# General Instructions

### What you need to submit your application:

* Your “My ENERGY STAR Account” (MESA) partner account login information   
  (see below under “How to submit your application”)

**IMPORTANT:** You must have all information and documents identified below completed and available at the time you are ready to submit your application. Partial submission and save features are not available.

* The name of your organization exactly as you would want it to appear on your award crystal and all other communications materials about your award.
* The name and title of your organization’s CEO/President.
* Electronic copies of the following:
* **PART 1: GENERAL INSTRUCTIONS & EXECUTIVE SUMMARY** *(required)*

1. [Cover Sheet](#CoverSheet)
2. [Applicant’s Executive Summary](#ExecutiveSummary)
3. [Testimonial](#Testimonial) *(optional)*

* **PART 2: Accomplishments Document** (in Word or PDF) *(required)*

1. Narrative (*varies by ENERGY STAR Award Application Type )*
2. Application-specific Information (*varies by award type)*

* **PART 3: Supporting Materials** (*varies by award type) (minimum of 1 required)*
* **PART 4: Organization Logo (High Resolution)** *(required)*
* ***Guidance on Supporting Materials:***
* Supporting materials such as print, radio, TV and internet advertisements; point of purchase materials; bills stuffers; educational pamphlets; newsletters; and snapshots of social media postings should be compiled in an easy-to-access and easy-to-understand format to the maximum extent practical. For example, a PDF file could be compiled that labels items by type (e.g., print advertisement, web banner) and subsequently provides supporting imagery under each category. EPA strongly discourages the use of zip files. For audio and video examples, it may be best to provide a screen shot with links to online versions if available. Each file must be less than 100MB. File names must be no longer than 15 characters and contain no spaces or special characters. EPA recommends intuitive file names such as a reference to the organization name (or acronym) and the content of the file (e.g., EPAenergyEd). EPA and DOE reserve the right not to review materials that are difficult to access on a standard government-issued computer.
  + - Where possible, please consolidate your supporting materials into one or two PDF files.
    - 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 supporting files, or one or more files that are larger than 6 MB, please upload your application well in advance of the deadline.
    - Applicants should ensure that any supporting materials they submit 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.
    - 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.

### How and when to submit your application

* All applications must be electronically submitted through your “My ENERGY STAR Account” or MESA ([www.energystar.gov/mesa](http://www.energystar.gov/mesa) ). **We will only accept applications submitted via MESA**.
* If you do not have a MESA account, have problems logging into MESA, or problems submitting your application, please contact us immediately at [awards@energystar.gov](mailto:awards@energystar.gov) for help.
* Application submittal via MESA will be available starting in **mid-October 2018 and will close at 8:00 pm, EST on Thursday, November 29, 2018.** We will not accept any applications or materials received after this date.

### What to expect after you submit

* **Confirmation of Receipt:** You will receive an e-mail within 48 hours of application submittal, confirming our receipt of your materials. It will be sent to the Primary and Communications contacts named in the award application. If you do not receive confirmation within this timeframe, email [awards@energystar.gov](mailto:awards@energystar.gov).
* **Notification:** You will be notified no later than **Friday, February 8, 2019** about the status of your application.

### Additional information

* Information about the ENERGY STAR awards ceremony will posted at [www.energystar/awards](http://www.energystar/awards).
* We encourage all eligible ENERGY STAR partners to apply for a Partner of the Year Award. Applicants for Partner of the Year that are not selected to receive this award will be automatically considered for other recognition.
* The Sustained Excellence Award, our highest honor, recognizes organizations that have won Partner of the Year for several years and that continue to surpass the achievements of previous years. There is no separate application for Sustained Excellence (except Sustained Excellence for Energy Management).
* The other forms of recognition available to partners and other organizations that work with ENERGY STAR are the Home Performance with ENERGY STAR Contractor of the Year Award, the Excellence Award for Data Innovation, and the Excellence Award for ENERGY STAR Promotions.
* Organizations (1) applying for an award in any category and (2) also seeking recognition for activities that fall under the secondary Excellence category 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 both the primary and secondary Excellence award categories.
* Where applicable, quantify your activities and the results (e.g., percent improvement, growth in ENERGY STAR market share, number of media impressions for outreach efforts, and include electronic copies of documentation that support claims made (e.g., photos of promotional materials, samples of advertisements with the ENERGY STAR mark, copies of training materials used, etc.).
* 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.** You are requested to identify the main subsidiaries of your organization as an input into this screening process. Results of the screening will be factored into the award selection process.

