The ENERGY STAR Awards honor organizations that have made outstanding contributions to protecting the environment through energy efficiency. These awards are presented to Home Performance with ENERGY STAR participating contractors who demonstrate innovative business practices that make them leaders among their peers. The award winners take on challenges and apply unique approaches to realize notable success in their local Home Performance with ENERGY STAR markets, including developing and demonstrating new approaches and innovations to service delivery. They exhibit outstanding professionalism, build strong customer relationships, and apply building science solutions to improve homes.

# Award Winner Recognition

Winners will be invited to attend the 2021 ENERGY STAR Awards Ceremony in Washington, D.C. Winners’ accomplishments will be featured in:

* U.S. Department of Energy and Home Performance with ENERGY STAR websites
* U.S. Department of Energy newsletters, email announcements and social media
* National workshops and webinars throughout 2021

# Eligibility Requirements

Applicants must be in good standing with their local Sponsors and adhere to program guidelines as set forth by the local Sponsor and the national program.

# Completing the Application

Home Performance with ENERGY STAR Sponsors can submit applications on behalf of their participating contractors. Sponsors should be in touch with their Home Performance with ENERGY STAR Account Manager for more information about this option. Participating contractors are still welcome to submit applications on their own using their My ENERGY STAR Account.

Award Criteria

Participating contractors will be evaluated based on the following criteria. Participating contractors who are exemplary in multiple areas will be viewed as stronger candidates than those limited to one topic area.

**Project Results**

Applicants consistently achieve significant energy savings, load management, or demand reduction with Home Performance with ENERGY STAR and demonstrate replicable approaches to achieve these results. Applications should include measurement & verification methodologies (may be obtained from Sponsor).

*Examples: Verified energy savings based on measurement of actual pre/post energy consumption data or through commonly accepted EM&V practices; and/or documentation of expanded services such as solar installation, smart thermostats, indoor air quality, etc.*

**Industry and Business Leadership**

Applicants provide leadership in their market, either among their peers or by improving their own company. Applicants engage in local and national policy and/or regulatory initiatives, training and mentoring, industry trade groups and continuing education. Applicants can also explain how business efficacy and operational efficiency was improved by implementing procedures learned through their association with Home Performance with ENERGY STAR.

*Examples: descriptions, examples, and performance metrics related to mentoring programs, training opportunities, student participation, quality assurance, industry advocacy, new processes and procedures, demonstrations of improved internal efficiency, etc.*

**Customer Engagement**

Applicants demonstrate an effective approach to building strong customer relationships. Strategies might include innovative Home Performance with ENERGY STAR marketing campaigns, connecting marketing activities to sales, using unique tactics to close sales, collecting and integrating customer feedback, responding to customer concerns, and achieving and sustaining high customer satisfaction ratings.. Applicants should also consider highlighting unique partnerships, community events, marketing campaigns, or unique or effective approaches to the sales process.

*Examples: the number of potential customers reached in each campaign, website statistics, marketing materials highlighting the Home Performance with ENERGY STAR logo and message, lead qualification procedure, testimonials, conversion rates, referral rates, quality assurance results, consumer ratings, etc.*

# Additional Information

**Applications require the submission of marketing materials that feature the ENERGY STAR brand. Applications that include supporting data and materials will be considered stronger than those without.** *(Minimum of 1 required)* A letter of recommendation from the Home Performance with ENERGY STAR Sponsor is encouraged; however, it is not required.

DOE is specifically interested in learning how successful participating contractors distinguish themselves from other companies. We offer the following defining characteristics as guideposts for ideas of what might distinguish one applicant from another:

* Innovative delivery models (i.e. consultant or contractor, whole house or primary trade, vertically integrated or sub-contractor dependent, etc.)
* Depth of energy savings, including through adoption of advanced technologies or installation methods, or post-installation monitoring and customer engagement strategies
* Efficient, productive sales processes
* Efforts to advance the home performance industry at local, state or national levels
* Project volume
* Superior service and exceptional customer satisfaction
* Verified energy savings
* Innovative customer interaction strategies for assessments or quality control
* Workforce development and training initiatives, including novel approaches to continuous improvement or quality assurance.

| **PART 2:Award Accomplishments Document** |
| --- |

Participating Contractor Organization: Click or tap here to enter text.

Contractor Business Owner: Click or tap here to enter text.

