

# 2017 ENERGY STAR® Awards

## Partner of the Year Award Application

### Retailer

The simple  
choice for  
energy  
efficiency.



#### About the Award

**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 retailers** and specialized retailers are encouraged to apply and will be evaluated commensurate with their size and product focus.
- **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.

#### 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. Please limit the length of supplemental material to fifty pages or less. 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](mailto:banwell.peter@epa.gov).

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**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 2016 activities, such as strategies, examples of participation in EPA national promotions and other ENERGY STAR specific company-produced materials and initiatives.

- **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 2016 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 2016, and if possible, cumulative accomplishments**. Since applications are due on **December 7, 2016**, this will provide retailers an opportunity to share your accomplishments starting earlier in the season than the start of the calendar year (i.e., November 2015 – November 2016). 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

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### 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.

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## Section 2: Product Marketing and Promotions

### 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. Please include stocking and sales information in the format below.

Stocking and Sales	Lighting	Appliances	Consumer Electronics	Other Products
Number of ENERGY STAR certified models available in 2016				
Percentage change over number of certified models available in 2015				
Percentage of eligible 2016 models that are ENERGY STAR certified				
Percentage of total sales (dollars) from ENERGY STAR certified models in 2016				
Percentage total sales (dollars) from ENERGY STAR certified models change over 2015				

Retailers should also **identify and provide written examples** of specific activities in support of the following product marketing goals, as relevant to each product line:

#### Lighting:

- Increase stocking of ENERGY STAR certified lighting products (include increases in SKUs/sales)
- 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.
- Provide access to the Retail lighting merchant/buyer for lighting-specific discussions.

#### Appliances:

- Ensure adequate selection and accurate labeling prior to and after effective dates for new ENERGY STAR specifications. Include examples of how merchants worked with suppliers to qualify and stock and label newly qualified ENERGY STAR appliances quickly after the effective date.

#### Consumer Electronics:

- Promote ENERGY STAR/ENERGY STAR Most Efficient televisions in store.

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- Increase visibility of ENERGY STAR CE products (TVs, Audio – soundbars, wireless speakers) 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
- **Note:** Please do not provide examples of online signage, unless the pages are no longer live. EPA will review your materials online.

Other product areas:

- Stock and sell ENERGY STAR certified air cleaners, HVAC, and other products.

### Promotions

It is also important to show how retailers engaged in ENERGY STAR seasonal promotions. Retailers should use the following format to provide information regarding their level of effort and activities in the following ENERGY STAR promotions. If retailers ran a different product promotion that leveraged EPA resources, please include the information below under the “Other” category.

Promotion	EPA Resources Used?	Reach/ Impressions (web-based efforts)	In-Store Efforts (dates and locations)	EEPS Activities	Manufacturer-Driven Activities
<i>e.g. ENERGY STAR Flip Your Fridge</i>	<i>- Flip Your Fridge Replace and Recycle graphic</i>	<i>- Banner ad, 25k impressions - Refrigerator widget, 50k impressions</i>	<i>- Fridge giveaway, 4/28/16, San Diego, CA</i>	<i>- Partnered with San Diego store for Fridge giveaway</i>	<i>- LG provided FYF Ruler to stores in large metro areas</i>
ENERGY STAR Flip Your Fridge					
ENERGY STAR Most Efficient					
The Cool Choice for Room Air Conditioners					
Upgrade Now for Hot Savings on a New Water Heater					
Other					

**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 for an ENERGY STAR certified refrigerator, but do

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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 communications 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 and ENERGY STAR Day).
- (2) 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 STAR Day, etc.)
- Examples of links that lead to EPA's ENERGY STAR page, or to syndicated content developed by EPA on company's website.
- 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:** 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. It is not necessary or advantageous to submit hard copies of all advertising materials; samples with additional references of placement is sufficient.

### Section 4: ENERGY STAR Training Efforts

In this section, retailers should demonstrate what they have done throughout the year to educate sales associates about the ENERGY STAR program and the value of ENERGY STAR certified products. Please do not include trainings that include the ENERGY STAR certification mark but do not specifically address the program or explain its benefits.

Number of existing employees reached through internal training	
Percentage of existing employees reached	

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Number of new employees reached through internal training	
Percentage of new employees reached	
Number of product categories covered in internal training	

Please describe how your organization has achieved the following goals:

- Integration of ENERGY STAR into your organization’s sales force and employee training. Provide scope, description of efforts, measures of impact, and examples (e.g., training manuals, new employee packets, presentations, etc.).
- Cooperation with product brand owners, manufacturers, or utility/state/regional partners to increase ENERGY STAR information in product knowledge training. Provide scope, description of efforts, measures of impact and examples (e.g., collateral, e-mails, screen shots of web-based, video, manuals, newsletters, presentations, ENERGY STAR specification summary sheets, etc.).
- Collaboration with EPA in the development of training activities.
- Provision of specific training materials to associates for ENERGY STAR certified lighting and ENERGY STAR Most Efficient appliances.
- Note: Please do not include examples of training or promotions that feature ENERGY STAR certified products, but do not specifically mention ENERGY STAR.

**Additional instructions:** Please provide copies of trainings scripts, where possible. Screenshots of training videos or of trainers with certified products is not sufficient evidence of training.

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](http://energystar.gov).