



# 2009 ENERGY STAR<sup>®</sup> Awards

## General Instructions

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### What you need to submit/upload:

- A 300-word executive summary highlighting the main elements of your application.
- An electronic copy (Word or WordPerfect) of your narrative
- Supplemental documents such as photos, pamphlets, copies of advertisement, videos, audio files, etc., can be uploaded with your application as PDF files (each file must be less than 12 MB). If necessary, you can mail hard copies of supplemental material (address below).

### When you need to submit it:

- A complete electronic application must be **uploaded by December 12, 2008**. EPA and DOE will not accept any applications or materials uploaded/postmarked after this date.
- Any collateral material that is mailed must be **postmarked no later than December 12, 2008**.

### How you need to submit:

- All Partner applications must be electronically submitted through your "My ENERGY STAR Account" ([www.energystar.gov/mesa](http://www.energystar.gov/mesa)). The electronic system will be available November 17, 2008.
- If you are not currently an ENERGY STAR Partner an electronic copy of your application should be emailed to [Quarforth.Alyssa@epa.gov](mailto:Quarforth.Alyssa@epa.gov).
- Any supplemental material that cannot be submitted electronically should be sent it to the address listed below. An overnight or two day delivery service is recommended.

#### Via US Postal Service:

Alyssa Quarforth  
US EPA  
Ariel Rios Building  
1200 Pennsylvania Avenue, NW  
Mail Code 6202J  
Washington, DC 20460

#### Via Overnight Delivery Service:

Alyssa Quarforth  
US EPA  
1310 L Street, NW  
9th Floor  
Washington, DC 20005-4113  
Phone: (202) 343-9604

### What to expect after you submit:

- **Confirmation of Receipt:** You will get an email within 24 hours confirming any materials you submit electronically. It will be sent to the Primary and Communications contact in the award application. EPA will confirm receipt of hard copy materials by email within a few days. If you do not receive confirmation within 48 hours for electronic submissions or one week for hard copy materials, please contact the ENERGY STAR Awards Coordinator, Alyssa Quarforth, at (202) 343-9604 or [quarforth.Alyssa@epa.gov](mailto:quarforth.Alyssa@epa.gov).
- **Notification:** You will be notified by January 31, 2009 on the status of your application.

### Additional information:

- ENERGY STAR Awards Ceremony will be March 31, 2009 in Washington, DC.

- Organizations may apply for more than one award if they meet the eligibility requirements. In such cases, a complete award application package must be submitted for each award.
- There are two broad categories of ENERGY STAR awards that you can apply for: Partner of the Year and Excellence Awards. The Sustained Excellence Awards, our highest honors, are given to organizations who have won Partner of the Year for several years and their achievements continue to surpass those of the previous year.
- Due to the volume of material that will be received, EPA and DOE will not be able to return any materials or promotional pieces.
- Where applicable, quantify your activities and the results (e.g., percent improvement, number of marketing pieces produced, number of people reached), 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.).



# 2009 ENERGY STAR® Award Application: Partner of the Year – Home Energy Raters<sup>1</sup>

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**Eligibility:** ENERGY STAR Home Energy Rater partners (i.e., certified home energy raters and accredited providers; accredited BOP providers) in markets with **at least 10 percent** market penetration for ENERGY STAR qualified homes.

ENERGY STAR Partners in markets with **less than 10 percent** penetration may also apply. To be competitive for selection, applicants must demonstrate how they have established a foundation for increasing consumer awareness and future growth of ENERGY STAR qualified homes in their market.

**Description:** This award provides special recognition to ENERGY STAR partners who have helped establish a significant presence for ENERGY STAR qualified homes in one or more markets.

**Narrative:** Your narrative description should not exceed **three pages** (excluding collateral material). Bulleted answers are strongly preferred.

**Criteria:** Criteria for evaluating this award are listed below. Please complete this application by addressing each of the first three bulleted points (required) and any of the additional bullet points (optional).

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<sup>1</sup> Utilities and other sponsoring programs that partner with ENERGY STAR for new homes should apply for the “Excellence in Energy Efficiency Program Delivery” Award under the General/Program Sponsor Category

## Award Evaluation Criteria

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### Required Criteria

- Market Transformation: How has your organization *directly* contributed to the growth of ENERGY STAR in your market(s)? Please include such examples as the number of homes qualified as ENERGY STAR in the past year, education and recruitment of new builders and developers, efforts to build consumer awareness, participation in ENERGY STAR outreach efforts, work with other ENERGY STAR partners and local associations, support for special events.

Promotion: How has your organization effectively utilized the ENERGY STAR mark and messaging for marketing and sales? Please include examples that demonstrate integrating and featuring ENERGY STAR in point-of-sale, advertising, marketing, and web site materials, training of sales staff to effectively market ENERGY STAR; showcasing ENERGY STAR in events or promotions. *Please attach electronic '.jpg' or '.gif' images to support your answer.*

- Measured Impacts: How has your organization measured the business impacts of your partnership with ENERGY STAR? Examples may include customer recognition of ENERGY STAR, actual home performance (e.g., energy savings, comfort, or indoor air quality), effectiveness of ENERGY STAR marketing and advertising efforts, additional ENERGY STAR coverage in local press and media. You may also describe your business and revenue growth and additional builder service opportunities.
- (Optional) How has your organization incorporated the ENERGY STAR brand beyond building and qualifying ENERGY STAR qualified homes? Examples may include assisting builders who express interest in incorporating ENERGY STAR Advanced Lighting Package and Indoor Air Package Programs, participation in ENERGY STAR campaigns (e.g., ENERGY STAR Change the World, ENERGY STAR Cool Your World), participation and support for Home Performance with ENERGY STAR program, providing home energy ratings for affordable housing, military housing sectors and/or energy efficient mortgages.