

2017 ENERGY STAR® Awards

Excellence Award Application

Data Innovation

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Eligibility: This award is open to ENERGY STAR energy efficiency program sponsors, service and product providers, state and local governments, and/or other partner organizations that have demonstrated innovation in increasing access to the data required by EPA's ENERGY STAR Portfolio Manager tool, and/or expanding the use of the data and building performance metrics available from it. Multiple partner organizations may apply for this award together, as appropriate, when efforts were collaborative in nature. ***Please remember to review the General Instructions before completing your application.***

Description: The goal of this award is to recognize partners who have demonstrated innovation in:

- Increasing the flow of data into Portfolio Manager; and/or
- Using the data and metrics from Portfolio Manager to drive improvements in commercial, industrial, or multifamily building energy performance and other environmental objectives.

This award is intended to recognize initiatives that demonstrate ***breakthrough innovations***. The initiative(s) must have been implemented and achieved results during calendar year 2016. Applicants should be able to substantiate how their initiative(s):

- Represent a breakthrough innovation;
- Reach new, underserved, and/or highly-scalable customer segments;
- Incorporate ENERGY STAR tools, resources and branding; and
- Deploy new technologies or implementation approaches.

Given the emphasis on innovation, this award will not recognize a partner for the same activity more than once.¹

Criteria: EPA anticipates that a diverse range of services, products and activities will compete for this award. The most competitive applications will be those that clearly address ENERGY STAR program objectives, while reducing or removing key market barriers. EPA envisions that the most competitive applications will clearly advance more than one objective. Awards for data innovation will be made in the following two categories:

Category 1: Increasing the flow of data into Portfolio Manager

An award in this category recognizes innovative efforts to make it easier to obtain the data required to benchmark in Portfolio Manager or to transfer that data into Portfolio Manager. ENERGY STAR program objectives related to this category include:

- Increasing benchmarking activity in new or underserved markets (or building sectors that would not otherwise be likely to track and benchmark building performance).
- Increasing access to whole-building energy data, striving to account for all fuels consumed.

¹ Notable, on-going business practices supporting general benchmarking and the use of energy performance data meet key requirements for ENERGY STAR awards in both the Partner of the Year categories for Service and Product Providers and for Program Delivery, and should be included in applications for those awards.

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- Ensuring availability of aggregate data when needed to meet privacy concerns (e.g., in the case of multi-tenant buildings where tenants are metered directly by the utility).
- Improving assistance to customers in mapping individual meters to buildings, to facilitate the delivery of aggregate whole-building data.
- Expanding use of Portfolio Manager web services.

The following are examples of the types of services, products, and activities that would compete in this category:

- A utility automating the process of mapping meters to buildings to provide customers with whole-building, aggregate consumption data.
- An energy information services company automating a direct data feed from a building automation system to Portfolio Manager.
- A property management company implementing a simplified process for energy information to flow from tenant to owner to Portfolio Manager.
- An energy information services company creating software that is then adopted by multiple utilities to push customer energy data into Portfolio Manager.

Category 2: Expanding use of performance metrics from Portfolio Manager

An award in this category recognizes innovative efforts to expand use of the data and/or building performance metrics available from Portfolio Manager to achieve greater energy efficiency and other environmental objectives in the commercial, industrial and multifamily buildings market. ENERGY STAR program objectives related to this category include:

- Encouraging and/or facilitating visualization of building performance data in ways that reach new audiences, making performance data available at scale to the public.
- Promoting public awareness of the availability and importance of building performance data.
- Catalyzing seamless integration of benchmarking results within other customer-facing data/analytics platforms, such as existing building audit or new building design tools.
- Demonstrating the value of benchmarking results in the design and delivery of energy efficiency programs.

The following are examples of the types of services, products, and activities that would compete in this category:

- Local or state governments working to creatively visualize building performance metrics and increase the accessibility of this information resulting from local voluntary initiatives and/or reporting required by benchmarking and transparency laws.
- Utilities using performance metrics as an integral part of the marketing and delivery of their commercial efficiency programs.
- A service provider using ENERGY STAR metrics to enhance design, analysis, auditing, procurement, or financing of energy efficiency, demand reduction, and/or green energy supply programs.