Contractor POC: Click or tap here to enter text.

Mailing Address: Click or tap here to enter text.

Phone Number: Click or tap here to enter text.

Email Address: Click or tap here to enter text.

Website: Click or tap here to enter text.

Sponsor(s):

Sponsor POC(s): Click or tap here to enter text.

Company is best described as:

[ ]  Envelope/Insulation

[ ]  Home Performance

[ ]  HVAC

[ ]  Rater/Consultant

[ ]  Remodeler

[ ]  Other (please specify)

Complete the chart below to highlight the participating contractor’s accomplishments.

|  | **CY2019[[1]](#footnote-1)** | **CY2020 (specify date range)1** | **Date range information and additional notes** |
| --- | --- | --- | --- |
| Number of Home Performance **Assessments** | Click | Click | Click |
| Number of **Completed Projects**  | Click | Click | Click |
| Assessment to Upgrade **Conversion Rate**  | Click | Click | Click |
| Year-Over-Year **Change in Completed Projects** (%)  | Click | Click | Click |
|  Reported **Total Energy Savings** (Site MMBtu) *Conversion table available at the end of the application* | Click | Click | Click |
| **Average Energy Savings** per Project (Site MMBtu) *Conversion table available at the end of the application* | Click | Click | Click |
| **Workforce involvement** in home performance (% of employees engaged in home performance activities) | Click | Click | Click |
| **Company sales** attributed to home performance (%)  | Click | Click | Click |
| **Average home performance invoice** ($) | Click | Click | Click |

What distinguishes the applicant from other firms in your market or service territory? Highlight successes in the award criteria outlined above (i.e., Project Results, Industry and Business Leadership, and Customer Engagement) and innovations that have led the company to its current success. Include quantifiable and specific examples to illustrate your argument. Applicants should attach documentation that support distinguishing aspects of their application in Part 3 (e.g., Sponsor letter of support, customer testimonials or reviews, and industry recognition). (Limit your response to 750 words)

| Click or tap here to enter text. |
| --- |

How is the Home Performance with ENERGY STAR approach to improving homes integrated into the company’s delivery of home performance services? Include how the company leverages the Home Performance with ENERGY STAR platform in marketing and customer facing materials. Describe how the applicant has improved internal processes as a result of delivering Home Performance with ENERGY STAR services. (Limit your response to 500 words)

| Click or tap here to enter text. |
| --- |

To be considered for an award, applicants must meet the following minimum criteria:

* Participating contractor is current and in good standing with the HPwES program.
* Participating contractor actively contributed to the local HPwES program for past 12 consecutive months.
* Participating contractor is an approved contractor of their HPwES Sponsor, and is in compliance with qualification requirements established by their local Sponsor.

*Note: All information submitted through this application is subject to review and verification by the Department of Energy. Application forms and supporting documentation may be subject to public disclosure under the Freedom of Information Act. Please mark, as appropriate, any application materials that contain confidential, proprietary or privileged information.*

MMBtu Conversions

|  |  |  |
| --- | --- | --- |
| Fuel | Units | MMBtu Conversion |
| Electricity | kWh | X 0.0034 |
| Natural Gas | Therms | X 0.100 |
| Natural Gas | CCF | X 0.1029 |
| #2 Fuel Oil | Gallons | X 0.1387 |
| Liquid Propane | Gallons | X 0.0916 |

| **Prepare/Gather Remaining Documents for Upload** |
| --- |
|  |

**PART 3: Supporting Materials (at least one required,** [as described](#RequiredSupportingMaterials) **in the Application Instructions above)**

**PART 4: Organization’s High-Resolution Logo (required)**

ENERGY STAR® is the government-backed symbol for energy efficiency, providing simple, credible, and unbiased information that consumers and businesses rely on to make well-informed decisions.

The public reporting and recordkeeping burden for this collection of information is estimated to average 14 hours per response. Send comments on the Agency’s need for this information, the accuracy of the provided burden estimates, and any suggested methods for minimizing respondent burden, including through the use of automated collection techniques, to the Director, Collection Strategies Division, U.S. Environmental Protection Agency (2822T), 1200 Pennsylvania Ave., NW, Washington, D.C., 20460. Include the OMB control number in any correspondence. Do not send the completed form to this address.

1. CY refers to calendar year [↑](#footnote-ref-1)