure that illustrates improved energy performance as a result of the services and products provided.

2B. Measurement and Efficiency (Design Projects)

25 Points

Quantify the results of your efforts to help your customers improve the energy performance of their building design projects.

All results included in Category 2B should cover only the most recent 24 months.

Target Setting in Target Finder – 5 points

	Applicant Answer
Number of total design projects with a whole-building energy target	
Number of design projects with an energy use target established using Target Finder	

Designed to Earn the ENERGY STAR – 15 points

Number of design projects submitted to EPA that achieved Designed to Earn the ENERGY STAR	
Average energy reduction percentage of projects that achieved Designed to Earn the ENERGY STAR	

ENERGY STAR Certification for Completed Projects – 5 points

Number of built projects benchmarked in Portfolio Manager	
Number of built projects that earned the ENERGY STAR	

3. Marketing and Recognition

25 Points

Describe how your ENERGY STAR partnership has helped your organization market its services and recognize the success of its projects and clients.

Marketing Strategies and Collateral – 15 points

Marketing Strategies

Describe how your organization has integrated ENERGY STAR into its marketing materials and strategies to attract new clients and/or maintain existing clients.

Recruiting Partners

Identify clients and other affiliates that you have recruited to become ENERGY STAR partners.

Promoting ENERGY STAR

Discuss how and to whom your organization promoted ENERGY STAR. (Cite examples from conferences, events, internal and external training, marketing materials and publications, etc.)

Marketing Collateral Samples

Include electronic copies of any marketing materials, articles, publications, white papers, Web pages, and other media that use the ENERGY STAR logo and/or reference the ENERGY STAR program. Explain how each piece of collateral was used, and estimate the size of the market each piece reached. Note: Materials provided will not count towards the 10-page limit for this application. (Submit only materials relevant to ENERGY STAR.)

Recognition and Awards – 10 points

Recognition for Your Clients

Describe how your organization has helped clients gain recognition for achieving energy efficiency and enhanced performance in design projects and/or existing buildings. Include any ENERGY STAR Building, Design, and Leaders profiles; success stories; or case studies that your organization or EPA created for your clients' buildings or design projects.

Recognition for Your Firm

List any additional energy and environmental awards that your organization has earned for its work on design projects and/or existing buildings.