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A partner may apply for an award in both categories. Awards will only be made in a category if submitted applications fully meet the criteria and objectives of this award. As a result, awards may not be made in both categories every year.

Application Components

Your application narrative must be no more than three pages and use a minimum of 11-point black font. Margins should be no less than 1" on all sides. Pages that exceed the limit will not be evaluated. See "Supplemental Materials" section below for examples of supporting content that will not count towards the page limit. Please note that any supplemental materials should be clearly referenced in the award narrative.

The narrative description should contain the following elements:

Executive Summary

Please provide a brief overview (300 words or fewer) of your organization(s) and the highlights of key accomplishments that make you eligible for this ENERGY STAR award. In the event that you are chosen to receive an award, this text will be the basis for preparing a summary of your organization's achievements for our script, the awards event slideshow, and for the online *Profiles in Leadership* document. Include all of the following information: company revenue; location of company headquarters; number of customers served; brief summary of your company (2-3 sentences); and a summary of your top three accomplishments in 2016 that meet the criteria listed above. ***The Executive Summary will not count toward the page limit.***

Accomplishments Narrative

The accomplishments narrative should include the following:

- **Description of Data Innovation.** Applicants should provide an overview of their service or product design, with particular emphasis on (1) how this solution facilitates benchmarking in Portfolio Manager by commercial building owners/operators; and/or (2) how this solution leverages data and/or performance metrics from Portfolio Manager to drive measurable energy saving or other environmental protection activities. Applicants are encouraged to describe the process by which this solution helps customers move from data to information to action. Applicants are expected to describe the specific elements and characteristics of their innovative data offerings, with detailed explanations of how the service or product design addresses specific award criteria established above.
- **Market Effects/Cumulative Accomplishments.** EPA recognizes that in some cases, innovative efforts will involve new or precedent-setting use of technology, which may have only demonstrated limited market effects at the time of application. Nonetheless, applicants should make every attempt to provide both qualitative and numerical data to support the case that the market has changed or will likely change in a sustained way as a result of your innovative work with data. Where such data is not available because the innovation is new, applicants should describe the likely potential impacts of the innovation in detail.

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Supplemental Materials

Applicants are encouraged to submit supplemental materials that demonstrate the development, use, or promotion of their innovation. These materials are not counted against the 3-page limit, and may include, but are not limited to:

- Screen shots to convey software functionality (particular emphasis should be placed on capturing the customer's point of view);
- Product fact sheets;
- Online guidance materials;
- Customer-facing marketing/promotional materials;
- Conference presentations highlighting the innovation; and/or
- Case studies/examples of the deployment of the product or service, including integration into customer-facing platforms/data displays.

Award Evaluation Criteria

Reviewers will look for the following in each of the categories, **as appropriate to your activity**:

Category 1: Increasing the flow of data into Portfolio Manager

- Developing novel business processes and customer service approaches that reflect industry best practices when creating solutions for providing users with utility data for benchmarking.
- Demonstrating active and productive collaboration with stakeholders to overcome key market, policy or regulatory barriers to providing greater access whole-building energy data.
- Creating scalable technology platforms for the acquisition of energy data from many sources, and for the distribution of data for many applications and to many users.

Category 2: Expanding use of performance metrics from Portfolio Manager

- Increasing market awareness and understanding of ENERGY STAR energy performance scores and other benchmarking metrics.
- Demonstrating integration of ENERGY STAR performance metrics alongside other data and analytical offerings.
- Presenting energy performance metrics specifically for traditionally hard-to-reach market segments, e.g., small and medium businesses; multifamily housing; and economically disadvantaged neighborhoods.
- Applying technology to engage building owners and managers in dynamic and motivating ways.
- Using benchmarking results to generate interest in other ENERGY STAR resources and initiatives, (e.g., ENERGY STAR Certification; participation in the ENERGY STAR National Building Competition; development of local benchmarking competitions; use of ENERGY STAR qualified products).

ENERGY STAR is the simple choice for energy efficiency. For more than 20 years, EPA's ENERGY STAR program has been America's resource for saving energy and protecting the environment. Join the millions making a difference at energystar.gov.