

2018 ENERGY STAR® Awards

Partner of the Year Award Application

Sustained Excellence Energy Management

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About the Award

Eligibility: ENERGY STAR partners awarded *Sustained Excellence* in 2016 and/or 2017. **Please review the General Instructions before completing your application.**

Description: This award recognizes businesses and organizations that demonstrate sustained excellence in energy management in partnership with ENERGY STAR.

Criteria: The 2018 ENERGY STAR Awards are based on work completed and energy savings demonstrated **during the 2017 calendar year**. Selected accomplishments outside of this time period may be mentioned for reference in your application and to demonstrate continuous improvement but will not be considered as evidence of meeting award requirements in 2017. Applications will be evaluated on:

- Demonstration of leadership, including active engagement and promotion of the ENERGY STAR partnership, actions that improved and strengthened the energy program, and quality, quantity, and impact of communication efforts.
- Sustained or improved energy performance.

Materials: All sections of the applications are weighted and evaluated on an equal basis. Applicants should be aware that EPA will refer to material in applications in its promotion of winners' achievements. Please do not include confidential data. **Applications citing or including confidential business information will NOT be evaluated.**

Application Components

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 help populate the event script and slideshow, as well as the online [Profiles in Leadership](#). Please see Page 3 of the 2018 ENERGY STAR Awards General Instructions to prepare this content. The executive summary does **not** count toward the page limit for this application.

Narrative: There are two narrative sections:

Section 1 – Demonstration of Leadership with ENERGY STAR

- A. Participation in the ENERGY STAR partnership
- B. Communication strategies that leverage ENERGY STAR and results
- C. Actions to grow and sustain energy and related sustainability practices

Section 2 – Demonstration of Energy Savings

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- A. Building Partners – Summary of results from POY report generated in Portfolio Manager and savings equivalency statement
- B. Industrial Partners – Completed savings table, summary of results, explanation of results and savings equivalency statement

The narrative must be no longer than **five pages** and use a minimum of 11-point black font. Margins should be no less than 1 inches on all sides. Pages that exceed the limit will not be evaluated.

Supporting Files:

(Optional) Applicants are encouraged to submit electronic copies of supplemental materials that support the application as long as they are clearly referenced within the application. Supplemental materials will **not** count toward the five-page limit, but **must be directly relevant to energy management and/or ENERGY STAR**.

Section 1 – Demonstration of Leadership with ENERGY STAR

Leadership in the ENERGY STAR program involves active involvement as a partner, continued growth and innovation of energy management practices, and strong communications. In a narrative, applicants should highlight their activities and accomplishments relevant in each of the areas (A-C) below.

A) Participation in the ENERGY STAR partnership

Describe your participation in the ENERGY STAR partnership, including use of resources, recognition activities, and support of ENERGY STAR initiatives, such as:

- ENERGY STAR Certification of eligible buildings and plants on an annual basis
- Engaging tenants, occupants, employees, and customers about ENERGY STAR achievements
- Achieving Designed to Earn the ENERGY STAR for commercial new construction or multifamily design projects
- Participation in and achievement of the ENERGY STAR Challenge for Industry for manufacturing sites
- Hosting a competition using ENERGY STAR resources
- Helping to develop and use new ENERGY STAR tools and resources
- Holding ENERGY STAR Industrial Showcases at plants
- Supporting ENERGY STAR Industrial Focuses
- Participating in ENERGY STAR meetings and events
- Promoting the ENERGY STAR partnership to customers, industry peers, and other organizations.

B) Communication strategies that leverage ENERGY STAR and results

Describe how you used communications to support and promote your energy management program and enhance your partnership with ENERGY STAR. Discuss your organization's communication strategies for promoting energy efficiency with ENERGY STAR to *internal and external stakeholders*, how you implemented your strategy, and the 2017 results. Please address the following within your response:

- **Goals of the outreach:** What were the goals for your outreach efforts to audiences?
- **Target audiences:** Which audiences did you target and why?
- **Metrics:** What metrics did you identify to track to measure your success?
- **Tactics and materials:** What tactics and supporting materials did you use to implement your strategy and reach your target internal audiences?

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- **2017 accomplishments, including measured results:** What did your communications achieve in 2017? How many people did you reach?

Please provide samples of your work, such as advertisements, news stories, posters, articles, press releases, photos of the ENERGY STAR decal/ flag/ banner in prominent locations, and other creative materials. In particular, please highlight any shareable online content, such as videos, social media activity, dedicated web pages, energy-saving guidance promoted online, etc.

