



2005 ENERGY STAR[®] Award Application: Regional, State and Community Leadership in Energy Efficiency

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: Regional, State and Community Leadership in Energy Efficiency

Utilities, state agencies, regional energy efficiency nonprofit organizations, and other organizations that sponsor energy efficiency and environmental programs.

Note: If your organization is applying for the ENERGY STAR National Product Campaign Award, you may include your national campaign participation activity within the application for this 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 the national product campaign award.

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: Regional, State and Community Leadership in Energy Efficiency Application

Description: This award recognizes organizations who have demonstrated excellence in implementing energy efficiency programs that incorporate ENERGY STAR 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. [Note: Consumer education activities will be considered as part of this award category to the extent they are central to or part of an effective energy efficiency program.] Multiple awards may be given to highlight programs in one or more of the following program categories based on demonstrated excellence:

- Residential home improvement category - programs that promote improved home energy performance in the *existing* housing market (e.g., duct sealing, envelope improvement, whole house improvement, remodeling, and proper central air conditioner sizing and installation programs) via contractor or other supply channels, including programs that promote the sale of ENERGY STAR qualifying heating and cooling equipment
- 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
- Residential product category - programs that promote ENERGY STAR residential products, primarily through traditional retail stores or electronic retail (e-tail) outlets
- Commercial and industrial category - programs that deliver improved energy performance in buildings (e.g., offices, schools, hotels, hospitals, etc.) and/or industrial facilities, including measuring and improving whole-building performance of existing buildings, targeting and tracking performance in new construction, and promoting ENERGY STAR qualifying products and computer power management as part of a comprehensive improvement strategy.

Criteria: Activities must be ongoing or completed during calendar year 2004. Your narrative description may be no more than **five pages**, but may be accompanied by samples of program materials and evaluation reports. Candidates **must** include the following in their submission:

Category: From the list above, please identify the target category for your program/initiative. (If applying for more than one category, please submit a separate application for each.)

Program design: Briefly 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.

Incorporation of ENERGY STAR: Briefly describe how you have incorporated the ENERGY STAR platform – messaging, tools, and strategies – in your initiative.

Note: For the Commercial and Industrial category, specifically describe incorporation of the ENERGY STAR energy performance rating system for buildings, financial value messages and tools, and Energy Management Strategy for continuous improvement.

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 affected. Examples of market effects *include but are not limited to* the following:

- Energy savings/peak savings/air pollution reduction 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 the ENERGY STAR energy performance rating system 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
- Increase in awareness of the business value of energy efficiency
- Breadth and reach of publicity activities
- Increase in participation in the ENERGY STAR Partnership

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).