ENERGY STAR Award Application Insights for Energy Efficiency Program Sponsors
Overview of ENERGY STAR Awards

- Each year, the U.S. Environmental Protection Agency (EPA) and the Department of Energy (DOE) honor organizations that have made outstanding contributions to protect the environment through energy efficiency.
- Energy Efficiency Program Sponsors (EEPS) are encouraged to apply for the following award categories:
  - **Energy Efficiency Program Delivery Award** (POY, Sustained Excellence)
  - **Excellence in ENERGY STAR Promotion**
- Award winners will be recognized on April 2, 2020 at the 2020 ENERGY STAR Awards ceremony in Washington, D.C.
- Applications and submittal instructions available via [energystar.gov/awards](http://energystar.gov/awards)
- Application deadline is **December 3rd at 8pm ET**
Energy Efficiency Program Delivery Award – Eligibility

- The Award is open to utilities, state agencies, regional energy efficiency nonprofit organizations, associations, and other organizations that sponsor sustained energy efficiency and environmental programs for their customers and constituents
  - Please note that for-profit energy service and product providers are not eligible for this award category and are redirected to the application for Service and Product Providers under the Partner of the Year Category
  - If you are a program support contractor submitting on behalf of a client, please coordinate with your client, ensure client approval, and ensure we have proper contact information at the client level
The award recognizes organizations that have demonstrated leadership and best practices in implementing energy efficiency programs and/or program portfolios that incorporate ENERGY STAR as a key strategy. Recipients of awards in this category distinguish themselves through their use of the ENERGY STAR brand, tools, strategies and resources to cost-effectively deliver near-term program results while also effectively overcoming market barriers to efficiency such that more efficient products, homes, buildings, and facilities become the norm. Organizations applying for this award are strongly encouraged to address how they are transforming the market for energy efficiency in the long term.
Energy Efficiency Program Delivery Award – Program Categories

• Applicants may apply in one or more Program Category. Applicants are strongly encouraged to submit one comprehensive application, irrespective of internal organization/program management structure, to most effectively convey their organization’s strategic use of the ENERGY STAR platform and partnership in advancing energy efficiency.

• The Program Categories are:
  – Residential New Construction
  – Home Performance with ENERGY STAR
  – Certified Residential Products
  – Certified Commercial Products
  – Commercial and Industrial Whole Building Performance

**Tip:** Three pages per program category are allowed. You will likely need them to tell your story!

Applications are often reviewed by program leads at the program category level---each program category narrative should stand on its own.

*Please Note: three pages per program category are allowed*
Energy Efficiency Program Delivery Award – How Applications are Judged

1) Incorporation of ENERGY STAR
   – This is a go, no go

2) Program Design (market actors, market barriers, strategies to overcome barriers)

3) Market Effects--ties back to market transformation goals
   – Shows progress toward market transformation goals (specific examples are included in the application by program category; read them, they are there for a reason

4) Data Sources, include them, they add credibility to your application (can be internal tracking databases, etc.)
Energy Efficiency Program Delivery Award – Incorporation of ENERGY STAR

• **Incorporation of ENERGY STAR**: Describe how you have incorporated the ENERGY STAR platform as a central pillar of your program including:
  – Use of ENERGY STAR specifications and other marketing designations (e.g., ENERGY STAR Most Efficient)
  – Branding with ENERGY STAR
    • **Explicit use** of the ENERGY STAR logo and the words “ENERGY STAR certified” in consumer education and outreach initiatives (website, point of purchase signing, advertising, web, social media, and events, etc.)
    – Leveraging of ENERGY STAR messaging, tools, and strategies including program design best practices (e.g., ESRPP), online tools (e.g., Ways to Save Tips web service) and national promotions (e.g., Flip your Fridge, Rule your Attic, Battle of the Buildings). Information about promotions and tools can be found at [www.energystar.gov/marketing_materials](http://www.energystar.gov/marketing_materials)

**Tip:** Make sure the supporting examples tie back to the market strategies you identify in your application (e.g., if you are promoting in store show examples of use of ENERGY STAR logo and name in store!)
Energy Efficiency Program Delivery Award – Program Design

• Describe your program design in terms of:
  – Goals
  – Market barriers addressed, strategy for overcoming market barrier
  – Key activities
  – Why this approach is the best practice for your market.

