2015 ENERGY STAR® Award Application

Partner of the Year – Retailer

Eligibility: Retailers of ENERGY STAR certified products. To be eligible for an award, applicant must be a partner in good standing, having complied with applicable partner commitments. **Additionally, please read the separate General Instructions for all applicants.**

- 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.
- **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.

Description: Retailers, both large and small, are making an ever-increasing contribution to the growing success of ENERGY STAR. 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.*

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
William Jefferson Clinton Building
1200 Pennsylvania Avenue, N. W.
Rm # 5303C
Washington, DC 20004
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.

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 2014 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 2014 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 2014, and *if possible,* cumulative accomplishments**. Since applications are due on **December 4, 2014**, 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

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. This plan should be shared with EPA and the process should involve an ongoing dialogue with EPA. Working throughout the year to facilitate EPA relationships with merchant and marketing representatives is critical, so please include specific information on how your organization enabled and fostered these connections.

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. This means working with suppliers to increase the number of SKUs and/or percentage of sales in EPA priority product categories. Leading retailers also show how ENERGY STAR is given a consistent, year-round presence through in-store signage and online labeling. It is also important to show how EPA-provided messaging was used across promotional and training vehicles for each applicable category below.

In this section retailers should **identify and provide written and visual examples** of specific activities in support of the following product marketing goals, as relevant to product lines:

Lighting:

- Support and document participation in ENERGY STAR LED Bulb Challenge and any successor campaigns.
- Increase stocking of ENERGY STAR certified lighting products (include increases in SKUs/sales) Support implementation of the 2014 Lamps V1.0 specification transition and ensure adequate selection and labeling.
- Promote ENERGY STAR certified lighting, specifically supporting labeling and point-of-purchase messaging. Identify and increase visibility of ENERGY STAR certified lighting products in-store, online, in external vehicles, and through training.
- Provide specific examples of use of ENERGY STAR lighting messaging in print, online, and in training
- Provide in-store education about the importance of ENERGY STAR certified lighting as a mark of quality.
- Train sales staff on the benefits of ENERGY STAR certified lighting.

Appliances:

- Increase stocking of ENERGY STAR/ENERGY STAR Most Efficient appliances in-store and online (include increases in SKUs/sales).
- Promote ENERGY STAR/ENERGY STAR Most Efficient appliances in-store, online, in external promotional vehicles, and through training, leveraging EPA messaging.
- Provide ENERGY STAR/ENERGY STAR Most Efficient appliance training materials to sales staff for consumer education.
- Stock and promote ENERGY STAR Emerging Technology Award winning advanced clothes dryer models.
- Ensure adequate selection and accurate labeling prior to and after effective dates for specifications, including:
    - Refrigerator and freezers specification version 5.0
    - Room air conditioner specification version 3.0
    - Clothes washers specification version 7.0
    - Clothes dryers specification version 1.0

Consumer Electronics:

- Promote ENERGY STAR/ENERGY STAR Most Efficient televisions in store
- Increase visibility of ENERGY STAR CE products (TVs, Audio – soundbars, MP3 speaker docks, HTiaB) online and in-store
- Include ENERGY STAR as a search option on retailer website and associate ENERGY STAR with certified products on search result list
- Include ENERGY STAR in product overview and specification details on retailer website

Other product areas:

- Stock and sell ENERGY STAR certified battery charging systems (for power tools, etc.), air cleaners, room air conditioners, HVAC, water heaters 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 certified refrigerator, but do not specifically highlight/promote the product as ENERGY STAR certified, 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, online, and other (e.g. advertising, public relations, events, trainings, and participation in EPA ENERGY STAR campaigns).

To qualify for Partner of the Year, retailers should provide examples of the following:
(1) High-level and multi-channel ENERGY STAR consumer outreach activities (e.g. Earth Day promotions - April, Energy Awareness Month – October, and ENERGY STAR Day)
(2) A dedicated ENERGY STAR web page
(3) Participation in ENERGY STAR's Change the World and social media initiatives, such as Twitter parties and ENERGY STAR pledge drive efforts.
(4) Integration of environmental benefits messaging, such as climate protection, in consumer outreach efforts, where possible.

Additional details to describe your consumer education efforts include:

- Examples (written and pictures), that go beyond the 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.)
- A visual of the company webpage that is dedicated to ENERGY STAR, if applicable and include content, number of pages, and number of page visits logged for the year.
- Examples (written and pictures) of all other efforts to educate consumers (e.g., public relations, broadcast/print advertising, events, etc.)
- 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.