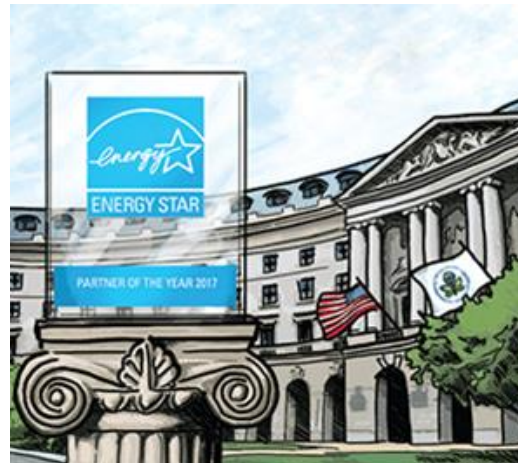


ENERGY STAR® Products Partner Meeting

ENERGY STAR Awards Application General Tips



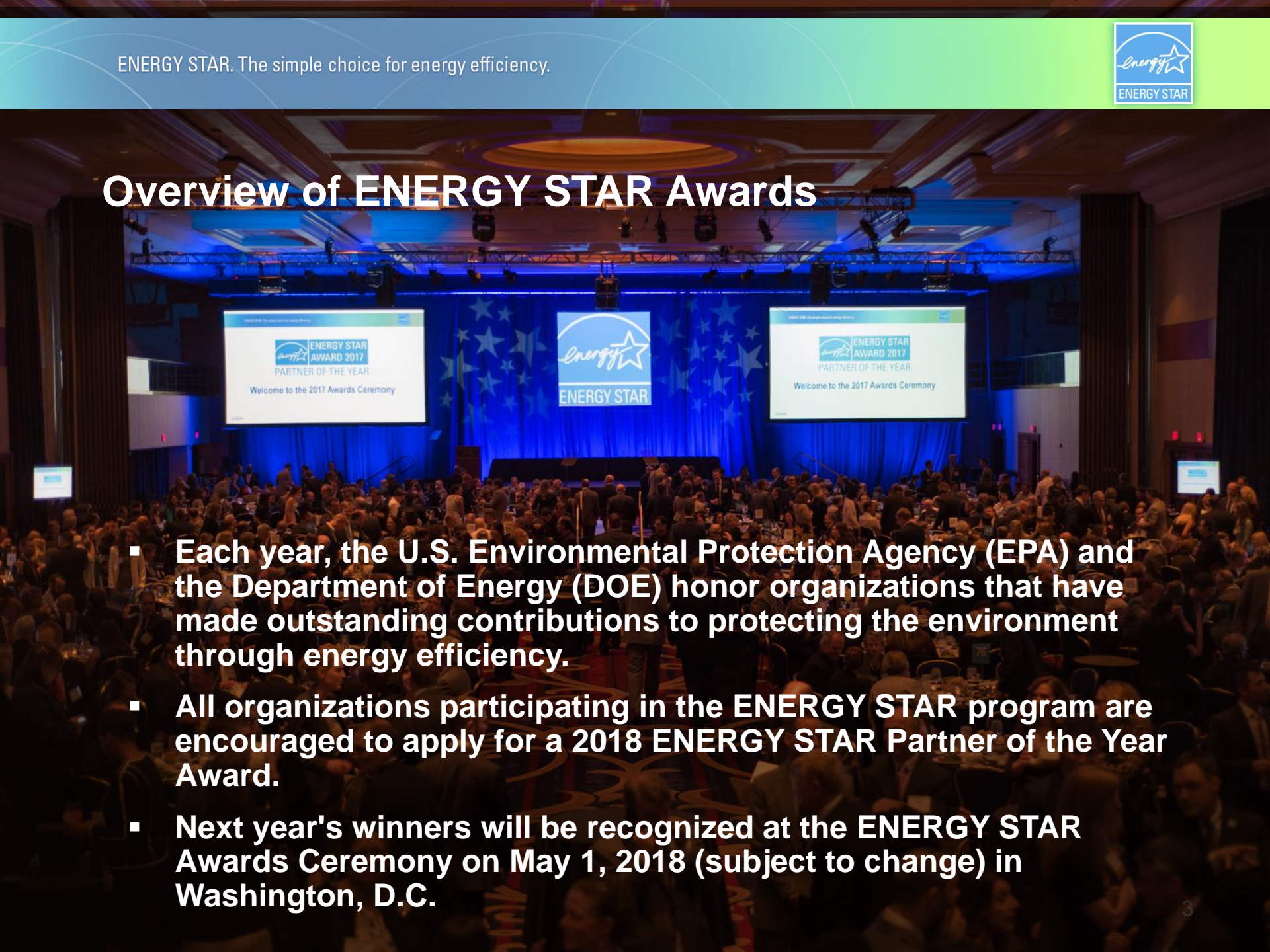
Monday, October 23, 2017
Chicago, IL

Overview

- Overview of ENERGY STAR awards
- Types of applications
- What you need to apply
- Top tips
- Guidance on supplemental materials
- Guidance on uploading materials
- Deadline to apply
- What to expect
- Less fun but important reminders



Overview of ENERGY STAR Awards

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- Each year, the U.S. Environmental Protection Agency (EPA) and the Department of Energy (DOE) honor organizations that have made outstanding contributions to protecting the environment through energy efficiency.
 - All organizations participating in the ENERGY STAR program are encouraged to apply for a 2018 ENERGY STAR Partner of the Year Award.
 - Next year's winners will be recognized at the ENERGY STAR Awards Ceremony on May 1, 2018 (subject to change) in Washington, D.C.

Overview of ENERGY STAR Awards



- There are different awards for different partner types and activities.
- Each award has its own application posted at www.energystar.gov/Awards.
- All applications get submitted online through your My ENERGY STAR Account (MESA) www.energystar.gov/MESA.
- Contact to your program representative if you have questions.



Types of Awards: Partner of the Year

- Partner of the Year – Energy Efficiency Program Delivery
 - Who can apply?
 - Utilities, state agencies, regional energy efficiency nonprofit organizations, associations, and other organizations that sponsor energy efficiency and environmental programs. (Note: there is a different award & application for ESCOs.)
- Partner of the Year – Product Brand Owner
 - Who can apply?
 - Manufacturers of ENERGY STAR certified products and service providers (e.g., cable, satellite, and telecommunications providers) who label and distribute ENERGY STAR certified products.
