



# ENERGY STAR Awards 101

## For Appliances



Learn more at [energystar.gov](https://energystar.gov)

# About the Awards



- Started in 1993
- Across all partnership categories
- Large and small organizations
- Application deadline: December 3, 2010
- Ceremony: April 12, 2011 in Washington DC



# Benefits

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- Be distinguished as an environmental leader
- Gain public recognition
- Access to customized logos and promotional materials
- Create momentum at high levels of organization
- Marketing and more



# Award Categories



- Partner of the Year / Sustained Excellence Winners
  - Energy Management
  - New Home Builder
  - Home Energy Rater
  - Product Manufacturer
  - Program Delivery
  - Retailer
  - Service and Product Provider
- Excellence Awards
  - Affordable Housing
  - ENERGY STAR Promotion
  - Lighting Retailer or Showroom



## Manufacturer Partner of the Year: The application



- Executive summary (300 words or less)
  - Highlights major accomplishments
  - Good place to list cumulative impacts
- Accomplishments (5 pages)
  - Product qualification
  - Labeling
  - Training
  - Sales and Marketing
  - Consumer/End User Education
  - Cross-cutting efforts
- Supplemental Information



# Executive Summary



- Brief overview of your organization and the highlights of key accomplishments
- Make it stand out! In the event that you are chosen to receive an award, this text will be the basis used in preparing a summary of your organization's achievements.
- The Executive Summary will not count toward the five-page limit.



# Product qualification



- Number of ENERGY STAR qualified models and percentage change over previous year.
- Percentage of product line that is ENERGY STAR qualified
- Percentage of total sales that were ENERGY STAR qualified and percentage change over previous year.
- Information concerning new ENERGY STAR models qualified in 2010, including a brief description of innovation in product design for energy efficiency or GHG reduction
  - use of innovative sensors
  - introduction of new component technology that improves efficiency
  - use of low-global warming potential refrigerant, foam
  - Intelligent features / components



# Labeling



- Confirm that minimum labeling requirements are met on products, packaging, Web site, spec sheets, user manuals, etc. (please provide examples or pictures).
- Demonstrate activities that go above and beyond minimum labeling requirements
  - e.g. use of the new web tool for product labeling  
<http://www.energystar.gov/webtools>
  - unique or highly prominent use of the logo on product or packaging in terms of size, location, etc. while still meeting the ENERGY STAR Identity Guidelines





# Training



- Integration of ENERGY STAR into your organization's sales force and employee training (please provide a description of efforts and include physical or photographic examples, where available, as well as scope, number of employees reached, and any other measures of impact – e.g. training manuals/newsletters, e-mails, new employee packets, presentations, etc.).
- Cooperation with distributors, retailers, or utility/state/regional partners to increase ENERGY STAR information in customer (retail/distributor) product knowledge training (please provide a description of efforts -- e.g. collateral, e-mail/web-based, video, manuals/newsletters, emails, face-to-face presentations, specification sheets, etc.). Include physical or photographic examples, where available, as well as scope, number of employees reached, and any other measures of impact.
- Collaboration with EPA/DOE in the development of training activities.



# Sales and Marketing



- Including Co-marketing Activities with Retailers, Utilities, and State Efficiency Program Sponsors
- Demonstration of ENERGY STAR qualified products sales efforts including ENERGY STAR integration in exhibits at key industry tradeshows and presentations/meetings/communications for product suppliers/distributors/retailer.
- Leadership and/or participation in promotions in conjunction with
- Leadership and/or participation in other cooperative promotions such as those with utility/state efficiency program sponsors, retailers, resellers, key distributors or suppliers (e.g. advertising, in-store, web-based).
- Include specifics on the duration, reach and impact.



# Consumer Education



- ENERGY STAR-themed community outreach activities/messaging public relations efforts, special events, press releases (please submit details of quality, quantity, frequency, and reach).
- Print, radio, television, direct mail advertising, brochures with ENERGY STAR messages and logo (please submit details of quality, quantity, frequency, and reach).
- Point-of-Purchase (POP) materials such as brochures, displays, window clings and signage (please submit photographs, examples, and data on reach).
- Incorporation of ENERGY STAR logo and messaging about the ENERGY STAR program and the importance of product efficiency on company Web site.
- Inclusion of environmental messaging in any of the above activities.



# Cross-cutting efforts



- Partnership/leadership in revising and developing new ENERGY STAR specifications (where applicable for your product category).
- Offering recycling of products and/or packaging.
- Participation in the development of data tools, such as Find-a-Product and On-line Product Submittal system. Provide product and marketing data using these tools.
- Commitment to organization-wide facility energy efficiency improvements.
- Organizational procurement practices of energy efficient and/or ENERGY STAR qualified products.
- Participation in the Low Carbon IT program.
- Implemented energy efficiency improvements in company facility and pursued ENERGY STAR certification for building. Give preference to leasing space from ENERGY STAR labeled buildings.
- Participation in other EPA partnership programs, such as Responsible Appliance Disposal program.



# Supplemental Information



- Images, articles, sales and training materials, media clips, etc. that were described in the narrative
- Please consolidate files, if possible



# Tips: Packaging it Up



- Numbers stand out.
  - When highlighting cumulative accomplishments, please ensure that you include a time frame
  - e.g., saved \$3 million in 2010 and more than \$10 million since 2001
- Describe your company's activities as specifically as possible.
- *Be consistent with the outline.*



# Tips: Timing Matters



When is the time to start thinking about

- Applying for the award need not be time-consuming. A little prep ahead of time can save you time overall.
- Tell us that you plan to apply! Ask for advice.



# How to Submit your Nomination

**DEADLINE: 8 pm, EST on December 3, 2010.**



- **How you need to submit:**

- All Partner applications must be electronically submitted through your “My ENERGY STAR Account” ([www.energystar.gov/mesa](http://www.energystar.gov/mesa)). The electronic system will be available **November 1, 2010**.
- If you do not have an ENERGY STAR account, call the ENERGY STAR Hotline at 888-782-7937 to have one created.
- **We will only accept applications submitted via this online system.**

- **What to expect after you submit:**

- **Confirmation of Receipt:** You will get an email within 48 hours confirming receipt of materials you submitted electronically. It will be sent to the Primary and Communications contact in the award application. If you do not receive confirmation within this timeframe, contact ENERGY STAR Awards Coordinator, Ga-Young Choi, at (202) 343-9407 or [choi.ga-young@epa.gov](mailto:choi.ga-young@epa.gov).
- **Notification:** You will be notified no later than February 4, 2011 on the status of your application.







# Questions?



- [www.energystar.gov/awards](http://www.energystar.gov/awards)
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