# About the Award

Eligibility:ENERGY STAR service and product provider (SPP) partners are eligible to apply.

Submission Instructions: **Please review and complete PART 1: General Instructions & Executive Summary before completing this part of your application.**

Description:This award recognizes service and product provider partners who demonstrate outstanding success in using ENERGY STAR tools and resources to help clients improve the energy performance of their existing buildings and/or building design (commercial new construction) projects.

Criteria:The 2021 ENERGY STAR Awards are based on work completed and accomplishments achieved **during the 2020 calendar year,** except when specifically noted. Accomplishments outside this timeframe should be excluded to the extent possible. They should only be mentioned to provide context for this year’s accomplishments and to demonstrate continuous improvement that continued through the 2020 calendar year. Applicants should be aware that EPA will refer to application material in its promotion of winners’ achievements. Please do not include confidential data. **Applications citing or including confidential business information will NOT be evaluated.**Accomplishments Narrative:The narrative consists of four sections – **1.** Quantifying ENERGY STAR Benchmarking & Certification Success; **2.** Integrating ENERGY STAR into Client Services; **3.** Integrating ENERGY STAR into Marketing & Communications; **4.** Direct Engagement with the ENERGY STAR Service and Product Provider Partnership

All Service and Product Provider Partners must address the criteria in Section 1A *or* 1B as well as Sections 2, 3, and 4. SPPs that work primarily with existing buildings should complete Section 1A. SPPs that work primarily with building designs should complete Section 1B.

Your narrative response should be provided **directly in this application within the provided text boxes; do not attempt to expand the size of the boxes or decrease font size**. Additional or separate narrative pages will not be evaluated beyond the pages provided here.

Supporting Files: *(minimum of 1 required)* Applicants are encouraged to submit **electronic copies of supporting materials** that support the application. Make sure to clearly reference any supporting materials within the narrative of the application. Supporting materials must be directly relevant to energy performance and/or ENERGY STAR.

## How applications are scored

The application is scored on a 100-point scale, and the weight of each section is provided in the application. Note that you should provide a **detailed description of your 2020 accomplishments** demonstrating how the required application criteria have been met. Winning applications will clearly show the organization’s commitment to improving facility energy performance or design energy efficiency for their clients through services, programs, and **We recognize that 2020 presented many challenges for helping clients to improve their energy performance, and we will consider these challenges in our review of all applications. Throughout your narrative, please describe any challenges your organization faced due to COVID-19 and how these challenges affected your activities.**

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| **PART 2: Award Accomplishments Document** |
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## Company Information:

| Company Web Site: | Enter company’s Web site URL here |
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| URL(s) for company web page(s) highlighting ENERGY STAR: | Enter URL for company web page(s) highlighting ENERGY STAR |

Please indicate your ENERGY STAR Service Provider category *(****select******only******one****)*:

Existing Buildings

Commercial New Construction/Building Design (Architecture / Engineering)

## **Accomplishments Narrative:**

## Section 1 – Quantifying ENERGY STAR Benchmarking & Certification Success (35 points)

### Section 1A: If you serve the **existing buildings** market:

#### ENERGY STAR Benchmarking (**20 points**)

Please provide the following for activity in calendar year 2020 only:

* Number of your client’s properties located in
* the United States benchmarked in Portfolio Manager for each of the following resource types
  + Energy: \_\_\_\_\_ (scored and unscored)
  + Water: \_\_\_\_\_\_
  + Waste: \_\_\_\_\_\_
* The percentage of your total client properties located in the United benchmarked in Portfolio Manager
  + Enter percentage: \_\_\_\_\_\_ %
* If the percentage is less than 100%, please provide an explanation below. Please limit your discussion to properties located in the United States:

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#### ENERGY STAR Certification (**15 points**)

Please provide the following for activity calendar year 2020 only:

* Number of properties your organization has helped to obtain initial ENERGY STAR certification
  + Enter total: \_\_\_\_\_\_
* Number of properties your organization has helped to obtain ENERGY STAR re-certification
  + Enter total: \_\_\_\_\_\_
* Number of properties for which your organization has provided cost-free verification
  + Enter total: \_\_\_\_\_\_

