



2009 ENERGY STAR[®] Award Application: Partner of the Year – Retailer

- Eligibility:** **Partner of the Year – Retailer**
Retailers of ENERGY STAR qualified products.
To be eligible for an award, applicant must be a partner in good standing, having complied with applicable partner commitments, including the requirement to submit qualified product sales data.
- Description:** Retailers, both large and small, are making an ever-increasing contribution to the growing success of ENERGY STAR. And as ENERGY STAR retail partner participation in the program continues to expand, we are dedicated to recognizing the very best in terms of a broad commitment to and success with ENERGY STAR.
- Each company excels in specific areas and relative to the size of the company. Applications will be reviewed with this in mind and depending on the applicant pool, a separate retail Partner of the Year award may be given to a small or regional retailer.
- Narrative:** Your narrative description should be no more than **10 pages**, but may be accompanied by samples of specific promotions, advertisements, or other activities your organization led in 2008.
- Criteria:** Criteria for evaluating this award are listed below. In describing your company's activities, please organize your submission consistent with the outline below and be as specific as possible. (For example, in describing use of the ENERGY STAR logo on a company Web site or advertisement, provide specific timing and placement information, visibility to the public (perhaps number of hits/impressions in a period of time), and size/placement of the logo.) For more decentralized organizations, such as buying groups or non-national retail chains, partners may use different examples of success from different parts of the organization.

Award Evaluation Criteria

ENERGY STAR Strategy

- Demonstrate the integration of ENERGY STAR into corporate strategy across all relevant product categories.
- Include in the application a clearly articulated ENERGY STAR plan developed in collaboration with EPA/DOE at the beginning of the planning cycle that includes specific goals, tactics, schedules, and evaluation.
- Report progress in implementing plan and achieving goals.

Product Selection

- Provide goals/targets for increasing stock of ENERGY STAR qualified products in all relevant product categories (e.g. increases in number of SKUs, % of SKUs and/or % of products).
- Describe all efforts to work with vendors to increase stock of ENERGY STAR qualified products.
- Report progress in meeting these goals/targets (e.g. increases in number of SKUs, % of SKUs and/or % of products).

Sales Associate Training

- Demonstrate the integration of ENERGY STAR into training strategy across all relevant product categories and in all existing training vehicles.
- Include in the application a clearly articulated ENERGY STAR training plan developed in collaboration with EPA/DOE at the beginning of the planning cycle that includes specific goals, tactics, schedules, and evaluation.
- Include information on how your organization worked with vendors or utility/state/regional partners to increase ENERGY STAR sales associate training.
- Report progress in implementing plan and achieving goals.
- Please list and include (as available) all training efforts that include ENERGY STAR, e.g. medium utilized (publication, TV, Web-based, in-person, etc. For **each** effort, please include the following information, where applicable:
 - Scope (national/regional, # stores)
 - Vendor support (which vendor(s))
 - Utility support (which utility(ies))
 - Number of employees reached
 - EPA/DOE National campaign tie-in (which campaign)
 - Highlights of environmental messaging

In-Store Marketing

- Describe all efforts to request/require ENERGY STAR labeling of qualified products by vendors and report progress
- Please list and include (as available) all in-store ENERGY STAR marketing efforts, e.g. displays, signage, in-store radio/Muzak/TV, clinics/events, collateral, etc. For **each** effort, please include the following information, where applicable:
 - Scope (national/regional, # stores)
 - Permanent or temporary (if temporary, dates)
 - Vendor support (which vendor(s))
 - Utility support (which utility(ies))
 - Impressions (e.g. store traffic)
 - EPA/DOE National campaign tie-in (which campaign)
 - Highlights of environmental messaging

Ex-Store Marketing

- Please list and include (as available) all ex-store ENERGY STAR marketing efforts, e.g. advertising (broadcast, radio, print, circulars, etc.), direct mail, Web, public relations, etc. For **each** effort, please include the following information, where applicable:
 - Distribution/markets
 - Duration
 - Vendor support (which vendor(s))
 - Utility support (which utility(ies))
 - Impressions/circulation
 - EPA/DOE National campaign tie-in (which campaign)
 - Highlights of environmental messaging

Evaluation

- Demonstrated cooperation in supporting ENERGY STAR efforts to evaluate program success.
- Provide a description of how all the above ENERGY STAR efforts – product selection, in-store promotions, sales associate training, consumer education, and cooperative efforts – were evaluated.
- Provide the results of this evaluation.