



# 2006 ENERGY STAR<sup>®</sup> Award Application: Partner of the Year – Product Manufacturer

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## General Instructions

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Each year, the US Environmental Protection Agency (EPA) and the US Department of Energy (DOE) honor organizations that have made outstanding contributions to protecting the environment through superior energy efficiency. All organizations participating in ENERGY STAR are encouraged to apply for a 2006 ENERGY STAR Award. 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.

To be considered, an organization must meet the specific eligibility requirements in the award application and submit a complete application package by **December 15, 2005**. Winners will be recognized at the **ENERGY STAR** Awards Ceremony on March 21, 2006 in Washington, DC.

### Eligibility: Partner of the Year – Product Manufacturer

Manufacturers of ENERGY STAR qualified products.

### Application Instructions

- Review eligibility for the award to which you are applying and respond to all award criteria specified in the application that you are completing. **Do not exceed the page limitation specified in the award application, as additional pages will not be considered.** (Samples and collateral materials are not included in the page limit.)
- **Summary of Accomplishments:** Please provide a brief overview (**no more than 300 words**) of your organization and the accomplishments upon which you are applying for this ENERGY STAR award. In the event that you are chosen to receive an award, this text will be the basis EPA and DOE will use in preparing a summary of your organization's achievements.
- **Organization Logo:** Please provide electronic copies of both color and a black-and-white versions of your logo in **EPS format** that will allow for a printable resolution of 300 dpi at a size of four (4) inches. In the event that your organization is chosen for an award, this logo will be used in the Awards Ceremony materials.
- Whenever possible, quantify your activities and the results (e.g., number of pieces produced, number of people reached) and enclose documentation that supports claims made (e.g., photos of prominent use of the ENERGY STAR mark, copies of advertisements that incorporate the ENERGY STAR mark, copies of training materials used, etc.).

- Provide specific information about your **efforts, accomplishments and materials developed in 2005**. While planned activities for 2006 or beyond are of interest to EPA and DOE, they should not be the focus of the award application.

### **Application Submissions**

- For each award for which you are applying, provide:
  - **one complete hard copy** of your entire application package, including the application form (Part I), responses to award criteria (Part II), summary of accomplishments, samples, collateral, and supplemental materials, **AND**
  - **one electronic copy (in Word or WordPerfect) of your completed application (Parts I and II only)** via e-mail to the ENERGY STAR Awards Coordinator, Debra Shepherd, at: [shepherd.debra@epa.gov](mailto:shepherd.debra@epa.gov). Please do not forward supplemental materials via e-mail.
- All hard copy and electronic applications must be **date marked/postmarked no later than December 15, 2005**. EPA and DOE will not accept any applications or materials date marked/postmarked after this date. Due to the volume of material that will be received, EPA and DOE will not be able to return any materials or promotional pieces.
- Send completed applications to the appropriate address below. **It is highly recommended that overnight or two day delivery be used to avoid potential delays and damage** due to enhanced security screening of standard mail to government facilities. Do NOT fax application packages or sample materials, as they will not be accepted.

#### **Via US Postal Service:**

Debra Shepherd  
 US Environmental Protection Agency  
 Ariel Rios Building  
 1200 Pennsylvania Avenue, NW  
 Mail Code 6202J  
 Washington, DC 20460

#### **Via Overnight Delivery Service:**

Debra Shepherd  
 US Environmental Protection Agency  
 1310 L Street, NW  
 9th Floor  
 Washington, DC 20005-4113  
 Phone: (202) 343-9184

- **Confirmation of Receipt:** Upon delivery of each application, EPA will confirm receipt to the e-mail address from which the application was sent. If you do not receive confirmation within two weeks of sending your application, please contact the ENERGY STAR Awards Coordinator, Debra Shepherd, at (202) 343-9184 or [shepherd.debra@epa.gov](mailto:shepherd.debra@epa.gov).
- **Notification:** You will be notified by January 31, 2006 on the status of your application.

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## Part I: General Information

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**A. Contact Information:** *Please provide the following required information.*

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Official Name of Organization or Company (*Exactly as it should appear on an award*)

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Street Address (Include suite/room number/mail code)

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City State Zip Code +4

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Web Site Address

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Primary Contact Name Title E-Mail Address

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Phone (including area code and extension) Fax

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Communications Contact (including an authorized advertising/PR firm) Phone

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Communications Contact E-Mail Address Fax

**B. Headquarters Address:** *Please provide if different than above.*

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Official Name of Organization or Company

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Street Address (Include suite/room number/mail code)

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City State Zip Code +4

**C. Certification Statement:**

"I certify that the information provided in this application is true and accurate to the best of my knowledge. I understand that excerpts from this application may be used by EPA and DOE for public outreach related to the ENERGY STAR program and 2006 ENERGY STAR Awards."

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Name Printed/Signed

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Title

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Date

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# Part II: Partner of the Year - Product Manufacturer Application

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**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

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Please provide:

- Number of ENERGY STAR qualified models/units
- Percentage of product line that is ENERGY STAR qualified
- Percentage of total sales that were ENERGY STAR qualified
- Information concerning new ENERGY STAR products developed/qualified in 2005

## Section 2 – 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 2005.
- 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 Development and Labeling Efforts**

- Innovation in product design for energy efficiency
- Participation/Leadership in discussion of new/revised ENERGY STAR specifications
- Participation in the development of data tools, such as Find-A-Product and Online Product Data Submittal

### **Consumer Education**

- Community outreach activities and messaging

- Print, radio, television, direct mail advertising, brochures with ENERGY STAR messages, logo (please submit details of quality, quantity, frequency, reach)
- Public relations efforts, special events, press releases (please submit details of quality, quantity, frequency, reach)
- Inclusion of environmental messaging in any of the above activities

#### **Training Efforts**

- Cooperation with 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, face-to-face presentations, manuals, specification sheets, newsletters etc. Include physical or photographic examples, where available and scope, number of employees reached, and any other measures of impact.)
- Integration of ENERGY STAR into sales-force and employee training (please provide a description of efforts – e.g. training manuals/newsletters, emails, new employee packets, presentations, etc.)
- Collaboration with EPA/DOE in the development of training activities.

#### **Participation in Co-marketing Activities with Retailers and/or Utility/State Efficiency Program Sponsors**

- Leadership and/or participation in promotions in conjunction with campaigns coordinated by EPA and DOE (Change a Light, Change the World, Cool Your World, Spring into a World of Savings)
- Leadership and/or participation in other co-operative promotions (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.