**About the Award**

# Eligibility: 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. Additionally, please read the separate General Instructions for all applicants.

* **Regional retailers** and specialized retailers are encouraged to apply and will be evaluated commensurate with their size and product focus.
* **Buying groups** and/or retail member groups are encouraged to apply. Buying groups should consider the same award evaluation criteria in compiling their application as retailers, but should focus on demonstrating how they supported their retail members’ accomplishments in relation to the criteria, particularly for Product Specification and Stocking, Sales Associate Training, and Marketing and Communications.
* **E-tailers**, who have no storefronts, are encouraged to apply. E-tailers should consider the same award evaluation criteria in compiling their application as retailers, with the exception of Sales Associate Training and Marketing and Communications tactics related to in-store.

**Description:** Retailers, both large and small, are making an ever-increasing contribution to the growing success of ENERGY STAR. As ENERGY STAR retail partner participation in the program continues to expand, we are dedicated to recognizing the very best in terms of a broad commitment to and success with ENERGY STAR.

* Each retailer excels in specific areas relative to their size and specialty. Applications will be reviewed with this in mind and, depending on the applicant pool, a separate retail Partner of the Year award may be given to a small, regional, or specialized retailer.

**Special Instructions for Hard Copy Supplemental Material:**

Any supplemental material that cannot be submitted electronically should be sent to the address listed below, via a **commercial** delivery service. Please limit the length of supplemental material to fifty pages or less and do not include stored electronic media. All supplemental materials must be sent:

Via Commercial Delivery Service to:

Peter Banwell, U.S. EPA

William Jefferson Clinton Building (North)  
1200 Pennsylvania Avenue, N. W., Rm # 5303C  
Washington, DC 20004 Phone: (202) 343-9408

EPA will confirm receipt of any hard copy supplemental material by e-mail within one week of receipt. If you do not receive confirmation within this timeframe, please contact Peter Banwell at (202) 343-9408 or banwell.peter@epa.gov.

**Narrative:** Your narrative description should be no more than **10 pages**, but may be accompanied by samples of specific outreach materials representing your 2017 activities, such as strategies, examples of participation in EPA national promotions and other ENERGY STAR specific company-produced materials and initiatives.

**Executive Summary**

**New this year: entered through your online MESA account awards application form.**

* Through your online MESA account awards application form, enter a brief description of your organization and 6-10 bullet points showcasing your organization’s ENERGY STAR achievements in the corresponding fields. The content you enter will serve as the Executive Summary for your application, and if you earn an award, it will populate the event script and slideshow, as well as the online [*Profiles in Leadership*](https://www.energystar.gov/about/2017_energy_star_award_winners).. Please see Page 3 of the 2018 ENERGY STAR Awards General Instructions to prepare this content. The Executive Summary will not count toward the 10-page count.
* **Accomplishments**—Organizations applying for the Partner of the Year Award should **highlight their accomplishments from 2017, and *if possible,* cumulative accomplishments**. Since applications are due on **December 4, 2017**, this will provide retailers an opportunity to share your accomplishments starting earlier in the season than the start of the calendar year (i.e., November 2016 – November 2017). When highlighting cumulative accomplishments, please ensure that you include a timeframe (e.g., saved more than $10 million since 2001).

**Criteria:** Criteria for evaluating this award are listed below. In describing your company’s activities, please organize your submission consistent with the outline below, and be as specific as possible per the below instructions for each criterion.

### **Award Evaluation Criteria and Outline**

**Section 1: ENERGY STAR Partnership and Planning**Partner should document any and all planning meetings held with EPA to discuss general coordination and collaboration. This can include in -person, and telephone meetings where high level objectives were discussed.

# Section 2: Product Marketing and Promotions

**Product Marketing**

In this section, retailers should show how they worked to order, stock and promote ENERGY STAR products in store and on-line. Leading retailers are expected to work to increase stocking, sales and labeling of ENERGY STAR products every year. This means working with suppliers to increase the number of SKUs/models and/or percentage of sales in EPA priority product categories. Please include stocking and sales information in the format below.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Stocking and Sales** | **Lighting** | **Appliances** | **Consumer Electronics** | **Other Products** |
| Number of ENERGY STAR certified models available in 2017 |  |  |  |  |
| Percentage change over number of certified models available in 2016 |  |  |  |  |
| Percentage of eligible 2017 models that are ENERGY STAR certified |  |  |  |  |
| Percentage of total sales (ENERGY STAR vs. non-ENERGY STAR units) in 2017 |  |  |  |  |
| Percentage total sales (ENERGY STAR vs. non-ENERGY STAR units) change over 2016 |  |  |  |  |

Retailers should also **identify and provide written examples** of specific activities in support of the following product marketing goals, as relevant to each product line:

Lighting:

* Increase stocking of ENERGY STAR certified lighting products (include increases in SKUs/sales)
* Provide in-store education about the importance of ENERGY STAR certified lighting as a mark of quality.
* Train sales staff on the benefits of ENERGY STAR certified lighting.
* Provide access to the lighting merchant/buyer for lighting-specific discussions.

