**Eligibility:** Brand Owner of ENERGY STAR certified products. **Service providers (e.g., cable, satellite, and telecommunications providers) that label and distribute ENERGY STAR certified products should apply for recognition using this application.**

Please note that the prerequisite for any product brand owner award is compliance with the requirements outlined in the applicable ENERGY STAR Partner Commitments, Product Specification, and *Brand Book* requirements. **Applications will be screened for such compliance, including proper logo and label use. Additionally, please read the separate General Instructions for all applicants.**

**Description:** These awards recognize those product brand owners who have furthered the goals of ENERGY STAR through their active participation. ENERGY STAR anticipates receiving competitive applications.

ENERGY STAR recognizes that each organization excels in specific areas. Partners may describe specific activities beyond the scope of the criteria listed below, but should not omit any data or information required by the application.

**Criteria:** Criteria for evaluating applications for this award are listed below. Cumulative accomplishment statements may be included in the Accomplishments Narrative, but data specific to 2017 activities must also be provided. When highlighting cumulative accomplishments, please ensure that you include a timeframe (e.g., saved $300,000 in electricity costs in 2017 and more than $3 million since 2001).

**Executive Summary**

**New this year: entered through your online MESA account awards application form.**

Through your online MESA account awards application form, enter a brief description of your organization and 6-10 bullet points showcasing your organization’s ENERGY STAR achievements in the corresponding fields. The content you enter will serve as the Executive Summary for your application, and if you earn an award, it will populate the event script and slideshow, as well as the online [*Profiles in Leadership*](https://www.energystar.gov/about/2017_energy_star_award_winners).. Please see Page 3 of the 2018 ENERGY STAR Awards General Instructions to prepare this content.

The Executive Summary does **not** count toward the five-page limit for the Accomplishments Narrative. The Executive Summary will be entered directly into the form provided on your My ENERGY STAR Account; do not include the Executive Summary in the Accomplishments Narrative file.

**Accomplishments Narrative**

ENERGY STAR is committed to helping people change for the better. Our goal is to reduce greenhouse gas emissions by helping consumers identify and select products with superior energy efficiency. How are you helping to achieve that goal? Please write a narrative describing your company’s activities and accomplishments specific to supporting ENERGY STAR’s objective. Your narrative should:

* Be no more than **five pages**, but may be accompanied by electronic samples of specific promotions, advertisements, or other activities your organization led in 2017.
* Use at least size 11 font.
* Provide a detailed description of your **2017 activities and accomplishments,** demonstrating how you have met the required criteria.
* Be consistent with the outline below, to the extent the activities are relevant to your organization.
* Include all provided tables and their requested data points.
* Provide year-to-date figures for all requested data points. Figures requested for previous year should cover the same time period.
* Provide timeframes for any supplemental data on cumulative outcomes.

NOTE: To receive credit for efforts, applicants must supply all requested data points and descriptions in the Accomplishments Narrative.

**Furthering Energy Efficiency in Products**

|  |  |
| --- | --- |
| Number of ENERGY STAR certified models (for windows, number of option packages also acceptable) \* available in 2017 |  |
| Number of ENERGY STAR certified models (for windows number of option packages also acceptable) available in 2016 |  |
| Percentage change over previous year | [Formula] |
| Percentage of eligible 2017 models that are ENERGY STAR certified |  |
| For window, door, or skylight manufacturers: |  |
| Percentage of models ENERGY STAR qualified in standard version |  |
| Percentage of models that can be upgraded to ENERGY STAR |  |
| Percentage of total sales (dollars) from ENERGY STAR certified models in 2017 |  |
| Percentage of total sales (dollars) from ENERGY STAR certified models in 2016 |  |
| Percentage change over previous year\*\* | [Formula] |

\*Please provide a definition of “model” and/or “option packages”

\*\*If you are unable to provide specific sales information, please indicate general year-over-year improvements, if applicable

