



ENERGY STAR®

Partner of the Year Recognition

Submitting a Competitive Application

Hewan Tomlinson, US EPA

2011 ENERGY STAR Products Partner Meeting
Charlotte, NC November 7-10, 2011



Learn more at energystar.gov

Today



- Overview
 - Award Categories
 - General Instructions
 - Executive Summary
 - Narrative
 - Supplemental Materials
- Highlights by Category
- Tips & Suggestions
- MESA System
- Q & A

Overview: ENERGY STAR Award Categories



- There 2 types of awards to apply for:

(1) Partner of the Year

- Energy Management
- New Home Builder
- Home Energy Rater
- Product Manufacturer
- Program Delivery
- Retailer
- Service and Product Provider

(2) Excellence

- Affordable Housing
- ENERGY STAR Promotion
- Lighting Retailer or Showroom

- All applicants screened for civil or criminal environmental actions
- All applicants screened for compliance with partnership and logo use requirements



Overview: ENERGY STAR Award Categories (cont'd)



- The **Sustained Excellence Award** is our highest honor
- Selected by EPA no separate application
- Recognizes partners who have earned the Partner of the Year award for several years
- Achievements build year over year





Overview: General Instructions

- What to submit
 - Executive Summary
 - Narrative
 - Supplemental materials (optional)
- How to submit
 - via MESA (“My ENERGY STAR Account”) at www.energystar.gov/mesa
 - To create an account: 1(888)782-7937
 - Test MESA access well before the deadline!
- When to submit
 - As soon as you can
 - Upload must be completed by 8 PM EST, December 2, 2011

Notifications

- ✓ Application Receipt—within 48 hours
- ✓ Status of application—by January 26, 2012



Overview: Executive Summaries

- Mandatory and critical
- 300 words max
- Not included in overall page count
- Used for award winners' profiles in print and online material
- Tips
 - Adhere to the 300 word limit
 - Include ~2 sentences that define your company
 - Be clear & concise
 - Provide highlights of application
 - Provide key accomplishments you feel make you eligible for recognition
 - 2011 accomplishments
 - Cumulative accomplishments with timeframe
 - Warning: You may be asked for information specific to your application type!



Overview: The Narrative

- Help your reviewers—follow the application structure
 - Follow the order of the application
 - Organize narrative using application headings
 - Answer all the questions in your application
 - If there are tables in the application, use them
- Include accomplishments
 - In 2011: provide details on how you have met application criteria during the year
 - Cumulative: i.e. “saved \$3 Million in 2011 and more than \$10 million since 2001”)
- Be concise
 - Make metrics clear
 - Be clear about timeframe of accomplishments
- Adhere to page limits



Overview: The Narrative (cont'd)

- Things EPA looks for:
 - A strategy runs through the application
 - Shows evidence of a strategic plan
 - Provides concrete examples of how you have communicated the value of your partnership with ENERGY STAR
 - Communication is key
 - Within your organization (employees, vendors, etc)
 - Outside your organization (the media, customers, community, etc)
 - ENERGY STAR is central theme
 - Strong applications show comprehensive initiatives that leverage ENERGY STAR products, promotions, and communications





Overview: Supplemental Materials

- Optional
- Not included in page count
- Format
 - Consolidate as into one PDF if possible
 - Video & audio files may be separate
 - Short & simple file names
 - 15 characters max, no spaces, no special characters
 - Files must be less than 2 MB
- Other tips
 - Share the highlights
 - ENERGY STAR should be central
 - DO NOT use to answer questions from the narrative. You will not get credit.
- Retailers!
 - Special instructions for you

Examples

- Advertisements
- Annual reports
- Brochures, flyers, fact sheets
- Displays, signage, decals
- Events and fairs
- Letters to employees
- Letters to local officials
- Newsletter articles
- News stories
- Posters
- Press releases
- Videos
- Web content

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- **Highlights by Category**
- Tips & Suggestions
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- Q & A

2012 ENERGY STAR Partner of the Year Awards: Product Manufacturer



- Eligibility
 - Manufacturers of ENERGY STAR qualified products.
 - Service providers (e.g., cable, satellite, and telecommunications providers)
- Application covers CY 2011 activities only
- Structure
 - Executive summary (300 words max)
 - Narrative
 - Follow structure of application
 - **Do not** use supplemental material to address any data points/descriptions requested in narrative
 - Supplemental material (optional)
 - See application for specifics/details!

