What you need to submit online

- Your MESA account information (see below under “How to submit your application”)
- The name of your company exactly as you would want it to appear on your crystal and all other communications materials about the awards. We also require the name and title of your organization’s CEO/President.
- New this year! A brief description of your organization and 6-10 bullet points showcasing your organization’s ENERGY STAR achievements, entered into fields as part of your online application. The content you provide will serve as the Executive Summary for your application, and if you earn an award it will help populate the event script and slideshow, as well as the online Profiles in Leadership. Please see Page 3 for instructions and a template to help you prepare this content.
- An electronic copy of your narrative in Word or PDF. (Applicants are strongly encouraged to submit all materials in PDF to avoid file formatting issues.)
- Retailer and Energy Management partners only: See special instructions in your respective Retailer and Energy Management applications.
- Window, Door and Skylight Manufacturers only: See Additional Guidance document.
- Guidance on Supplemental Materials
  - Optional supplemental materials such as photos, pamphlets, copies of advertisements, videos, audio files, etc. can be uploaded with your application. Most text, image, and video formats are accepted and each file must be less than 12 MB. File names must be no longer than 15 characters and contain no spaces or special characters.
  - If you have many print files, please consolidate them into one or two PDF files.
  - Heavy traffic and high upload volumes on the last day before the application deadline can cause the website to become slow. If you plan to submit more than six supplemental files, or one or more files that are larger than six MB, please upload your application well in advance of the deadline.
  - We generally select about eight two-minute or shorter videos for viewing at the ceremony. The videos should be promotional/commercial in nature, showcasing your ENERGY STAR partnership.
- If you experience problems uploading your application, please notify EPA as soon as possible before the application deadline by emailing awards@energystar.gov.

When you need to submit your application

1. By Friday, September 29, 2017: notify EPA of your intent to apply.
   Please use your MESA account to complete this simple action, and help EPA improve the timeliness of our process. There is no penalty if you choose not to apply after notifying us of your intent; nor will you be penalized if you choose to apply without notifying us.

2. By Monday, December 4, 2017 at 8:00 pm, EST: submit your application online.
   A complete electronic application must be uploaded by 8:00 pm, EST on Monday, December 4, 2017. We will not accept any applications or materials uploaded after this date.

   Online registration will close two weeks prior to the event on Wednesday April 11. Early registration prior to this date helps with ceremony planning, so please register as early as possible.

How to submit your application

- All Partner applications must be electronically submitted through your “My ENERGY STAR Account” (www.energystar.gov/mesa). The electronic system will be available on Tuesday, August 15, 2017. If you do not have a MESA account, please contact us to have one created for you. **We will only accept applications submitted via this online system.**
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What to expect after you submit

- **Confirmation of Receipt**: You will get an e-mail within 48 hours confirming receipt of materials. It will be sent to the Primary and Communications contacts in the award application. If you do not receive confirmation within this timeframe, email awards@energystar.gov immediately.

- **Notification**: You will be notified no later than **Friday, February 16, 2018** about the status of your application.

Additional information

- The ENERGY STAR Awards Meeting will be held on **Tuesday, May 1, 2018** in Washington, DC.

- We encourage all ENERGY STAR partners to apply for the prestigious Partner of the Year Awards. Applicants for Partner of the Year that do not meet the threshold criteria for Partner of the Year will be automatically considered for Excellence Awards.

- The Sustained Excellence Award, our highest honor (and different than Excellence Awards), recognizes organizations that have won Partner of the Year for several years and that continue to surpass the achievements of the previous year. There is no separate application for Sustained Excellence. The evaluation committee makes this determination.

- The other forms of recognition available to partners and other organizations that work with ENERGY STAR are the Home Performance with ENERGY STAR Contractor of the Year Award, the Excellence Award for Data Innovation, and the Excellence Award for ENERGY STAR Promotions.

- Organizations seeking recognition for activities that fall under more than one award category (i.e., Partner of the Year and Excellence in ENERGY STAR Promotion) are strongly encouraged to submit one application that responds to the criteria of both categories. To aid in the review and scoring of your submission, it is important that your single application be fully responsive to the criteria set forth in each category.

- Where applicable, quantify your activities and the results (e.g., percent improvement, growth in ENERGY STAR market share, number of media impressions for outreach efforts, and include electronic copies of documentation that support claims made (e.g., photos of promotional materials, samples of advertisements with the ENERGY STAR mark, copies of training materials used, etc.).

- Applicants should ensure that any supplemental material they submit demonstrates proper ENERGY STAR logo use according to the **ENERGY STAR Brand Book** (see: www.energystar.govbrandbook). Any instances of logo violations will strongly impact the review of the application.

- During the online application submission process, applicants will be offered the opportunity to submit brief testimonials and/or quotes that EPA may use to highlight the value and impacts of ENERGY STAR partnership in a personalized manner. These are optional and as such will not be weighed as part of EPA’s review process.

- Organizations that are under contract with the EPA are not eligible to receive an award. They may however be involved in preparing applications on behalf of clients that partner with ENERGY STAR.

- **Each applicant will be screened for any civil and criminal environmental actions**. Results of this screening will be factored into the winner selection process.

