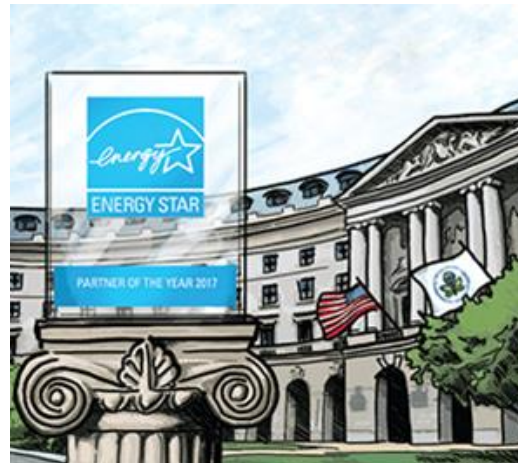


# ENERGY STAR® Products Partner Meeting

## ENERGY STAR Awards

### Application Tips for Product Brand Owners



Tuesday, October 24, 2017  
Chicago, IL

## Overview

- Overview of ENERGY STAR Awards
- What you need to apply
- Top tips
- Guidance on supplemental materials
- Brand owner application overview
- Guidance on uploading materials
- Deadline to apply
- What to expect
- Less fun but important reminders



## 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 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](http://www.energystar.gov/Awards).
- All applications get submitted online through your My ENERGY STAR Account (MESA) [www.energystar.gov/MESA](http://www.energystar.gov/MESA).
- Contact to your program representative if you have questions.



## 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

A screenshot of a web form titled "Login to My ENERGY STAR Account". The breadcrumb trail at the top reads "Home > Partner Resources > Login to My ENERGY STAR Account". The form contains two input fields: "User Name: \*" and "Password: \*", both with red asterisks indicating required fields. A blue "login" button is positioned to the right of the password field. At the bottom of the form, there are two links: "I've forgotten my password." and "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.gov/brandbook](http://www.energystar.gov/brandbook)).
  - **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.





## Organization Description Guidance

- **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 – Provide Six 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>**



## Part I: Executive Summary

- Brief description of your organization
- 6-10 bullet points showcasing your ENERGY STAR achievements
- Should you win an award, this summary will populate the event script and slideshow as well as the online Profiles in Leadership
- Does not count towards the page limit



## Part II: Accomplishments Narrative

- Provide a detailed description of your 2017 activities and accomplishments
  - Make sure to demonstrate how you have met the required criteria
- Follow the charts included in the application carefully
  - Be sure to include all the relevant content and data requested in the application, to the extent the activities are relevant to your organization – if they are not relevant describe why.
  - **Each criteria has a point value associated with it, a lack of answer or explanation will impact the score.**
- 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.



# Narrative Section 1: Furthering Energy Efficiency in Products

## 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



## Narrative Section 1: Furthering Energy Efficiency in Products

- Provide information concerning new ENERGY STAR models/option packages developed/certified in 2017
  - A brief description of innovation in product design for energy efficiency
  - Specific examples, design drawings or diagrams, and savings delivered, where possible
- Describe engagement and leadership activities in regards to the ENERGY STAR program
  - Such as participation in ENERGY STAR product specification development effort(s) and conduct/sharing of research and/or data that support specification development
- Provide examples for when minimum ENERGY STAR labeling requirements were met on products, packaging, online, etc.
- Provide examples of activities that go above and beyond minimum labeling requirements
  - Such as 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



## Narrative Section 2: Training Efforts

### 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	



## Narrative Section 2: Training Efforts

- Show how you integrate 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.).
  - **It is not enough to say you trained people or to show the first page of a power point – the people scoring the application need to be able to evaluate the actual training material content**
- Provide examples of how your company cooperates 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.).
- Show how you collaboration with EPA in the development of training activities is a STRONG example of training efforts.
- **Please do not include examples of training or promotions that feature ENERGY STAR certified products, but do not specifically mention ENERGY STAR.**
- **A “training” effort that solely explains that ENERGY STAR certified products are eligible for rebates is not a strong example of training efforts**





## Narrative Section 3: Sales and Marketing

<b>ENERGY STAR industry-focused sales and co-promotional efforts</b>	<b>How many?</b>	<b>How often?</b>	<b>Reach/ Impressions</b>
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			



## Narrative Section 3: Sales and Marketing

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
  - 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.



## a) Non-web based Marketing

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



## Non-web based Marketing

- 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.



## b) Web-based Marketing

<b>ENERGY STAR consumer-focused sales and marketing efforts (web-based)</b>	<b>How many?</b>	<b>Unique Visitors (Total)</b>	<b>Impact</b>
ENERGY STAR pages on company Web site			
ENERGY STAR advertisements on other Web sites			
ENERGY STAR related on-line videos			
ENERGY STAR related blog posts			
		<b>Followers/ Friends</b>	<b>Impact</b>
ENERGY STAR related outreach via social media (Twitter, Facebook, Pinterest, etc.)			

- 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.



## Narrative Section 4: Consumer/End User Education

Highlight innovative or impactful educational efforts that go above and beyond simple ENERGY STAR logo use and/or messaging. 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.



## Extra Credit: 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, and 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.

## 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](mailto: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](mailto:awards@energystar.gov) immediately.
- **Notification**
  - You will be notified no later than **Friday, February 16, 2018** about 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](http://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](mailto:awards@energystar.gov).