- Partner of the Year – Retailer
 - Who can apply?
 - Retailers of ENERGY STAR certified products.
- To be eligible for an award, applicant must be a partner in good standing, having complied with applicable partner commitments.



Types of Awards: Partner of the Year

- Partner of the Year – Home Energy Rater
- Partner of the Year – Multifamily High Rise Developer
- Partner of the Year – New Home Builder (includes Affordable Housing)
- Home Performance with ENERGY STAR Contractor of the Year
- Partner of the Year – Service and Product Provider



Types of Awards: Excellence Awards

- C&I Excellence in Data Innovation
 - **This award is focused on innovation**, and therefore will not recognize a partner for the same activity more than once. Organizations with ongoing but notable business practices supporting general benchmarking and the use of energy performance data should not apply for this award, but should instead apply for the Service and Product Provider Program Delivery or Partner of the Year award.
 - Who can apply?
 - ENERGY STAR energy efficiency program sponsors, service and product providers, state and local governments, and/or other partner organizations that have demonstrated innovation in increasing access to the data required by EPA's ENERGY STAR Portfolio Manager tool, and/or expanding the use of the data and building performance metrics available from it.



Types of Awards: Excellence Awards

- Excellence – ENERGY STAR Promotion
 - This award is focused on recognizing successful promotion, marketing, or consumer education campaigns around an ENERGY STAR certified product category, series of products, or ENERGY STAR at large.
 - Who can apply?
 - All ENERGY STAR partner retailers, manufacturers, Energy Efficiency Program Sponsors, or other organizations.