• Applicants with new programs/program designs should focus heavily on this section, clearly explaining their program logic and why it is likely to lead to sustained market change.

• New programs should be in field and operational for at least a year
Energy Efficiency Program Delivery Award – Market Effects

- Please provide **qualitative and numerical data to support** your case that the market has changed or will likely change in a sustained way as a result of your initiative (e.g., improved energy performance of buildings and homes in your region, changes in ENERGY STAR awareness or availability/sale of ENERGY STAR certified products, homes, or services). To the extent possible, also indicate the size and importance of the market that has been (or will be) affected within the context of your service territory, state, or region.
  - **Incremental Annual Energy Savings and Other Numerical Accomplishments**
    - When highlighting accomplishments, please be sure to include **incremental annual energy savings** and specify whether they are **net or gross savings**
  - **Specification of Time Horizon**: Incremental annual energy savings and other accomplishments **need largely to have occurred in calendar year 2019**

Tip: Context Matters, Tell Your Story!

Don’t assume that reviewers know your service territory or the local conditions that affect program performance.
Energy Efficiency Program Delivery Award – Data Sources

• Please reference data sources used to support your market effect claims. As relevant, briefly (1-2 sentences) describe collection method, sample frame, and respondent population (e.g., telephone survey, large-share sample of heating and cooling contractors)
Energy Efficiency Program Delivery Award – Common Mistakes

- Throwing in the kitchen sink
- Having one implementation contractor apply/solely contribute to the application narrative when you work with different contractors for different program areas
- Assuming everybody goes about it the same way, since your strategies are not unique, you don’t describe them
- Using one application for multiple operating companies in different states/regions
- Basing application on a one-off pilot campaign
- Not reading the award application (we tweak and update them every year to add clarity)
- Resting on past laurels

**Tip:** Make it easy for reviewers to give you an award—read and respond to the application criteria!
Excellence Award – ENERGY STAR Promotion Award: Eligibility

• All ENERGY STAR partner retailers, manufacturers, energy efficiency program sponsors, or other organizations that planned and executed a successful ENERGY STAR promotion or other consumer outreach initiatives
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Excellence Award – ENERGY STAR Promotion Award

Description

- This award recognizes specific, exemplary ENERGY STAR promotions or other consumer outreach initiatives (as opposed to ongoing efficiency programs) that took place during calendar year 2019
Excellence Award – ENERGY STAR Promotion Award:

Program Categories

- **Product and Residential Partners**: includes participating in one or more of the ENERGY STAR 2019 promotions or other consumer outreach initiative:
  - **BRAND CAMPAIGNS**
    - Earth Day
    - ENERGY STAR Day
    - Holiday
  - **PRODUCT PROMOTIONS**
    - Pool Pumps
    - Refrigerators (Flip Your Fridge)
    - Laundry
    - Cooling
    - Water Heaters
    - Lighting (Light the Moment)
    - Heating

- **Commercial Industrial Partners**: promotions could include:
  - Hosting an ENERGY STAR Battle of the Buildings competition
  - Promoting ENERGY STAR Treasure Hunts
  - Running campaigns that foster benchmarking in ENERGY STAR Portfolio Manager, encourage the adoption of energy efficiency best practices, or engage building occupants in energy efficient behaviors

- **Homes Partners**: any promotions of ENERGY STAR homes or apartments and/or sales staff training to promote features and benefits of ENERGY STAR certified homes
Excellence Award – ENERGY STAR Promotion Award: How Awards are Judged

• Description of the effort and specific tactics used, such as web/online/digital media, in-store activities (signage/events), advertising, public relations, social media, and direct mail, etc.

• Intended audience for the marketing/communication effort, such as demographics, etc.

• Dates and location of activity(ies)

• Data on the impact of the effort, such as quantity of materials/efforts, frequency of efforts, research/impressions, and web data (number of views, unique visitors, or average view times, etc.)