C) Actions to grow and sustain energy and related sustainability practices

Describe actions taken in 2017 to sustain and grow your leadership in energy management and related sustainability areas, such as:

- Implementing new strategies and initiatives
- Deploying of new best practices
- Adopting of innovative technologies
- Investing and piloting new projects
- Integrating of energy management into new business processes
- Benchmarking water, wastes, or other resources
- Operating supply chain, customer, or tenant initiatives
- Achieving of major milestones and goals

Discuss any challenges that your energy program faced and how you overcame them.

NOTE: Supplemental materials submitted should reflect a sampling of an organization's strongest examples of external and internal communications **related to promoting their partnership and achievements with ENERGY STAR**. These materials should be submitted electronically with the application and include proper use of the ENERGY STAR logo.

EPA is not looking for entire PowerPoint presentations, but, rather, excerpts of slide sets where ENERGY STAR was highlighted. This helps reduce the length of attachments and allows the strongest examples to be demonstrated. Some applicants have found it helpful to prepare a slide set with multiple examples of outreach included on just a few slides.

Section 2 – Demonstration of Energy Savings

This section of the application focuses on actual energy performance improvements achieved by your organization during the past year. Your application will be judged on the magnitude of your 2017 improvements as well as your current energy performance relative to your peers.

While 2017 savings are the focus of this section, you are encouraged to report and illustrate the cumulative accomplishments of your efforts (e.g., dollars saved since program began, total energy saved since "x date in the past," etc.) When highlighting cumulative accomplishments, include a timeframe for the longer term accomplishments (e.g., saved \$3 million in 2017 and more than \$10 million since 2001).

Please note that commercial and institutional building partners will respond to section A only, and industrial partners will respond to section B only.

A. Commercial and Institutional Building Partners

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All Commercial and Institutional Building Partners **must** summarize and provide a POY Report from Portfolio Manager showing organization-wide improvements. This POY Report must be generated for the period ending August 2017 or later. Additional supplemental guidance for generating this report can be found at www.energystar.gov/awards.

In your summary, please provide one or more equivalency statements for your energy savings by equating them to a metric related to your business or industry, or other financial or environmental metrics. Examples include:

- Number of first-year teachers that could be hired
- Number of MRI machines that could be purchased
- Number of hotel rooms that could be rented

Additionally, to illustrate your energy program's long-term accomplishments, please provide cumulative energy reductions (kBtu, or %), cost savings (\$ or %), and carbon dioxide savings (total or %) for the years your program was awarded Partner of Year and Sustain Excellence or for a period during which your organization was an ENERGY STAR partner.

B. Industrial Partners (NAICS 21, 31-33)

The entire table must be included in your narrative. Please provide a summary of your organization-wide energy performance, and copy the completed table into your narrative. If your company's energy program is global, you may choose to include all of the operations worldwide or only the operations in the U.S. Please identify whether the information you share is U.S. only or global. Please be sure to use the proper units and intensities as stated in the table.

1. Number of facilities tracked and benchmarked by plant type *	
2. Total number of facilities operated by plant type	
3. Total output, in units, which apply to the business of your company and correlate with energy usage, e.g. ft ² , tons of a specific product, etc. for 2017	
4. Aggregate energy intensity for 2017** in MMBtu/total output	
5. Aggregate energy intensity for the corresponding period in 2015 in MMBtu/total output	
6. Change in energy intensity (#4-#5)	
7. Aggregate energy intensity for the corresponding period in an earlier year*** in MMBtu/total output	
8. Change in energy intensity (#4 - #7)	

*Plant type refers to the primary process used or product produced by the plant, e.g. auto assembly, metal casting; cement; etc.

**Calculate using 12 months of continuous data. Due to the deadline for this application, it is acceptable to complete the 12 month period using data from the final two months in 2015, e.g. the data period could be from November 2015 through October 2017.

***Selection of the specific year is at your discretion. If 2015 represents the first year for which energy was tracked, please enter "not available" in rows 7 and 8.

Lines 7 and 8 in the table are requested to enable a view of your energy program's long-term energy savings. To further illustrate these long-term savings, you may provide equivalent dollars saved along with carbon dioxide emissions prevented for the equivalent period.

You may provide a summary report from your corporate tracking system that includes this information.

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In addition to the information above, if ENERGY STAR has provided your industry with a plant Energy Performance Indicator (EPI), please provide ratings for each plant you have scored in the past year. If scores have improved over time for a plant, show that information as well. Additionally, provide results and accomplishments of plants taking the ENERGY STAR Challenge for Industry.

It is helpful to EPA to understand changes in business activity that may have impacted energy use in the past 12-month period. Provide an explanation when appropriate. In addition, describe any efforts to normalize data, such as accounting for weather, climate differences, or other business effects.

In your summary, please provide one or more equivalency statements for your energy savings by equating them to a metric related to your business or industry, or other financial or environmental metrics. Examples include:

- Number of socks that would have to be sold to equal the value of energy saved
- Number of cars that would have to be sold to equal the value of energy saved

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.