

2017 ENERGY STAR® Awards

Partner of the Year Award Application

Service & Product Provider

The simple
choice for
energy
efficiency.



About the Award

Eligibility ENERGY STAR partners that provide energy efficiency related *products and/or services* to the commercial and institutional markets are eligible to apply. This includes energy services companies, unregulated energy retailers and marketers, engineers, architects, energy consultants, contractors, distributors, manufacturers, commercial lenders, energy information providers, and any other provider of energy efficiency-related products and/or services. **Please remember to review the General Instructions for all applicants before completing your application.**

Description This award recognizes businesses and organizations that catalyze market transformation in energy efficiency through their products, services, and/or effective outreach efforts. Award-winning SPPs demonstrate outstanding success in helping private- or public-sector organizations to improve energy performance in their existing buildings and building designs.

Criteria The 2017 ENERGY STAR Awards are based on work completed and accomplishments achieved **during the 2016 calendar year**, except where specifically noted. Accomplishments outside this time period may be mentioned for reference and to demonstrate continuous improvement.

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 that make you eligible for this ENERGY STAR award. Include all of the following information: a measure of company business activity (e.g., revenue); location of company headquarters; brief description of company (2-3 sentences); correct organization name as it should appear in the profile and on the award; location of your organization's headquarters (city, state); and a summary of your top three 2016 ENERGY STAR accomplishments. **When highlighting cumulative accomplishments, please ensure that you include a timeframe (e.g., saved \$3 million in 2015 and more than \$10 million since 2010).**

In the event that you are chosen to receive an award, this text will be used to prepare a summary of your organization's achievements. Please prepare the Executive Summary in the [format of previous award winner profiles](#).

2017 ENERGY STAR® Awards

Partner of the Year Award Application

Service & Product Provider

The simple
choice for
energy
efficiency.



Narrative The narrative consists of three sections:

Section 1 – Organization and Business Practices

- Mission and Business Practices
- Achievement and Collaboration

Section 2 – Benchmarking and Certification

- A. Existing Buildings
- B. Target Setting, Designed to Earn the ENERGY STAR Projects and Certification

Section 3 – Marketing and Recognition

- Marketing Strategies and Collateral
- Recognition and Awards

All Service and Product Provider Partners must address the criteria in Sections 1 and 3 and complete EITHER Section 2A or Section 2B. SPPs that work primarily with existing buildings should complete Section 2A. SPPs that work primarily with building designs should complete Section 2B.

Your submitted application must not exceed **nine pages** and use a minimum of an 11-point black font. **Margins should be no less than 1” on all sides.** Pages that exceed the limit will not be evaluated. The Executive Summary does not count toward the nine-page limit.

Supporting Files

(Optional) Applicants are encouraged to submit electronic copies of supplemental materials that support the application as long as these are clearly referenced within the application. Supplemental materials **do not** count toward the nine-page limit, but must be directly relevant to energy performance and/or ENERGY STAR. Examples of supplemental materials are program descriptions, brochures, energy policy statements, etc.

(Optional) Applicants are encouraged to submit a short profile (150 words max.) of an ENERGY STAR certified facility. The profile may be offered to reporters or used in promotional materials. Profiles should include energy and cost savings and either a “human interest” or business angle.

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 2016 accomplishments** demonstrating how the required criteria have been met.

2017 ENERGY STAR® Awards

Partner of the Year Award Application

Service & Product Provider

The simple
choice for
energy
efficiency.



Winning applications will clearly show the organization's commitment to and success in improving facility energy performance for their clients through services, programs, and outreach efforts leveraging ENERGY STAR.

Section 1 – Organization and Business Practices

50 points

All ENERGY STAR Service and Product Providers are committed to improving their customers' energy performance. Describe how you use your ENERGY STAR partnership and EPA's tools and resources to differentiate your organization and improve your business relationships with customers.

Mission and Business Practices – 20 Points

Mission Statement

Describe how your mission aligns with the ENERGY STAR program. Describe the value this partnership brings to your organization.

Delivering Energy Efficiency

Describe your organization's business model for working with customers to achieve energy efficiency in existing buildings and/or building designs that incorporate superior energy performance.

Business Practices: Integrating ENERGY STAR

Describe how your organization has integrated ENERGY STAR tools and resources into your day-to-day business practices. Explain how these tools and resources have contributed to the success of your organization. Indicate which tools and resources you used and how these tools and resources were useful to you and your clients.

Achievement and Collaboration – 30 Points

2017 ENERGY STAR® Awards

Partner of the Year Award Application

Service & Product Provider

The simple choice for energy efficiency.