• Brief description of any partners or cooperative aspects

• Other qualitative or quantitative consumer/community feedback, including measures demonstrating behavioral changes

• Graphic Examples of materials to demonstrate the integration of ENERGY STAR graphics and messaging
  – Please provide all graphic examples in a single PDF and organize the examples so they can be easily referenced in the application narrative
Excellence Award – ENERGY STAR Promotion Award: How Awards are Judged

- Just as for the Energy-Efficiency Program Delivery Award, inclusion the ENERGY STAR logo and “ENERGY STAR certified” is a go, no go.
- Point-Of-Sale (POS) visibility, particularly online and through online marketplaces, since our promotions goal is – as yours is – adoption.
- Links to energystar.gov
- We are also looking for use of our resources: Tools:
  - Ways to Save Tips web service
  - Buying Guidance tools
  - Calculators
- Marketing materials [www.energystar.gov/marketing_materials](http://www.energystar.gov/marketing_materials)
Tools

- Refrigerator calculator
- Choose a Light
- Room AC proper sizing
- Water Heater Replacement Guide
Excellence Award – ENERGY STAR Promotion Award: Ways to Save Tips Web Service

• Please Note: special consideration will be given to partners that integrate the Ways to Save Tips web service into their websites for general ENERGY STAR Education purposes. See the Ways to Save Tips web service one-pager for more information.

Ways to Save Tips is a web service that provides an ongoing stream of ENERGY STAR® branded, energy-saving tips to external websites that adopt the service.

Tips include:
- All ENERGY STAR vetted, energy-saving tips for certified consumer products. Tips for commercial products are not available ... yet.
- Content from national product promotions.
- Any and all additional content, as available.
- Links back to energystar.gov for more educational information.

You can customize the tips in your web feed based on specific product categories relevant to your program. The tips in the feed will automatically refresh with each visit to your site.

Partner Benefits

- Fresh and Frequent Content
  - Increase the amount of content that changes on your page(s) to show search engines that your page is worthy of receiving a boost in the search results.
  - Increase the frequency of the changes to give search engines a reason to crawl your site more often.
  - Give visitors more options for engaging with your page.

- ENERGY STAR Brand Affiliation
  - ENERGY STAR is a trusted brand that provides credibility to your site and confidence to your site visitors.
  - Displaying ENERGY STAR branded content next to your own content creates a connection that can add value to your content.
  - Once the web service is adopted, you’re done! You do not have to think about it again.
Next Steps

Read the application criteria and determine if your organization is competitive

• **If No**—contact your account manager to set up a strategy call to build toward a competitive application next year! Don’t know your account manager, email eeacountmanager@energystar.gov and mention the state(s) where you operate to be directed appropriately

• **If Yes**—determine award type(s) and program categories you will apply in based on an internal assessment of where you will be most competitive

Develop an internal schedule for coordinating application among parties especially if applying in multiple program categories
New Online Submission Portal

• Don’t wait for the last minute to log in and upload your application. Note there is a new and improved Online Application portal via My ENERGY STAR Account (MESA). Has new functionality such as a ‘save as you go’ feature.

Act Now!

• Login to the new MESA (My ENERGY STAR Account) system to activate your new credentials for access to the new online Awards application system. If you did not receive your new MESA credentials, please contact ENERGY STAR Support.
• View and download the 2020 ENERGY STAR Awards Applications.
• Apply for the 2020 ENERGY STAR Awards. The deadline is December 3, 2019 at 8:00 p.m. ET.
Questions?

Please email eeaccountmanager@energystar.gov
Appendix
How to Apply on the New My ENERGY STAR Account (MESA) Platform

Login to MESA, then select

My ENERGY STAR Tools & Resources

- Apply for an Award
- Using the ENERGY STAR Verified HVAC Installation Limitations Phrase Model
- ENERGY STAR Verified HVAC Installation Team-sheet
- ENERGY STAR Verified HVAC Installation Consumer Brochure (PDF, 3.8 MB)
- EPA Policies for Responding to Misuse of the ENERGY STAR Brand

ACTION NEEDED: Associate Contact(s) to Program

MESA Homes Org (9)
ESRI Contractor

Contact Name  Email  Phone
How to Apply on the New My ENERGY STAR Account (MESA) Platform

NEW FEATURES!
- Your application will Auto-Save after you complete each step in the process.
- You can Exit and Return to complete your application at any time until the application period closes. Your progress will be saved.
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