### Section 1B: If your organization serves the **commercial new construction** market (Architecture/Engineering Firms)

#### Use of ENERGY STAR Design Tools (**25 points**)

Over calendar years of 2020 and 2021, enter information for activities completed by your firm and for your projects:

* Number of design projects where an energy use target was established using ENERGY STAR Target Finder or Portfolio Manager
  + Enter total: \_\_\_\_\_\_
* Number of design projects that received Designed to Earn the ENERGY STAR recognition
  + Enter total: \_\_\_\_\_\_
* Enter average percent energy reduction (compared to median EUI) of all projects that received Designed to Earn the ENERGY STAR recognition
  + Enter average energy percent reduction: \_\_\_\_\_\_%

#### ENERGY STAR Benchmarking (**10 points**)

* Number of projects that received Designed to Earn the ENERGY STAR recognition and currently have benchmarked energy use in Portfolio Manager
  + Enter total: \_\_\_\_\_\_
* Number of projects that received Designed to Earn the ENERGY STAR recognition and earned ENERGY STAR certification (for the actual energy performance)
  + Enter total: \_\_\_\_\_

**All applicants must complete Sections 2-4.**

## Section 2 - Integrating ENERGY STAR into Client Services (25 points)

Please describe how your organization has used your ENERGY STAR partnership and EPA’s tools to help your customers set targets for their buildings or design projects, create and implement energy management plans, implement efficiency improvements, and evaluate progress. Please provide specific examples of ENERGY STAR tools and resources you have used that were helpful to your customers.

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Discuss how your organization used ENERGY STAR to help clients gain recognition for achieving energy efficiency and enhanced performance in design projects and/or existing buildings. Include specific examples such as ENERGY STAR Design profiles, results from franchise energy efficiency competitions, success stories, or case studies your organization or EPA created for your customers.

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## Section 3 – Integrating ENERGY STAR into Marketing & Communications (20 points)

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Please describe any ENERGY STAR-related marketing and sales strategies your organization used for your customers in the past year. This may include activities designed to increase consumer awareness or demand for ENERGY STAR benchmarking, certification, and/or energy-efficient design recognition from EPA. Please provide specific examples of how your organization promotes the ENERGY STAR brand and logo through your marketing materials.

If applicable, please quantify the results of your engagement:

* Indicate the number of ENERGY STAR-related webpages or blog posts produced:
  + Enter total: \_\_\_\_\_\_
* How many times has your organization shared ENERGY STAR-related content on social media?
  + Enter total: \_\_\_\_\_\_
* How many times was ENERGY STAR content included in a newsletter or blast email
  + Enter total: \_\_\_\_\_\_\_\_
* Other: (include examples of outreach activities not discussed in sections above).

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## Section 4 – Direct Engagement with the ENERGY STAR Service and Product Provider Partnership (20 points)

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Direct engagement with the ENERGY STAR Service and Product Provider (SPP) partnership benefits you and EPA. Please provide specific examples of how your organization collaborated with the ENERGY STAR team. For example, describe instances in which your organization provided input on enhancing the functionality of ENERGY STAR tools and resources, co-authored industry publications with EPA, provided EPA an opportunity to speak at your organization’s or industry webinars and or conferences, presented during an EPA organized webinar and/or conference, and attended webinars or meetings organized by EPA.

**(Optional response):** Propose a webinar your organization could present to ENERGY STAR stakeholders to support dissemination of energy management best practices. Each year, EPA hosts a Partner of the Year Award winner monthly webinar series, which highlights the best practices, lessons learned, and innovations of a select group of award winners. Please provide a proposed webinar title and a short description of a webinar your organization would be willing to deliver in 2021 to ENERGY STAR stakeholders to promote comprehensive energy management and related efficiency best practices.

Please note that it is standard practice for EPA to require that SPPs team with a client who is an ENERGY STAR buildings program partner when participating in an ENERGY STAR webinar. If possible, include a client(s) organization’s name; otherwise, the participating client will have to be identified before the webinar is finalized and scheduled. For 2021, this response is optional for service and product provider applicants. EPA will select approximately 10-12 webinars for delivery in 2021 from those submitted by all award winners. If your webinar is selected, EPA will work with your organization to refine and finalize the webinar content, timing, and participants.

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