



2009 ENERGY STAR[®] Award Application: Partner of the Year - Product Manufacturer

Eligibility: **Partner of the Year – Product Manufacturer**
Manufacturers of ENERGY STAR qualified products.

Description: These awards recognize those product manufacturers who have furthered the goals of ENERGY STAR through their active participation. ENERGY STAR anticipates that selecting the Product Manufacturer Partner awards will be a challenging task.

ENERGY STAR recognizes that each organization excels in specific areas. Partners may describe specific activities beyond the scope of the criteria listed below.

Criteria: Criteria for evaluating this award are listed below. Please note that the prerequisite for any manufacturing award is that partners have complied with requirements outlined in the applicable ENERGY STAR Partner Commitments and Product Specification documents, including those related to labeling, logo use and the submission of product and sales information.

Section 1 – Product Qualification Efforts

Please provide each of the following:

- Number of ENERGY STAR qualified models/option packages and percentage change over previous year
- Percentage of product line that is ENERGY STAR qualified (for windows/doors/skylights: percentage of all models/option packages offered that is ENERGY STAR qualified, percentage of models for which the standard version is ENERGY STAR qualified and the percentage of models that can be upgraded to ENERGY STAR)
- Percentage of total sales that were ENERGY STAR qualified and percentage change over previous year
- Information concerning new ENERGY STAR models/option packages developed/qualified in 2008 including a brief description of innovation in product design for energy efficiency

Section 2 – Accomplishments Narrative

ENERGY STAR is committed to help people change for the better. Our goal is to reduce greenhouse gas emissions through superior energy efficiency. How are you helping to achieve that goal? Please write a narrative describing your company's activities and accomplishments specific to supporting ENERGY STAR's objective. Your narrative should:

- Be no more than five pages, but may be accompanied by samples of specific promotions, advertisements, or other activities your organization led in 2008.
- Describe your company's activities as specifically as possible
- Be consistent with the outline below, to the extent the activities are relevant to your organization.

Labeling Efforts

- Confirm that minimum labeling requirements are met on products, packaging, web site, spec sheets, user manuals, etc. (please provide examples or pictures)
- Demonstrate activities that go above and beyond minimum labeling requirements (e.g. use of the new web tool for product labeling provided by EPA/DOE http://www.energystar.gov/index.cfm?c=manuf_res.web_based_tools, unique or highly prominent use of the logo on product or packaging in terms of size, location, etc. while still meeting the ENERGY STAR Identity Guidelines.)

Training Efforts

- Integration of ENERGY STAR into your organization's sales-force and employee training (please provide a description of efforts and include physical or photographic examples, where available as well as scope, number of employees reached, and any other measures of impact – e.g. training manuals/newsletters, e-mails, new employee packets, presentations, etc.)
- Cooperation with distributors, retailers or utility/state/regional partners to increase ENERGY STAR information in customer (retail/distributor) product knowledge training (please provide a description of efforts -- e.g. collateral, e-mail/web-based, video, manuals/newsletters, emails, face-to-face presentations, specification sheets, etc.) Include physical or photographic examples, where available as well as scope, number of employees reached, and any other measures of impact.
- Collaboration with EPA/DOE in the development of training activities.

Sales and Marketing including Co-marketing Activities with Retailers and/or Utility/State Efficiency Program Sponsors

- Demonstration of ENERGY STAR qualified products sales efforts including ENERGY STAR integration in exhibits at key industry tradeshows; presentations/meetings/communications for product suppliers/distributors/retailer.
- Leadership and/or participation in promotions in conjunction with campaigns coordinated by EPA and DOE (e.g. Change the World, Start with ENERGY STAR) where applicable.
- Leadership and/or participation in other cooperative promotions such as those with utility/state efficiency program sponsors, retailers, resellers, key distributors or suppliers (e.g. advertising, in-store, web-based).
- In addition to a description of the promotion and the roles of participants, please include specifics on the duration, reach and impact.

Consumer/End User Education

- ENERGY STAR-themed community outreach activities/messaging public relations efforts, special events, press releases (please submit details of quality, quantity, frequency, reach)
- Print, radio, television, direct mail advertising, brochures with ENERGY STAR messages and logo (please submit details of quality, quantity, frequency, reach)
- Point-of-Purchase (POP) materials such as brochures, displays, window clings and signage (please submit photographs, examples and data on reach.)
- Incorporation of ENERGY STAR logo and messaging on company web site.
- Inclusion of environmental messaging in any of the above activities

Other Efforts Across ENERGY STAR that have been incorporated into company practices (as applicable). These efforts are not required but can serve to further enhance your application.

- Participation/Leadership in discussion of new/revised ENERGY STAR specifications (where applicable for your product category).
- Participation in the development of data tools, such as Find-A-Product and Online Product Data Submittal. Submission of product and marketing data using these tools (where applicable for your product category).
- Commitment to organization-wide facility energy efficiency improvements.
- Organizational procurement practices of energy efficient and/or ENERGY STAR qualified products.
- Participation in EPA's Computer Power Management Initiative.
- Giving preference to leasing space from ENERGY STAR labeled buildings.