



# 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.).

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# Partner of the Year - Product Manufacturer

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**Eligibility:** Manufacturers of ENERGY STAR qualified products. 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.

**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.

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## Accomplishments Narrative

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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.

### Product Qualification Efforts

- 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

### 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](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.