ENERGY STAR® is the simple choice for energy efficiency. For 25 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.
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– FOR ALL APPLICANTS –
Instructions & Template for Executive Summaries

This year, all applicants will be required to submit their Executive Summaries by populating fields within their online application. This content will help EPA highlight award winners in the event script and slideshow, and in the online Profiles in Leadership. The following template and examples are provided to help you craft your executive summary prior to your actual online application submission.

a. In one sentence, describe your organization (Character limit: 200 including spaces)

Enter your description here…Character limit: 200 including spaces

Example: Habitat for Humanity of Greater Nashville has been building energy efficient homes for low-income families since 2006.

b. In one sentence, tell us something distinguishing about your organization’s ENERGY STAR efforts (Character limit: 200 including spaces)

Enter your sentence here…Character limit: 200 including spaces

Example: EnergyLogic, Inc. has been verifying homes for the ENERGY STAR® Certified Homes program for more than 15 years, helping home builders construct better, more efficient homes.

c. In one or two sentences, state why your organization should receive the award (Character limit: 350 including spaces)

Enter your sentence here…Character limit: 350 including spaces

Example: Nationwide Marketing Group is receiving recognition for its ongoing commitment to promoting energy efficiency and ENERGY STAR product sales. The company has distinguished itself by developing a high-quality, comprehensive, and effective set of ENERGY STAR marketing and advertising materials for its independent retail store members.

d. List a minimum of 6 bullets that show your accomplishments this year as an ENERGY STAR partner (e.g. metrics, new program elements, verification methods, marketing campaigns, etc.) Follow the format used below in the examples. (Character limit: 480 per bullet including spaces; 6 bullet points minimum, 10 maximum)

1. Enter a key accomplishment here… Character limit: 480 including spaces

2. Enter a key accomplishment here… Character limit: 480 including spaces

3. Enter a key accomplishment here… Character limit: 480 including spaces

4. Enter a key accomplishment here… Character limit: 480 including spaces
5. Enter a key accomplishment here… Character limit: 480 including spaces

6. Enter a key accomplishment here… Character limit: 480 including spaces

7. Optional: Enter a key accomplishment here … Character limit: 480 including spaces

8. Optional: Enter a key accomplishment here … Character limit: 480 including spaces

9. Optional: Enter a key accomplishment here … Character limit: 480 including spaces

10. Optional: Enter a key accomplishment here … Character limit: 480 including spaces

Examples:

Key 2017 accomplishments include:

- **Earning ENERGY STAR certification for 50 additional buildings in 2016, bringing the total to 953 properties and more than 90 percent of the U.S. portfolio.**

- **Achieving a three-percent improvement in energy intensity across all of its global operations while avoiding $350 million in energy costs since 2009.**

- **Increasing year over year sales of key ENERGY STAR products by 13 percent for certified lighting, 76 percent for certified air purifiers, and 38 percent for the combined certified product categories: windows, doors, insulation, vent fans, water heaters, and heating, ventilation and air conditioning (HVAC) equipment.**

- **Being among the first utilities in the nation to launch the ENERGY STAR Retail Products Platform, a new approach to bringing energy efficient products to consumers by asking retailers to take a more comprehensive view of energy efficient products and targeting incentives toward increased inventory of ENERGY STAR certified products across multiple categories.**

- **Benchmarking 100 percent of its client buildings in EPA’s ENERGY STAR Portfolio Manager®.**

- **Expanding its energy benchmarking reporting requirement using ENERGY STAR Portfolio Manager to more than 5,000 multifamily owners nationwide.**

- **Building more than 8,000 ENERGY STAR certified homes in 2016, for a cumulative total of more than 100,000 certified homes since partnering with ENERGY STAR in 2000.**

- **Investing $20 million on energy efficiency projects in the U.S. facilities with an average payback of two years, while leveraging energy performance contracts for lighting upgrades and steam elimination projects with longer paybacks.**

- **Leveraging the ENERGY STAR label, messaging, and national campaigns to promote a variety of ENERGY STAR certified products to its customers including washers, dryers, heat pump water heaters, room air conditioners, pool pumps, and lighting. Surpassing the momentum of the previous years, increased uptake of incentives for ENERGY STAR certified LED’s by 85 percent and ENERGY STAR certified appliances by 180 percent.**
Engaging millions of consumers in a meaningful way through multi-channel education featuring ENERGY STAR and its energy, money, and environmental benefits that resulted in 92 million radio impressions, 17 million Pandora Radio impressions, 317,000 digital clicks to website and more than 5 million total lighting and products sold.

e. Testimonials (Optional): We are always looking for partner quotes/testimonials for use in program materials such as the 2017 ENERGY STAR Fact Sheets. Follow the format used below in the example. (Character limit: 480 including spaces)

Enter your quote/testimonial here…Character limit: 480 including spaces

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enter a first &amp; last name for quote attribution</td>
<td>Enter title</td>
</tr>
</tbody>
</table>

Example:

“We have successfully leveraged the resources provided by the ENERGY STAR program to reduce our energy consumption, and thereby reduce our costs. The ENERGY STAR awards are coveted; being judged and evaluated by an official, independent party adds significantly to their prestige.” – Allen Hamblen, President and CEO, CalPortland