
2014 ENERGY STAR® Award

Partner of the Year – CLIMATE COMMUNICATIONS

Award Description

The 2014 Partner of the Year – Climate Communications Award recognizes ENERGY STAR partners who, **during the calendar year of 2013**, have raised their customers' awareness of the impact of climate change. Customers are defined as consumers, tenants, or other relevant stakeholders. Partners are encouraged to create communications campaigns that encourage their customers to fight climate change with the help of ENERGY STAR or emphasize how energy-efficient behaviors have a positive effect on the environment. The communications campaign should also convey the positive environmental impact ENERGY STAR has in the fight against climate change. ENERGY STAR partners are eligible for this award.

Award Application Requirements

Partners should be able to demonstrate their results by providing a narrative description no more than **five pages** in length. The narrative description may be accompanied by electronic samples of campaigns, advertisements, media kit materials, or other collateral associated with increasing customer awareness of individual actions effect climate change. These supplemental materials will **not** count toward the five-page limit.

In addition to the narrative summary, please provide an executive summary (300 words or less) with a brief overview of your organization and the key accomplishments that make you eligible for this ENERGY STAR award. In the event that you are chosen to receive the award, this text will be used to prepare a summary of your organization's achievements. The Executive Summary will **not** count toward the five-page limit.

If your company is applying for another ENERGY STAR Partner of the Year Award, we will consider your organization for both awards. You may include your application for the Climate Communications Award within the application for that award rather than submitting two applications. Organizations that collaborate on a promotion/campaign are encouraged to apply as a group.

Award Evaluation Criteria

Reviewers will look for the following, as appropriate to your activity:

1. Communications/campaigns that incorporate messages about the necessity of reducing greenhouse gas emissions and simple ways customers can help.
2. Communications innovations, such as social media, advertising, media outreach, texting, online, contests, or events, that convince customers that their actions have direct, and collectively significant, consequences in the effort to reduce emissions.
3. Communications that integrate ENERGY STAR branding and messaging, including the proper and prominent use of the ENERGY STAR logo, and tie into or coordinate with ENERGY STAR efforts or programs.
4. Communications that successfully link the increased efficiency of ENERGY STAR certified products, homes, or buildings with greenhouse gas emissions reductions.

Applicants must include the following in their narrative, *as appropriate*:

- Dates and location of activity(ies)

- Brief description of any partnering or cooperative aspects
- Imagery may be incorporated into the narrative or attached electronically as supplemental materials
- Measurable results, i.e., communications metrics, such as how many consumers/customers/tenants/owners did you reach? What actions were taken?
- Electronic examples of
 - Customer education materials
 - Electronic copies of placed print, radio and/or TV advertisements
 - Copies of magazine or newspaper articles
 - Screen captures of relevant webpage/social media content
 - Photos of in-store displays/other promotional or campaign activities
 - Photos of media events and/or samples of press materials that place activity in context of national initiative
- Other documentation to support claims made in application

Sample Messaging

In the context of your ENERGY STAR messages, help customers understand how reducing energy use protects the climate. Below, we provide sample messages to raise customers' awareness of climate change and convey the positive environmental impact of ENERGY STAR. These are the types of messages reviewers will look for in communications campaigns when evaluating award applications.

- The fight against climate change starts by cutting energy waste and choosing ENERGY STAR. ENERGY STAR helps people across America make a real difference – while helping save money on utility bills.
- Climate change is a real and urgent global challenge, but we all have the power to help fight climate change through the choices we make every day. ENERGY STAR makes those choices easier by pointing the way to greater energy efficiency.
- When it comes to saving energy, saving money, and fighting climate change – it's as simple as looking for the ENERGY STAR label.
- The ENERGY STAR label means this (product, home or building) meets strict requirements for energy efficiency and performance set by the U.S. EPA. In partnership with ENERGY STAR, we've helped people across America save \$230 billion on their energy bills and prevented 1.8 billion metric tons of carbon pollution in the fight against climate change.
- With EPA'S ENERGY STAR program, fighting climate change is something everyone can do. By choosing ENERGY STAR, people across America can cut energy waste, save money on energy bills, and help fight climate change.
- In 2012 [or 2013], [ENERGY STAR Partner] reduced X metric tons of GHG emissions through sales of ENERGY STAR certified products. This translates into Y% of home electricity usage in the U.S.
- By choosing ENERGY STAR or ENERGY STAR Most Efficient Products, you can participate in the fight against climate change while reducing your energy bills.
- For more information about climate change, visit EPA's climate change website at: www.epa.gov/climatechange/.