Appliances:

* Ensure adequate selection and accurate labeling prior to and after effective dates for new ENERGY STAR specifications. Include examples of how merchants worked with suppliers to certify, stock, and label newly certified ENERGY STAR appliances quickly after the effective date.
* Include ENERGY STAR as a search option on retailer website and associate ENERGY STAR with certified products on search result list.

Consumer Electronics:

* Increase visibility of ENERGY STAR CE products (TVs, Audio – soundbars, wireless speakers) online and in-store.
* Include ENERGY STAR as a search option on retailer website and associate ENERGY STAR with certified products on search result list.
* Include ENERGY STAR in product overview and specification details on retailer website.

Other product areas:

* Stock and sell ENERGY STAR certified air cleaners, HVAC, and other products.

**Promotions**

It is also important to show how retailers engaged in ENERGY STAR seasonal promotions. Retailers should use the following format to provide information regarding their level of effort and activities in the following ENERGY STAR promotions. If retailers ran a different product promotion that leveraged EPA resources, please include the information below under the “Other” category.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Promotion** | **EPA Resources Used?** | **Reach/ Impressions (web-based efforts)** | **In-Store Efforts (dates and locations)** | **EEPS Activities** | **Manufacturer-Driven Activities** |
| *e.g. ENERGY STAR Flip Your Fridge* | *- Flip Your Fridge Replace and Recycle graphic* | *- Banner ad, 25k impressions*  *- Refrigerator widget, 50k impressions* | *- Fridge giveaway, 4/28/16, San Diego, CA* | *- Partnered with San Diego store for Fridge giveaway* | *- LG provided FYF Ruler to stores in large metro areas* |
| Light the Moment |  |  |  |  |  |
| Laundry Made Better |  |  |  |  |  |
| ENERGY STAR Flip Your Fridge |  |  |  |  |  |
| The Cool Choice for Room Air Conditioners |  |  |  |  |  |
| Upgrade Now for Hot Savings on a New Water Heater |  |  |  |  |  |
| Smart Thermostats |  |  |  |  |  |
| Other |  |  |  |  |  |

**Additional instructions:** Do not include examples that do not specifically highlight ENERGY STAR. For example, if you have an in-store promotion and give away for an ENERGY STAR certified refrigerator, but do not specifically highlight/promote the product as ENERGY STAR certified, then the promotion would not be counted in your favor.

**Section 3: General ENERGY STAR Education**

This section is to demonstrate what your company has done throughout the year to promote ENERGY STAR and educate consumers about energy efficiency and its environmental and other benefits through general efforts, such as in-store, online, and other (e.g. advertising, public relations, events, etc)

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](https://www.energystar.gov/sites/default/files/asset/document/WaysToSave.pdf) for more information.

Company should provide examples of the following ENERGY STAR consumer outreach activities:

* Examples of where ENERGY STAR appears on company’s website.
* Examples of links from company’s website back to ENERGY STAR or the use of syndicated content developed by EPA on company’s website.
* Advertising.
* Consumer materials that show environmental benefits messaging, such as climate protection

**Additional instructions:** Do not include examples that feature ENERGY STAR products, but do not mention or highlight ENERGY STAR. For example, a PR campaign for a clothes washer that is ENERGY STAR certified, but the campaign fails to mention additional education specific to ENERGY STAR would not count in the partner’s favor. It is not necessary or advantageous to submit hard copies of all advertising materials; samples with additional references of placement is sufficient.

**Section 4: ENERGY STAR Training Efforts**

In this section, retailers should demonstrate what they have done throughout the year to educate sales associates about the ENERGY STAR program and the value of ENERGY STAR certified products. Please do not include trainings that include the ENERGY STAR certification mark but do not specifically address the program or explain its benefits.

Please describe how your organization has achieved the following goals:

* Integration of 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.).
* Cooperation with product brand owners, manufacturers, or utility/state/regional partners to increase ENERGY STAR information in 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.).
* Collaboration with EPA in the development of training activities.
* Note: Please do not include examples of training or promotions that feature ENERGY STAR certified products, but do not specifically mention ENERGY STAR.

**Additional instructions:** Please provide copies of trainings scripts and/or video files, where possible. Screenshots of training videos or of trainers with certified products is not sufficient evidence of training.

**ENERGY STAR Retail Products Platform (ESRPP) Participants Only**

**Section 5: ENERGY STAR Retail Products Platform**

EPA is working with a national group of program managers and retailers to develop a more streamlined approach to energy efficiency. If your company is participating in this effort, please outline the following:

* Date joined (first agreement signed).
* Number of stores covered by partnerships.
* Participation in Retail Action Council meetings and ESRPP-related participation at ENERGY STAR national partner meetings.
* Brief description of presentations on ESRPP made by your company at national forums or conferences.

ENERGY STAR® is the simple choice for energy efficiency. For 25 years, EPA’s ENERGY STAR program has been America’s resource for saving energy and protecting the environment. Join the millions already making a difference at [energystar.gov](http://energystar.gov/).

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