



2015 ENERGY STAR® Award Application

Partner of the Year – Energy Management

About the Award

Eligibility: ENERGY STAR partners that can demonstrate improved energy performance of buildings and plants through an organization-wide energy program are eligible to apply. **Please remember to review the General Instructions before completing your application.**

Description: This award recognizes businesses and organizations that demonstrate their commitment to environmental protection through superior energy management, particularly by integrating and promoting ENERGY STAR tools and resources within their energy management program. Winning applications must clearly show the organizations' commitment to and success in achieving superior energy management as well as their active participation in ENERGY STAR.

Criteria: The 2015 ENERGY STAR Awards are based on work completed and energy savings demonstrated **during the 2014 calendar year**. Accomplishments outside of this time period may be mentioned for reference and to demonstrate continuous improvement.

Previous award winners with evidence of continuous improvement will automatically be considered for the *Sustained Excellence* award. Those applicants that have been awarded *Sustained Excellence* in the past should highlight the new achievements of their energy programs, program improvements, new projects, changes in long-term strategies, and new communication strategies and accomplishments while briefly summarizing the key elements of their continuing energy management programs.

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.**

Application Components

Executive Summary: **(300 words or less)** Please provide a brief overview of your organization and key accomplishments. If you win an ENERGY STAR Award, this summary will be used to profile your organization's achievements to prepare a summary of your organization's achievements for our script, the event slideshow, for our website, including the online *Profiles in Leadership*. Please include all of the following information: location of organization headquarters; brief summary of organization (2-3 sentences); and three to five bullet points summarizing your organization's top 2014 ENERGY STAR accomplishments. The Executive Summary does **not** count toward the page limit.

Narrative: The narrative consists of three sections:
Section 1 – Energy Management Practices
A. POY Energy Program Assessment
B. Narrative response

2015 ENERGY STAR® POY Award Application for Energy Management

Section 2 – Communication Strategies

A – C. Narrative response

D. Samples of creative work that includes ENERGY STAR

Section 3 – Demonstration of Energy Savings

A. Building Partners – Summary of results from POY report generated in Portfolio Manager and savings equivalency statement

B. Industrial Partners – Completed savings table, summary of results, and savings equivalency statement

The narrative 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.

Supporting Files: (Optional) 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. Note that you should provide a **detailed description of your 2014 accomplishments** demonstrating how the required criteria have been met.

Section 1 – Energy Management Practices

35 points

This section of the application focuses on the practices employed by your organization to manage and reduce energy use. These include long-term strategies, management practices, innovative technologies, cost-effective upgrades, data-driven enhancements to systems or processes, or other practices implemented at the corporate or organization level to improve performance.

- A. Please download and complete the [ENERGY STAR Partner of the Year \(POY\) Energy Program Assessment](#). This simple table compares your program to the [ENERGY STAR Guidelines for Energy Management](#). You are not required to have every measure implemented to be eligible for an ENERGY STAR Award. Please copy and paste the completed table at the end of your narrative. This table DOES NOT count toward the 9-page limit.
- B. Discuss 2014 key projects and initiatives that have led to your energy program’s success. Please address the following within your response:
 - How did you integrate ENERGY STAR into your energy management program?
 - How have ENERGY STAR best practices, recognition opportunities, and [tools and resources](#) contributed to your program’s achievements?
 - What actions are you taking to continue to enhance your energy program?
 - Are there any new elements of your energy program you would like to highlight?

Section 2 – Communication Strategies

35 points

This section of the application focuses on how you used communications to support and promote your energy management program and enhance your partnership with ENERGY STAR. Please note that past ENERGY STAR Award winners excel beyond a simple list of outreach tactics; their communications plans are strategic, integral components of their corporate energy management programs.

