



2009 ENERGY STAR[®] Awards

General Instructions

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). 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.
- 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.
- **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.)

Partner of the Year

Energy Efficiency Program Delivery Application

Eligibility: This award is open to utilities, state agencies, regional energy efficiency nonprofit organizations, associations, and other organizations that sponsor sustained energy efficiency and environmental programs. Please note that for-profit energy service and product providers are not eligible for this award category and are redirected to the application titled “Partner of the Year – Service and Product Provider.” Unsuccessful applicants for Partner of the Year- Energy Efficiency Program Delivery that exhibit a strong outreach and education component in the application will be automatically considered for the Excellence Awards.

Description: This award recognizes organizations who have demonstrated excellence in implementing energy efficiency programs that incorporate ENERGY STAR as a key strategy and effectively reduce market barriers to the improvement of energy performance in buildings and facilities and/or the increased adoption of energy efficient products, services, and/or practices. The goal of this award is to recognize comprehensive, high performing energy efficiency programs that have directly leveraged ENERGY STAR to achieve (or to be positioned to achieve) significant impact in the marketplace for advancing energy efficiency and related greenhouse gas emission reduction goals. Applicants may apply for one or more categories

- Residential new construction category - programs that promote improved home energy performance in the *new construction* market including programs that have achieved 10 percent or greater market penetration of ENERGY STAR qualifying homes and/or programs that have taken a leadership role in promoting the sale of ENERGY STAR qualifying lighting and appliances in the new construction market.
- Home Performance with ENERGY STAR –Home Performance with ENERGY STAR program sponsors that have submitted an implementation plan, a Signed Partnership Agreement, and an end of year activity report that is due December 15.
- Qualifying product category - programs that are designed to overcome market barriers to widespread adoption of ENERGY STAR qualifying commercial and residential products and/or related best practices, such as power management of office equipment, consumer education on proper thermostat use, etc.
- Commercial and industrial category - programs that deliver improved whole–building energy performance in existing commercial buildings; target and track performance for new construction and/or achieve facility-wide improvement in industrial plants, by using ENERGY STAR tools and resources to overcome market barriers.

Narrative: Your narrative description may be no more than **five pages** if applying for only one program area, with two additional pages allotted for each additional program area as described above (maximum 11 pages). This limit does not apply to samples of program materials and evaluation reports that may accompany the narrative description.

Criteria: Activities must be ongoing or completed during calendar year 2008. Candidates **must** include the following in their submission. It is recommended that each item, as defined below, be addressed explicitly in the application. New and emerging programs are encouraged to apply and scores will be weighted accordingly (i.e., more heavily based on program design and anticipated market effects than proven energy and emission savings.)

Category: From the list above, please identify all the target categories for your program(s)/initiative(s). You may submit one application to address multiple categories. However, you should ensure that each category clearly addresses the following criteria.

Program design: Describe your program design in terms of goals, market barriers addressed, strategy for overcoming market barriers, and key activities, including outreach to program participants and/or consumer education. Applicants with new programs/program designs should focus heavily on this section, clearly explaining their program logic and why it is likely to lead to sustained market change.

Incorporation of ENERGY STAR: Briefly describe how you have incorporated the ENERGY STAR platform – messaging, tools, and strategies – in your initiative. To the extent that they are part of a larger program strategy, participation in EPA- and DOE-led national promotions should be included in your description. Please provide relevant examples in electronic or hard copy format.

Market Effects: Please provide qualitative and numerical data to support your case that the market has changed or will likely change in a sustained way as a result of your initiative (e.g., improved energy performance of buildings/portfolios in your region; increased customer awareness of the financial case for energy performance investments, changes in ENERGY STAR awareness or availability/sale of ENERGY STAR qualifying products or homes). To the extent possible, also indicate the size and importance of the market that has been (or will be) affected within the context of your service territory, state, or region. Examples of market effects *include but are not limited* to the following:

- Energy savings, peak demand reductions and air pollution reductions achieved through residential, commercial, and/or industrial sector programs that explicitly leverage ENERGY STAR
- Increase in sales or market share of ENERGY STAR qualifying products vis a vis non-qualifying models
- Increase in use of EPA's Portfolio Manager and Target Finder tools and the EPA energy performance rating system for building benchmarking, increase in buildings earning the ENERGY STAR label, and achievement of ENERGY STAR Leaders for commercial buildings by program participants
- Increase in percentage of new homes in service territory that are built to ENERGY STAR specifications; growth in percentage of housing starts labeled as ENERGY STAR
- Increase in participation by key suppliers including energy service companies, equipment suppliers, architects, engineers, contractors, or retailers
- Increase in builder participation
- Increase in salesperson/contractor knowledge; change in business practices
- Increase in shelf space devoted to ENERGY STAR qualifying products
- Increase in service availability
- Increase in third-party advertising by market participants

- Increase in consumer awareness; change in consumer attitude
- Breadth and reach of publicity activities
- Increase in participation in the ENERGY STAR Partnership
- Cost effectiveness of program (e.g., \$0.05/kWh TRC levelized cost)
- For Home Performance with ENERGY STAR (required)
 - Completed jobs by contractors
 - The size of the service territory of the Program in terms of absolute number of single family households
 - Number of on-site QA inspections by program, contractor and third-party inspectors
 - Estimated Year-to-Date energy savings
 - Activities to recruit and train contractors
 - Innovative solutions to grow Home Performance with ENERGY STAR.

Data Sources: Please reference data sources used to support your market effect claims using standard bibliographic format. As relevant, briefly (1-2 sentences) describe the data collection method, sample frame, and respondent population (e.g., telephone survey, large-share sample of heating and cooling contractors).