2012 ENERGY STAR Partner of the Year Awards: Product Manufacturer



- Evaluation criteria:
 1. Product qualification efforts
 2. Labeling efforts
 3. Training efforts
 4. Sales & marketing
 5. Consumer/end user education
 6. Cross-cutting efforts that have been incorporated into company practices

2012 ENERGY STAR Partner of the Year Awards: Energy Efficiency Program Delivery



- Eligibility
 - Utilities, state agencies, regional energy efficiency nonprofit organizations, associations, sponsors of sustained energy efficiency & environmental programs
- Covers CY 2011 activities only
- 4 possible program categories
 - Residential New Construction
 - Home Performance with ENERGY STAR
 - Qualifying Products and/or
 - Commercial and Industrial
- Structure
 - Executive Summary: 300 words max
 - Narrative: ≤ 3 pages per program category
 - Supplemental material (optional)
 - See application for specifics/details!

2012 ENERGY STAR Partner of the Year Awards: Energy Efficiency Program Delivery



- Evaluation criteria:
 - a. Category (ies)
 - b. Program design
 - Goals
 - Market barriers addressed & Strategy for overcoming market barriers
 - Key activities
 - Rationale for why this approach is best practice for your market
 - c. Incorporation of ENERGY STAR
 - Messaging, tools, and strategies
 - d. Market Effects: qualitative and numerical data. Some examples:
 - Energy savings, peak demand reductions
 - Increase in salesperson/contractor knowledge; change in business practices.
 - Increase in key supplier participation
 - Breadth and reach of publicity activities.
 - Increase in participation in the ENERGY STAR Partnership.
 - e. Data Sources to support market effects claims (can be footnoted)

2012 ENERGY STAR Partner of the Year Awards: Retailer



- Eligibility
 - Retailers of ENERGY STAR qualified products.
Specify if you are an **e-tailer** or a **buying group**
Lighting showrooms have separate application
- Covers December 2010–end November 2011
- Structure
 - Exec summary (300 words max)
 - Narrative
 - ≤10 pages
 - Supplemental material (optional, hard copy optional)
 - See application for specifics/details!

2012 ENERGY STAR Partner of the Year Awards: Retailer



- Evaluation criteria
 - ENERGY STAR strategy
 - Corporate & marketing strategy
 - Engagement with EPA
 - Alignment with ENERGY STAR objectives
 - Progress and accomplishments
 - Product specification and stocking
 - Merchant and vendor engagement
 - Goals, targets and progress
 - Sales Associate Training
 - Marketing and Communications
 - Evaluation
- Applications reviewed in the context of each retailer's size and specialty

2012 ENERGY STAR Excellence Awards: Promotion



- Eligibility
 - **Partners** who executed a successful ENERGY STAR-focused promotion or consumer education campaign in 2011
 - **Campaigns** meeting criteria on page 3 of this application
- Covers CY 2011 activities only
- Structure
 - Exec summary (300 words max)
 - Narrative
 - ≤ five pages
 - Include
 - Description of the promotion
 - Intended audience
 - Dates and location of activities
 - Partnerships/cooperation
 - Results (metrics)
 - May include electronic samples
 - Supplemental material (optional)
 - See application for specifics/details!

2012 Excellence Awards: Promotion



- Evaluation criteria:
 - Increased consumer understanding of ENERGY STAR
 - Visual recognition of blue label
 - Increased consumer participation in the Change the World, Start with ENERGY STAR Campaign/pledge
 - Increased sales of ENERGY STAR qualified products
 - Affected sustained behavior change – moved consumers from ‘knowing’ to ‘doing’
 - Increased presence of ENERGY STAR in media
- Note:
 - Applying for another award?
 - Add this information to the other application
 - Partner teams encouraged to apply as a group

2012 ENERGY STAR Excellence Awards: Lighting Retailer or Showroom



- Eligibility
 - Lighting retailers or showrooms stocking and promoting ENERGY STAR qualified light fixtures, and qualified lamps.
- Covers CY 2011 activities only
- Structure
 - Executive Summary: 300 words max
 - Narrative
 - ≤ five pages
 - May include electronic samples
 - May expand applications with
 - details of internal energy efficiency improvements
 - education for employees to support ENERGY STAR
 - Supplemental materials (optional)
 - See application for specifics/details!