2015 ENERGY STAR® POY Award Application for Energy Management

- A. Please describe your organization's communication strategies for promoting energy efficiency with ENERGY STAR to *internal audiences*, how you implemented your strategy, and the 2014 results. Address the following in your response:
- **Goals of the outreach:** What were the goals for your outreach efforts to internal audiences (i.e., those within your organization, such as employees, senior leadership, students, etc.)?
 - **Target audiences:** Which internal audiences did you target and why?
 - **Metrics:** What metrics did you identify to track in order to measure your success? (e.g., web stats, collateral distributed, number of attendees at an energy fair, etc.)
 - **Tactics and materials:** What tactics and supporting materials did you use to implement your strategy and reach your target internal audiences? For example:
 - Producing and distributing print or electronic materials about energy efficiency that feature ENERGY STAR
 - Creating content on your organization's internet or intranet about your ENERGY STAR efforts and energy efficiency education
 - Hosting energy fairs or other energy efficiency-related events
 - Developing competitions, incentives, or recognition programs and related materials that leverage ENERGY STAR tools and resources
 - **2014 accomplishments, including measured results:** What did your communications achieve in 2014? How many people did you reach? Examples of measured results are:
 - Email newsletters with energy-saving tips: sent to 7,500 people monthly
 - ENERGY STAR booth at energy fair: visited by 2,200 people
 - Energy champions trained: 342 people
- B. Describe your organization's communication strategies for promoting energy efficiency with ENERGY STAR to *external audiences*, how you implemented your strategy, and the 2014 results. Please address the following within your response:
- **Goals of the outreach:** What were your goals for your outreach efforts to external audiences (i.e., those outside your organization, such as tenants, customers, shareholders, community members, suppliers, industry peers, etc.)?
 - **Target audiences:** Which external audiences did you target and why?
 - **Metrics:** What metrics did you identify to track to measure your success? (e.g., web stats, social media engagement, printed impressions, audience size for newsprint articles, email open rates, etc.)
 - **Tactics and materials:** What tactics and materials did you use to implement your strategy and reach your target external audiences? For example:
 - Sharing news of your ENERGY STAR achievements, including story placements by major news outlets, advertisements, and press releases
 - Helping to spur additional energy savings at the local and/or national level by engaging external organizations
 - **2014 accomplishments, including measured results:** What did your communications achieve in 2014? How many people did you reach? Examples of measured results are:
 - Outdoor billboard advertising: 2,700,000 impressions
 - Web pages about ENERGY STAR partnership: 32,774
 - Online Facebook promoted ads: est. 12,500,000 impressions
 - Twitter engagement: 32 tweets mentioning @EnergyStar, @EnergyStarBldgs or an ENERGY STAR-related hashtag; 325 retweets reaching an estimated audience of 2,000,000
- C. Describe your participation in ENERGY STAR recognition activities:
- Certifying eligible buildings and plants as ENERGY STAR on an annual basis

2015 ENERGY STAR® POY Award Application for Energy Management

- Displaying the ENERGY STAR prominently at certified buildings and plants
- Submitting full profiles for all certified buildings and plants
- Achieving Designed to Earn the ENERGY STAR for new commercial building designs
- Achieving the ENERGY STAR Challenge for Industry for manufacturing sites
- Participating in the ENERGY STAR National Building Competition
- Participating in local or regional ENERGY STAR-related programs
- Helping to develop ENERGY STAR success stories

D. Please provide samples of your work, such as advertisements, news stories, posters, articles, press releases, photos of the ENERGY STAR decal/ flag/ banner in prominent locations, and other creative materials. In particular, please highlight any shareable online content, such as videos, social media activity, dedicated web pages, energy-saving guidance promoted online, etc.

NOTE: Supplemental materials submitted should reflect a sampling of an organization's strongest examples of external and internal communications **related to promoting their partnership and achievements with ENERGY STAR**. These materials should be submitted electronically with the application and include 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.

Section 3 – Demonstration of Energy Savings

30 points

This section of the application focuses on actual energy performance improvements achieved by your organization during the past year. Your application will be judged on both the magnitude of your improvements in 2014, as well as your current energy performance relative to your peers.

While 2014 savings are the focus of this section, you are 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 2014 **and more than \$10 million since 2001**).

Please note that commercial and institutional building partners will respond to section A only, and industrial partners will respond to section B only.

A. Commercial and Institutional Building Partners

All Commercial and Institutional Building Partners **must** summarize and provide a POY Report from Portfolio Manager showing your organization-wide improvements. This POY Report must be generated for the period ending August 2014 or later. Additional supplemental guidance for generating this report can be found at www.energystar.gov/awards.

2015 ENERGY STAR® POY Award Application for Energy Management

In your summary, please provide one or more equivalency statements for your energy savings by equating them to a metric related to your business or industry, or other financial or environmental metrics. Examples include:

- Number of first-year teachers that could be hired
- Number of MRI machines that could be purchased
- Number of hotel rooms that could be rented

B. Industrial Partners (NAICS 21, 31-33)

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 2014	
4. Aggregate energy intensity for 2014 ** in MMBtu/total output	
5. Aggregate energy intensity for the corresponding period in 2013 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 2013. E.g. the data period would be from November 2013 through October 2014.

***Selection of the specific year is at your discretion. If 2013 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.

2015 ENERGY STAR® POY Award Application for Energy Management

In your summary, please provide one or more equivalency statements for your energy savings by equating them to a metric related to your business or industry, or other financial or environmental metrics. Examples include:

- Number of socks that would have to be sold
- Number of cars that would have to be sold