* Information concerning new ENERGY STAR models/option packages developed/certified in 2017, including a brief description of innovation in product design for energy efficiency. Provide specific examples, design drawings or diagrams, and savings delivered, where possible.
* Description of engagement and leadership in regards to the ENERGY STAR program, including participation in ENERGY STAR product specification development effort(s) and conduct/sharing of research and/or data that support specification development.
* Examples that minimum ENERGY STAR labeling requirements were met on products, packaging, online, etc. (Brand Owner/Manufacturers of windows, doors, and skylights must also provide examples of current display labels.)
* Activities that go above and beyond minimum labeling requirements (e.g., unique or highly prominent use of the logo on product or packaging in terms of size, location, etc. while still meeting the *ENERGY STAR Brand Book* requirements:[www.energystar.gov/index.cfm?c=logos.pt\_guidelines](http://www.energystar.gov/index.cfm?c=logos.pt_guidelines), inclusion of program messaging, digital graphics with widgets, and links back to energystar.gov with ENERGY STAR certification mark and on high profile pages on company website (see for program messaging and graphics: <https://www.energystar.gov/products/marketing_materials>)).

## Training Efforts

|  |  |
| --- | --- |
| Number of existing employees reached through internal training |  |
| Percentage of existing employees reached |  |
| Number of new employees reached through internal training |  |
| Percentage of new employees reached |  |
| Number of distributor or retailer locations trained |  |
| Percentage of distributor or retailer locations trained |  |
| Number of distributor or retailer employees trained (total) |  |
| Average percentage of distributor or retailer employees trained at each location |  |

* 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 distributors, retailers, or utility/state/regional partners to increase ENERGY STAR information in retail/distributor 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.
* Note: Please do not include examples of training or promotions that feature ENERGY STAR certified products, but do not specifically mention ENERGY STAR.

## Sales and Marketing

|  |  |  |  |
| --- | --- | --- | --- |
| **ENERGY STAR industry-focused sales and co-promotional efforts** | **How many?** | **How often?** | **Reach/**  **Impressions** |
| Exhibits and features ENERGY STAR at key industry tradeshows |  |  |  |
| Presentations for or meetings with distributors and/or retailers |  |  |  |
| Leadership and/or participation in ENERGY STAR Campaign and related ENERGY STAR promotions |  |  |  |
| Co-marketing or cooperative promotions |  |  |  |

Describe specific activities undertaken to promote ENERGY STAR certified products.

* Describe integration of ENERGY STAR in exhibits at key industry tradeshows and inclusion of ENERGY STAR in presentations for meetings with distributors and/or retailers.
* Outline participation in one or more of EPA’s 2017 ENERGY STAR Products Promotions or other consumer outreach initiatives/campaigns including: Flip Your Fridge; Earth Day; Pool Pumps; Cooling; Room Air Conditioners; ENERGY STAR Most Efficient; Water Heaters; ENERGY STAR Change the World Tour: Brighten a Life with ENERGY STAR; and ENERGY STAR Day. Be sure to include roles of participants, duration of each promotion, details on impact, and provide visual examples.
* Summarize unique company consumer outreach that promoted ENERGY STAR certified products. Provide a detailed description of the initiative(s)/supported promotion(s) and product(s) promoted, as well as the specific tactics used, such as in-store activities (signage/events), advertising, public relations, media or community events, digital media, direct mail, etc. as well as creative examples to demonstrate the integration of ENERGY STAR graphics and messaging.

|  |  |  |  |
| --- | --- | --- | --- |
| **ENERGY STAR consumer-focused sales and marketing efforts (non-web)** | **How many?** | **How often?** | **Reach/**  **Impressions** |
| ENERGY STAR-themed community outreach activities |  |  |  |
| ENERGY STAR non-web advertising – TOTAL: |  |  |  |
| Print |  |  |  |
| Radio |  |  |  |
| Direct Mail |  |  |  |
| Television |  |  |  |
| ENERGY STAR point-of-purchase efforts |  |  |  |