**APPLICATION BEGINS ON NEXT PAGE**

Application Cover Sheet

**(Organization, Contact and Award Category Information)**

**(REQUIRED)**

| **App ID** | **(for EPA USE ONLY)** |
| --- | --- |
| **Organization Name for Award** | *Enter organization name EXACTLY as it should appear*  *on award crystal and all materials if you receive an award* |
| **ENERGY STAR AWARD CATEGORY** | Choose Award Category |
| **ENERGY STAR AWARD NAME** | Choose Award Name |
| **HEADQUARTERS NAME** | Enter Headquarters Organization Name |
| HQ Street Address (1) | Enter HQ Street Address (line 1) |
| HQ Street Address (2) | Enter HQ Street Address (line 2) |
| HQ City | Enter HQ City |
| HQ State | Enter HQ State |
| HQ Zip | Enter HQ Zip |
| HQ Country | Enter HQ Country |
| **SUBSIDIARIES** *(for compliance screening)* | Enter Names of Main Subsidiaries with operations subject to EPA regulation |
| **AWARD PRIMARY CONTACT**  Primary Contact Salutation | | Choose or enter Primary Contact Salutation |
| First Name | | Enter Primary Contact First Name |
| Primary Contact Last Name | | Enter Primary Contact Last Name |
| Primary Contact Title | | Enter Primary Contact Title |
| Primary Contact Street Address (1) | | Same as HQ **OR** Enter Primary Contact Address (1) |
| Primary Contact Street Address (2) | | Same as HQ  **OR** Enter Primary Contact Address (2) |
| Primary Contact City | | Same as HQ  **OR** Enter Primary Contact City |
| Primary Contact State | | Same as HQ  **OR** Enter Primary Contact State |
| Primary Contact Zip | | Same as HQ  **OR** Enter Primary Contact Zip |
| Primary Contact Country | | Same as HQ  **OR** Enter Primary Contact Country |
| Primary Contact Email | | Enter Primary Contact Email |
| Primary Contact Phone | | Enter Primary Contact Phone |
| **COMMUNICATIONS CONTACT**  First Name | | Enter Communications Contact First Name |
| Communications Contact Last Name | | Enter Communications Contact Last Name |
| Communications Contact Title | | Enter Communications Contact Title |
| Communications Contact Email | | Enter Communications Contact Email |
| Communications Contact Phone | | Enter Communications Contact Phone |
| **CEO**  CEO Salutation | | Choose or enter CEO Salutation |
| CEO First Name | | Enter CEO First Name. |
| CEO Last Name | | Enter CEO Last Name |
| CEO Title | | Enter CEO Title |
| CEO Street Address (1) | | Same as HQ  **OR** Enter Primary CEO Address (1) |
| CEO Street Address (2) | | Same as HQ  **OR** Enter Primary CEO Address (2) |
| CEO City | | Same as HQ  **OR** Enter Primary CEO City |
| CEO State | | Same as HQ  **OR** Enter Primary CEO State |
| CEO Zip | | Same as HQ  **OR** Enter Primary CEO Zip |
| CEO Country | | Enter CEO Country |
| **SIGNATORY**  *(person submitting this application)* | |  |
| First Name | | Enter Signatory First Name |
| Signatory Last Name | | Enter Signatory Last Name |
| Signatory Title | | Enter Signatory Title |
| Signatory Email | | Enter Signatory Email |
| **Signatory Confirmation** | | **As an authorized representative of the above applicant organization, I certify that the information within this ENERGY STAR Award application is accurate.** |

**Continue to Executive Summary**

# **Award Executive Summary** (REQUIRED)

If you earn an award, the content you enter below will serve as the Executive Summary for your application and will populate the event script, slideshow, and the online [*Profiles in Leadership*](https://www.energystar.gov/about/2017_energy_star_award_winners).

* 1. **In one sentence, please describe the nature and purpose of your organization (Character limit: 200 including spaces)**

| *Enter your description here…Character limit: 200 including spaces* |
| --- |

*Example: ABC Company, established in 2005, manufactures widgets for the automotive industry.*

* 1. **In one sentence, please describe your organization’s most significant ENERGY STAR accomplishment during 2018 (Character limit: 200 including spaces)**

| *Enter your description here…Character limit: 200 including spaces* |
| --- |

*Example 1: ABC Company benchmarked 100% of its facilities in 2018, reducing energy use by 50% across the portfolio.*

*Example 2: ABC Company built more than 3,000 ENERGY STAR certified homes in 2018, for a cumulative total of more than 10,000 since partnering with ENERGY STAR in 2007.*

* 1. **In order of importance or significance, provide a maximum of six bullet points that describe your ENERGY STAR-related activities or innovations in 2018 (e.g. metrics, new program elements, verification methods, marketing, etc.). Please include information about the impact of these activities. Follow the format used in the examples below (begin bullets with active verbs ending with “-ed”. (Character limit: 480 per bullet including spaces)**

|  |  |
| --- | --- |
| 1 | *Enter your description here…Character limit: 480 including spaces* |
|  | |
| 2 | *Enter your description here…Character limit: 480 including spaces* |
|  |  |
| 3 | *Enter your description here…Character limit: 480 including spaces* |
|  | |
| 4 | *Enter your description here…Character limit: 480 including spaces* |
|  | |
| 5 | *Enter your description here…Character limit: 480 including spaces* |
|  | |
| 6 | *Enter your description here…Character limit: 480 including spaces* |

***Examples:***

* *Key 2018 accomplishments and activities include:*
* *Leveraged the ENERGY STAR label, messaging, and national campaigns to promote a variety of ENERGY STAR certified products to its customers including washers, dryers, heat pump water heaters, and lighting.*
* *Surpassed the momentum of the previous years, increased uptake of incentives for ENERGY STAR certified LED’s by 85 percent and ENERGY STAR certified appliances by 180 percent.*
* *Provided ENERGY STAR sales training for all its sales agents in 2018, enabling them to better sell the features and benefits of ENERGY STAR certified homes.*
* *Engaged consumers through multi-channel education, featuring ENERGY STAR that resulted in 92 million radio impressions,17 million Pandora Radio impressions, 317,000 digital clicks to website, and more than 5 million total lighting products sold.*
* ***Additional examples*** *can be viewed at:* <https://www.energystar.gov/about/2018_energy_star_award_winners>

**Testimonial***(Optional*)

We are always looking for partner quotes/testimonials describing ENERGY STAR’s value and impact on their organization for use in program materials, such as the [ENERGY STAR State Fact Sheets](https://www.energystar.gov/partner_resources/state_fact_sheets). Testimonials will not be weighed as part of EPA’s application review process. Please follow the format used below in the example. (Character limit: 480, including spaces)

| *Enter your quote/testimonial here…Character limit: 480 including spaces* | | |
| --- | --- | --- |
| **Name** |  | **Title** |
| *Enter a first & last name for quote attribution* |  | *Enter title* |

***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*

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/).