Examples / Case Studies

Provide examples of how your organization used ENERGY STAR tools and resources to evaluate energy-efficient design strategies and/or energy improvement practices for your clients. Highlight any of the following activities for your examples: energy management strategies, best practices, setting and achieving design targets, and energy improvement measures. Discuss and quantify the resulting or potential energy and costs savings and environmental benefits.

Collaboration and Feedback

Describe how your organization has provided feedback or collaborated with EPA on the design and functionality of ENERGY STAR tools and resources, such as: participating in the ENERGY STAR Portfolio Manager/Target Finder and data exchange web services design processes; providing feedback on the development of score algorithms; reviewing publications; participating in interviews to provide feedback on possible new ENERGY STAR program offerings, etc.

Section 2 – Benchmarking and Certification

25 Points

A. Benchmarking and Certification (Existing Buildings)

25 Points

Quantify the results of your efforts to help your clients benchmark and certify their existing buildings.

All results included in Category 2A should cover only the most recent 12 months.

Benchmarking in Portfolio Manager – 15 points

	Applicant Answer
Number of buildings benchmarked in Portfolio Manager	
Number of buildings benchmarked in Portfolio Manager more than once (i.e. updated with new energy, water, and/or space use data during the course of the year)	
Percentage of your total customer buildings benchmarked in Portfolio Manager	%

If the percentage of total customer buildings benchmarked in Portfolio Manager is less than 100%, please provide an explanation about why this is the case.

2017 ENERGY STAR® Awards

Partner of the Year Award Application

Service & Product Provider

The simple choice for energy efficiency.



ENERGY STAR Certification – 10 points

Number of buildings that earned the ENERGY STAR for the first time	
Number of buildings that earned ENERGY STAR re-certification	

B. Target Setting, Designed to Earn the ENERGY STAR Projects and Certification (Design Projects) 25 Points

Quantify the results of your efforts to help your customers improve the energy efficiency of their building design projects.

All results included in Category 2B should cover only the most recent 24 months.

Target Setting in Target Finder or Portfolio Manager– 5 points

	Applicant Answer
Number of total design projects with a whole-building energy target	
Number of design projects in which an energy use target was established using Target Finder and/or ENERGY STAR Portfolio Manager	

Designed to Earn the ENERGY STAR – 15 points

Number of design projects submitted to EPA that achieved Designed to Earn the ENERGY STAR certification	
Average percent energy reduction for projects that achieved Designed to Earn the ENERGY STAR	%

ENERGY STAR Certification for Completed Projects – 5 points

Number of Designed to Earn the ENERGY STAR projects completed and later benchmarked in Portfolio Manager	
--	--

2017 ENERGY STAR® Awards

Partner of the Year Award Application

Service & Product Provider

The simple
choice for
energy
efficiency.



Number of Designed to Earn the ENERGY STAR projects completed that later earned the ENERGY STAR	
---	--

Section 3 – Marketing and Recognition

25 Points

Describe how your ENERGY STAR partnership has helped your organization market its services and recognize the success of its projects and clients.

Marketing Strategies and Collateral – 15 points

Marketing Strategies

Describe how your organization has integrated ENERGY STAR into its marketing materials and strategies to attract new clients and/or maintain existing clients.

Recruiting Partners

Identify clients and other affiliates that you have recruited to become ENERGY STAR partners.

Promoting ENERGY STAR

Discuss how and to whom your organization promoted ENERGY STAR. (Cite examples from conferences, events, internal and external training, marketing materials and publications, etc. Place particular emphasis on examples where you either participated in EPA activities, or invited EPA to be a participant in your webinars or conference presentations)

Marketing Collateral Samples

Include electronic copies of any marketing materials, articles, publications, white papers, Web pages, and other media that use the ENERGY STAR logo and/or reference the ENERGY STAR program. Explain how each piece of collateral was used, and estimate the size of the market each piece reached. Note: Materials provided will not count towards the nine-page limit for this application. (Submit only materials relevant to ENERGY STAR.)

Recognition and Awards – 10 points

Recognition for Your Clients

Describe how your organization has used ENERGY STAR to help clients gain recognition for achieving energy efficiency and enhanced performance in design projects and/or existing buildings. Include any ENERGY STAR Building or Design profiles; results from the National Building Competition; success stories; or case studies that your organization or EPA created for your clients' buildings or design projects.

2017 ENERGY STAR® Awards

Partner of the Year Award Application

Service & Product Provider

The simple
choice for
energy
efficiency.



Recognition for Your Firm

List any additional energy and environmental awards that your organization has earned for its work on design projects and/or existing buildings that highlight the use of ENERGY STAR tools and resources.

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.