



2005 ENERGY STAR[®] Award Application: ENERGY STAR National Product Campaign

General Instructions

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. The ENERGY STAR awards recognize superior technical accomplishments, public education, and ENERGY STAR promotional efforts that result in substantial energy and cost savings and a cleaner environment. Award winners will be recognized at the ENERGY STAR Awards Ceremony on March 15, 2005 in Washington, DC.

All organizations participating in ENERGY STAR are encouraged to apply for a 2005 ENERGY STAR 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, 2004**. 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.

Eligibility: ENERGY STAR National Product Campaign - Retailers, manufacturers, utilities and other regional/state/local energy efficiency program sponsors who participated in one or more nationally coordinated ENERGY STAR product campaigns.

Note: If your organization is applying for Manufacturer or Retailer Partner of the Year or for the Regional, State and Community Leadership in Energy Efficiency Award, you may include your national campaign participation activity within the application for that award instead of submitting two applications. While it is unlikely that two awards will be issued to the same organization, the award committees will evaluate your application for both awards assuming you have clearly and fully addressed the award criteria for both.

Retailers, manufacturers and/or energy efficiency program sponsors who team up on a promotion/campaign are encouraged to apply as a group, though they can each receive an award. Meaningful participation in more than one campaign, where possible, increases the likelihood of a national campaign award.

Change a Light, Change the World, the national lighting campaign to encourage every

- household to make their next light an ENERGY STAR
- *Cool Change*, the national cooling campaign encouraging homeowners to learn how to increase their comfort at home during the summer months and save energy and money at the same time.
- *National Appliance Campaign*, a collaboration among manufacturers, efficiency program sponsors and retailers encouraging consumers to replace old appliances with ENERGY STAR qualified models.
- *Holiday Consumer Electronics*, the national campaign encouraging consumers to give the gift of a cleaner environment during the holiday season.

Application Instructions

- Complete and submit an application package for **each** of the ENERGY STAR awards that you are applying for.
- Make sure that you respond to all of the award criteria specified in the application that you are completing. **Please do not exceed the page limitation specified in the award application (this does not include samples and collateral 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 ENERGY STAR training materials used for training staff internally and/or at the retail level).
- Provide specific information about your efforts and materials developed in 2004. While planned activities for 2005 or beyond are of interest to EPA and DOE, they should not be the focus of the award application.
- **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 4 inches. In the event that your organization is chosen for an award, this logo will be used in the Awards Ceremony materials.
- **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.

Application Submissions

- For each award that you are applying for, provide **one complete hard copy** of your entire application package, including the application form, responses to awards criteria, samples, collateral, and supplemental materials.

In addition, please send (via e-mail) an **electronic copy (in Word or WordPerfect) of your completed application (Parts I and II only)** to the ENERGY STAR Awards Coordinator, Karen Schneider, at: schneider.karen@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, 2004. 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:

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

Via Overnight Delivery Service:

Karen Schneider
US Environmental Protection Agency
1310 L Street, NW
9th Floor
Washington, DC 20005-4113
Phone: (202) 343-9752

- **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, Karen Schneider, at (202) 343-9752 or schneider.karen@epa.gov.
- **Notification:** You will be notified by January 31 on the status of your application.

Part I: General Information

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

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

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

City

State

Zip Code +4

Web Site Address

Primary Contact Name

Title

E-Mail Address

Phone (including area code and extension)

Fax

Communications Contact (including an authorized advertising/PR firm)

Phone

Communications Contact E-Mail Address

Fax

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

Official Name of Organization or Company

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

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 2005 ENERGY STAR Awards."

Name Printed/Signed

Title

Date

Part II: ENERGY STAR National Product Campaign Application

Narrative: Your narrative description should be no more than **five pages**, but may be accompanied by samples of your campaign, advertisements, or other activities associated with one or more of the nationally coordinated product campaigns in 2004.

Description: This award recognizes the best promotional campaign(s). The goals for each national campaign include:

- Provide consumers with relevant, consistent educational messages about ENERGY STAR and the benefits of energy-efficient products, including environmental benefits
- Demonstrate individual and collective benefits of choosing ENERGY STAR qualified products
- Help build market share for ENERGY STAR qualified products by prompting action
- Educate sales staff about the benefits of ENERGY STAR qualified products
- Increase prominence of the ENERGY STAR label on packaging
- Increase inventory of ENERGY STAR qualified products (where applicable)

Criteria: Partners were invited to use the nationally coordinated campaigns to meet their promotional and sales goals for ENERGY STAR qualified products. The basic requirements were to:

1. Use relevant messaging/campaign call-to-action consistent with top-level national messaging in all materials (as applicable) developed as part of your participation (key messaging documents were provided)
2. In all relevant materials, convey that ENERGY STAR is “brought to you” by the U.S. government as a credible symbol for superior energy performance
3. Place any PR events/activities in the context of the national initiative

Candidates must include the following in their narrative:

- Brief description of your promotion/campaign and tactics (e.g., advertising, events, Web, direct mail, sales person training, in-store promotion) and medium (e.g., TV, radio, publication, in-store)
- Brief description of any partnering or cooperative aspects of your promotion/campaign
- Indication that relevant call-to-action and proper definition of ENERGY STAR were used in advertisements, fulfillment materials, POP, etc. (as applicable and appropriate)
- Brief description of qualitative and quantitative results of your efforts. For example:
 - Number of consumer education materials produced/disseminated
 - Number of sales associates trained in preparation for the campaign timeframe or increase in salesperson/contractor knowledge
 - Increase in participation by key suppliers including retailers, energy service companies, equipment suppliers/distributors, or contractors
 - Sales of ENERGY STAR qualified products, rebate redemption numbers, shipping data, or percentage increase in sales over same time last year. NOTE: data submitted as confidential will not be shared beyond the internal awards evaluation team

- Anecdotal or other customer/community feedback
- Intended audience for the campaign (e.g., demographics, internal, external, international, or domestic)
- Impressions (e.g., circulation, hits, reach, and frequency) of the promotional activity by medium (e.g., print ads, brochures, Web, etc.) and in total
- Dates of campaign activity (from when to when for entire campaign involvement, and specific dates for any PR events) and locations where implemented

Candidates are encouraged to substantiate the activities and results mentioned in their narrative with documentation. Examples might include (as appropriate for your participation and partner type):

- Examples of use of respective campaign call-to-action (or other relevant messaging), ENERGY STAR logo, and voice of authority statement or building block defining ENERGY STAR as U.S. government-backed (U.S. EPA and U.S. DOE)--on in-store materials, advertisements, Web site, PR materials, etc. (as applicable)
- Example/s of your use of any of the campaign marketing materials made available for customization or immediate use (NOTE: use of these materials is not a requirement of participation, but is encouraged)
- Examples of other consumer materials
- Example/s of advertisement, ENERGY STAR logo placement, and/or article in magazine or newspaper
- Photos of in-store displays / activities
- Photos of PR events and/or samples of press materials that place activity in context of national initiative
- Other documentation to support claims made in application