2012 ENERGY STAR Excellence Awards: Lighting Retailer or Showroom



- Evaluation criteria
 - Product Selection
 - Provide goals, targets and progress
 - Describe work with vendors on stocking and progress
 - Sales Associate Training
 - Training strategy and documentation
 - Vendor/energy efficiency program training collaboration
 - In-Store Marketing
 - Displays, signage, consumer education, traffic
 - Ex-Store Marketing
 - Market, impressions, duration, co-sponsors

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Supplemental Materials
- Highlights by Category
- **Tips & Suggestions**
- MESA System
- Q & A



Tips & Suggestions: In Summary

- **Achievements** – significant and consistent improvement in energy efficiency in the areas you seek to influence (metrics are great)
- **Demonstration** – show your organization's commitment to and success in promoting energy efficiency through your ENERGY STAR partnership (metrics are great)
- **Relevance** – the story must be focused on **ENERGY STAR** and your **partnership** to advance energy efficiency.
- **Completeness** – make sure you have answered all the questions and provided all the specific information requested
- **Organization** – make it easy for your reviewers to see the important aspects of your story, following the structure of the application

- Describe comprehensive initiatives that leverage ENERGY STAR products and practices, promotions, and communications for long term behavior change

- A **strategy** runs through it
- **Communication** is key
- **ENERGY STAR** is central
- Its about **programs** not projects





Tips & Suggestions

- For general questions:
 - Your ENERGY STAR Account Manager
- For MESA
 - ENERGY STAR Hotline, 1(888)-782-7937
- For confirmation of application receipt:
 - Courtney Upshall, ENERGY STAR Awards Coordinator
 - awards@energystar.gov
- Need ideas? “Tour” the 2011 Awards” and other past years in the Awards Archives (www.energystar.gov/awards) and read the winners’ profiles
- Information/Updates: www.energystar.gov/awards

Key Dates

- **December 2, 2011
by 8 PM EST:**
Application Deadline
- **January 26, 2012:**
Notification
- **March 15, 2012:**
Ceremony

Today



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- **Q & A**

MESA System (2010)



A screenshot of the ENERGY STAR website homepage from 2010. The page features a top banner for the "Be an ENERGY STAR Video Challenge" with a "VOTE NOW" button. Below the banner are several navigation tabs: "PRODUCTS", "HOME IMPROVEMENT", "BUILDINGS & PLANTS", and "NEW HOMES". Each tab has a list of links to various resources. On the right side, there is a "HEADLINES" section with a list of recent news items. Below the headlines is a "GO TO PARTNER RESOURCES" section with a "Login" form. The login form has fields for "Username:" and "Password:". A red arrow points to the "Password:" field, which is highlighted with a red circle. At the bottom of the page, there are several promotional banners for "1040 Tax Credits", "Cool Your World with ENERGY STAR @home", "Most Efficient 2011", "ENERGY STAR Podcast", "ENERGY STAR in Affordable Housing", and "Recycling with ENERGY STAR".



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Welcome John Doe!

To Do List:

Manufacturer Recommitment

Recommit to updated ENERGY STAR Partner Commitments (DEADLINE TO AVOID PARTNERSHIP INTERRUPTION: November 30, 2010)

New Homes Builder Training

You are required to complete the training by MM/DD/YYYY to become a full Home Builder Partner.

Start Training

My ENERGY STAR Tools:

Logo Downloads

Online Product Submittal

Portfolio Manager

Marketing Toolkit

Homes Online Submittal Tool

Awards

My ENERGY STAR Programs:

Program	Organization	Organization Status	Organization Role	Your Contact Role	Status	Action
Air Cleaners	ABC Test Org	Active	Partner	Signatory	Active	View Edit
Audio/Video	ABC Test Org	Active	Probationary	Primary Contact	Active	View Edit
Battery Chargers	ABC Test Org	Active	Partner	Secondary Contact	Active	View Edit
Clothes Washers	ABC Test Org	Active	Applicant	Spokesperson	Active	View Edit
Home Builder	ABC Test Org	Active	Partner	Secondary Contact	Active	View Edit
Televisions	ABC Test Org	Active	Applicant	Secondary Contact	Active	View Edit
Windows	ABC Test Org	Inactive	Provisional	Primary Contact	Active	View Edit

My Homes Builder Partnership:

100% Commitment Status: Yes

Advanced Lighting Package (ALP): (No Commitment)

Indoor AirPlus (IAP): (No Commitment)

Builder Type(s): (Type, Type, Type...)