* Provide samples of ENERGY STAR-themed community outreach activities, including public relations efforts, special events, and press releases.
* Provide samples of non-web advertising efforts, including print, radio, television, direct mail, etc.
* Provide samples of point-of-purchase (POP) efforts such as brochures, displays, window clings and signage (please submit examples and photographs of POP efforts in place at stores).
* Inclusion of ENERGY STAR/environmental messaging in any of the above activities. Please provide file names and page numbers of examples included in the supporting documentation.

|  |  |  |  |
| --- | --- | --- | --- |
| **ENERGY STAR consumer-focused sales and marketing efforts (web-based)** | **How many?** | **Unique Visitors (Total)** | **Impact** |
| ENERGY STAR pages on company Web site |  |  |  |
| ENERGY STAR advertisements on other Web site |  |  |  |
| ENERGY STAR related on-line videos |  |  |  |
| ENERGY STAR related blog posts |  |  |  |
|  |  | **Followers/ Friends** | **Impact** |
| ENERGY STAR related outreach via social media (Twitter, Facebook, Pinterest, etc.) |  |  |  |
|  | **Yes / No** | **Which Page(s)** |  |
| Integration of ***Ways to Save Tips*** Web service into Web site  (See ***Ways to Save Tips*** Web service [one-pager](https://www.energystar.gov/sites/default/files/asset/document/WaysToSave.pdf) for more information) |  |  |  |

* Include links to content. Screenshots are not necessary unless the webpage is no longer live.
* Inclusion of ENERGY STAR/environmental messaging in any of the above activities. Please provide file names and page numbers of examples included in the supporting documentation.

**Consumer/End User Education**

From your company’s Sales and Marketing efforts outlined above, please highlight innovative and/or impactful educational efforts that go above and beyond simple ENERGY STAR logo use and/or messaging. True consumer education efforts are focused on informing and educating the consumer about the ENERGY STAR label, criteria, and website. Consumer education on the importance of energy efficiency, the problem of climate change, the benefits of preserving the environment, and/or the benefits of reducing air pollution will be considered.

For each effort, provide the following:

* A summary or description of the effort
* Statistics and data (as relevant) on the impact of the effort, such as:
  + Quantity of materials/efforts
  + Frequency of efforts
  + Reach/Impressions
  + Web data - such as number of views, unique visitors, or average view times
* Examples showing quality educational content, such as:
  + Links to YouTube videos, blogs, social media sites (Facebook or Twitter), or other web pages
  + Pictures of events with descriptions of activities
  + Screenshots of pages or content that are no longer live
  + Samples of advertorials, brochures, pamphlets, signage, etc.

**Cross-Cutting Efforts That Have Been Incorporated into Company Practices**

* Offering recycling of products and/or packaging or developing in-house recycling programs.
* Participation in the development of data tools, such as QPX and Product Finder. (Where applicable for your product category).
* Commitment to organization-wide facility energy efficiency improvements.
* Organizational procurement practices of energy efficient and/or ENERGY STAR certified products.
* Outline company efforts to reducing GHG emissions (e.g., recycling programs, solar, Bike to Work initiatives, electric vehicle charging stations, etc.)
* Participation in other EPA programs and campaigns, such as:
  + SmartWay
  + Green Power Partnership
  + Responsible Appliance Disposal (RAD) Program
  + WaterSense
* Outline company efforts to reducing GHG emissions in the value chain of its products (i.e., manufacturing processes for products).
* Use ENERGY STAR Portfolio Manager to benchmark buildings or gave preference to leasing space from ENERGY STAR certified buildings.
* Provide evidence of an energy management program that spans the company operations and that is in accord with ENERGY STAR’s Guidelines for Energy Management.  For further information, see [www.energystar.gov/industry](http://www.energystar.gov/industry).
* Commitment to protecting the integrity of the ENERGY STAR brand through continuous improvement, enhanced quality assurance, reporting logo violations, or other practices.

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 already making a difference at [energystar.gov](http://energystar.gov/).