General Instructions: What you Need to Apply

- MESA account info
- Name and title of your organization's CEO/President
- Name of your company
 - Make sure it appears exactly as you would want it written on your crystal and all other communications materials about the awards
- Your award narrative in PDF

Home > Partner Resources > Login to My ENERGY STAR Account

Login to My ENERGY STAR Account

User Name: *

Password: *

[login](#)

I've [forgotten my password.](#)
I've [forgotten my user name and password](#)



General Instructions: What you Need to Apply (Continued)

- **New this year!**
 - A one sentence description of your organization.
 - 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.
 - If you earn an award this will help populate the event script, slideshow, and Profiles in Leadership.



Overview of ENERGY STAR Awards: Top Tips for Applying

- Answer Every Question
 - Complete the application to the best of your ability—if you don't have the answer explain why. (Note: Every question has a point value.)
- Show Improvement
 - If you have won before, demonstrate how you continue to improve.
- Quantify your results and provide examples
 - Where applicable, quantify your activities and the results (e.g., percent improvement, growth in ENERGY STAR market share, number of media impressions), and include electronic copies of documentation that support claims made (e.g., promotional materials, sample ads with the ENERGY STAR mark, copies of training materials used, etc.).
 - Provide your best examples of ENERGY STAR stewardship (share your best examples that showcase ENERGY STAR branding).
 - Ensure that supplemental material 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.**



Guidance on Supplemental Materials

- **Optional supplemental materials** – Photos, pamphlets, copies of advertisements, videos, audio files, etc. can be uploaded with your application.
- **Files Size** – 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 (no spaces or special characters).
- **Consolidate Files** – If you have many print files, please consolidate them into one or two PDF files.



Guidance on Supplemental Materials

- **In one sentence, describe your organization (Character limit: 200 including spaces).**
 - Example: Habitat for Humanity of Greater Nashville has been building energy-efficient homes for low-income families since 2006.
- **In one sentence, tell us something distinguishing about your organization's ENERGY STAR efforts (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.
- **In one or two sentences, state why your organization should receive the award (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.



Accomplishment Bullet Examples

- *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.*

For more examples view online Profiles in Leadership
<https://www.energystar.gov/about/awards/awards-archive>

Guidance on Uploading Your Application

- **Upload your application well in advance of the deadline**
 - 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.
 - Video files tend to be large and difficult to upload – try to provide hyperlinks to videos posted online (e.g. YouTube, Vimeo).
- **Videos**
 - 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.





Testimonials & Quotes Encouraged! But Not Required

- 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 weighted as part of EPA's review process.
- These items are valued by EPA in that they help tell the story of our partners' success with us and we like to feature these types of things in other items (e.g. State Fact Sheets)

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



Seeking Recognition for Activities that Fall Under More than One Award Category

- 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.





Deadline for Applying

- **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.
- If you experience problems uploading your application, please notify EPA as soon as possible **before the application deadline and email awards@energystar.gov.**



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** on the status of your application.

Recognition

- The Partner of the Year Ceremony will be held Tuesday, May 1, 2018 (subject to change) in Washington, DC.
- Additional recognition during the ceremony will include:
 - The Home Performance with ENERGY STAR Contractor of the Year Award
 - The Excellence Award for Data Innovation
 - The Excellence Award for ENERGY STAR Promotions



Sustained Excellence

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



The Less Fun but **VERY** Important Stuff

- 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.



We encourage all ENERGY STAR partners to apply for the prestigious Partner of the Year Award!



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.

Recap: Awards Application Timeline and Important Dates

- [2018 ENERGY STAR Awards Applications](http://www.energystar.gov/awards) now available online www.energystar.gov/awards.
- Mid-October 2017 – online system available for formal online applications.
- **Monday, December 4, 2017 – application deadline.**
- Late February 2018 – award determinations complete and applicants notified.
- Friday, May 1, 2018 – annual spring partner meetings & awards ceremony (date subject to change).
- Questions? Partners may contact their account manager or email awards@energystar.gov.