Average # of Homes Built per Year: (Number)

This information must be updated annually.

Update Home Builder Information

My Homes Builder Partnership Activities:

Total # of ENERGY STAR Qualified Homes Built: 250

of ENERGY STAR Qualified Homes Built in (last year): 25

Awards: Excellence Award - Affordable Housing

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2011 ENERGY STAR Awards

About the Awards

Apply for an Award

Each year, EPA and DOE honor organizations that have made outstanding contributions to protecting the environment through superior energy efficiency. This year's winners will be recognized at the ENERGY STAR Awards Ceremony on April 12th, 2011 in Washington DC. All organizations participating in ENERGY STAR are encouraged to apply for an ENERGY STAR Award.

There are two broad categories of ENERGY STAR awards that you can apply for: Partner of the Year and Excellence Awards. The Sustained Excellence Awards, our highest honors, are given to organizations who have won Partner of the Year for several years and their achievements continue to surpass those of the previous year.

Deadline: A complete electronic application is due by 8 pm EST, December 3, 2010.

[Apply for an Award](#)

For questions on the awards process, please contact your account manager or EPA at Choi-Ga-Young@epamail.epa.gov

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Apply for an Award

https://eetst.cra.com/index.cfm?module=mesa.awards_showAboutAwards&FID=309272&CFOPEN=1&50837

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2011 ENERGY STAR Awards

About the Awards | Apply for an Award

Select Award | Upload Submission | Enter Contact Information | Signature | Review & Submit

Note: You will not be able to save your application as you go, so it's important to develop your submission in advance. See specific award application for detailed guidelines.

Step 1: Download application and develop your submission according to the application guidelines.

Partner of the Year

- Energy Management: PDF (254KB) | Word
- Supplemental Guidance Document: Requesting Energy Performance Reports: PDF (250KB) | Word
- Home Energy Rater: PDF (36KB) | Word
- Product Manufacturer: PDF (37KB) | Word
- Program Delivery: PDF (38KB) | Word
- Retailer: PDF (44KB) | Word
- Service and Product Provider: PDF (54KB) | Word

Excellence Awards

- Affordable Housing: PDF (36KB) | Word
- ENERGY STAR Promotion: PDF (45KB) | Word
- Lighting Retailer or Showroom: PDF (42KB) | Word
- New Home Builder: PDF (50KB) | Word

Step 2: Select the award you are applying for; you must fill out one application per award.

Partner of the Year

- ☐ Energy Management
- ☐ Home Energy Rater
- ☐ Product Manufacturer
- ☐ Program Delivery
- ☐ Retailer
- ☐ Service and Product Provider

Excellence Awards

- ☐ Affordable Housing
- ☐ ENERGY STAR Promotion
- ☐ Lighting Retailer or Showroom
- ☐ New Home Builder

* Indicates a required field.

1) Award Area(s): My organization actively sponsors or promotes the following ENERGY STAR programs (Check all that apply):

- ☐ ENERGY STAR for Commercial Buildings and Industry
- ☐ Home Performance with ENERGY STAR -- Emerging Markets
- ☐ Home Performance with ENERGY STAR -- Established Markets
- ☐ ENERGY STAR Products
- ☐ ENERGY STAR for New Homes

To continue to the online submission process, you will need:

- Your award narrative in Microsoft Word, Word Perfect, or PDF, developed according to the guidelines in the appropriate application from the list above.
- Your 300 word executive summary. 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.
- Any additional supplemental files such as brochures, photographs, and advertisements, etc. Each file must be no more than 12 MB in size. [Read the Guidelines](#).
- Contact information for your organization, if it's different than what we have on file.

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Downloadable applications

Select your award category

Step 2: Select the award you are applying for; you must fill out one application per award.

Partner of the Year

- ☐ Energy Management
- ☐ Home Energy Rater
- ☐ Product Manufacturer
- ☐ Program Delivery
- ☐ Retailer
- ☐ Service and Product Provider

Excellence Awards

- ☐ Affordable Housing
- ☐ ENERGY STAR Promotion
- ☐ Lighting Retailer or Showroom
- ☐ New Home Builder

* Indicates a required field.

1) Award Area(s): My organization actively sponsors or promotes the following ENERGY STAR programs (Check all that apply):

- ☐ ENERGY STAR for Commercial Buildings and Industry
- ☐ Home Performance with ENERGY STAR – Emerging Markets
- ☐ Home Performance with ENERGY STAR – Established Markets
- ☐ ENERGY STAR Products
- ☐ ENERGY STAR for New Homes

To continue to the online submission process, you will need:

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- Contact information for your organization, if it's different than what we have on file.

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2011 ENERGY STAR Awards

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Select Award | Upload Submission | Enter Contact Information | Signature | Review & Submit

Step 1: Complete submission form according to the detailed guidelines found in the application on the previous page.

* Indicates a required field.

* 1) **Award Narrative:** Upload a Word, Word Perfect, or PDF document that shows how your organization has demonstrated success. One narrative permitted.

Maximum file size is 12 MB. Application details can be found on the [previous page](#).

* 2) **Executive Summary:** Copy and paste the executive summary of your accomplishments.

300 Words or less. 300 Words remaining.

3) **Supporting Files:** Upload files such as brochures, photographs, and advertisements that help to demonstrate success. Multiple files can be uploaded.

Maximum file size is 12 MB. [Read the Guidelines](#)

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Copy and
paste
executive
summary

Upload
narrative

Optional:
Upload
supplemental
files

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Select Award | Upload Submission | Enter Contact Information | Signature | Review & Submit

* Indicates a required field.

1) Organization Name & Location

Name of Organization * ABC Award
Exactly as it should appear on the award

Street Address * 1234 Test Ave.
Include suite/apartment number/unit code

City * Arlington

State * Virginia

Country * United States

Zip Code * 22201

2) Headquarters Information

☐ Same as above

Name of Organization *

Street Address *

City *

State * Select a state

Country * United States

Zip Code *

3) Primary Contact

Choose existing Contact: Select an existing contact...

Last Name *

First Name *

Title *

Email Address *

Phone Number *

4) Communications Contact

☐ Same as above

Choose existing Contact: Select an existing contact...

Last Name *

First Name *

Email Address *

Phone Number *

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Organization
name and
location

Headquarters
information

Primary contact


Communications contact

Apply for an Award

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2011 ENERGY STAR Awards

About the Awards | **Apply for an Award**

Select Award | Upload Submission | Enter Contact Information | **Signature** | Review & Submit

* Indicates a required field.

Note: Signatory must be an employee of the organization provided.

I certify that the information provided in this application is true and accurate to the best of my knowledge. I understand that excerpts from this application may be used by EPA and DOE for public outreach related to the ENERGY STAR program and the 2011 ENERGY STAR Awards.

Signatory Name *

Title *

Date 09-1-2010


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2011 ENERGY STAR Awards

About the Awards | **Apply for an Award**

Select Award | Upload Submission | Enter Contact Information | Signature | Review & Submit

Please review your information before submitting.

You are applying for:
Partner of the Year: Energy Management

Upload Submission [Edit](#)
Demonstrating Success Narrative:
[ABC.doc](#) (3MB)
Executive Summary of Accomplishments:
As an organization we have blah blah blah...

Organization and Contact Information [Edit](#)
Organization Name: ABC Award
Street Address: 1234 Test Ave.
City: Arlington
State: VA
Country: US
Zip Code: 22201
Official Name of Organization: ABC Award
Street Address: 1234 Test Ave.
City: Arlington
State: VA
Country: US
Zip Code: 22201
Primary Contact Last Name: Test
Primary Contact First Name: Test
Title: Test
Email Address: test@test.com
Phone Number: 800-XXX-XXXX
Communications Contact Last Name: Test
Communications Contact First Name: Test
Email Address: test@test.com
Phone Number: 800-XXX-XXXX

Signature [Edit](#)
Signatory Name: Test Signatory
Title: Test
Date: 09-01-2010

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Thank you!



-
- Any questions?