



2005 ENERGY STAR[®] Award Application: Partner of the Year – Retail Partners

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: Partner of the Year – Retail Partners

Retailers of ENERGY STAR labeled products

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.

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: Partner of the Year – Retail Partners Application

Description: Retailers, both large and small, are making an ever-increasing contribution to the growing success of ENERGY STAR. And as ENERGY STAR retail partner participation in the program continues to expand, we are dedicated to recognizing the very best in terms of a demonstrated broad commitment to ENERGY STAR.

Each company excels in specific areas and relative to the size of the company. Applications will be reviewed with this in mind, and depending on the applicant pool, a separate retail partner of the year may be awarded to a small or regional retailer.

Criteria: Criteria for evaluating this award are listed below. In describing your company's activities, please organize your submission consistent with the outline below and be as specific as possible. (For example, in describing use of the ENERGY STAR logo on a company Web site or advertisement, provide specific timing and placement information, visibility to the public (perhaps number of hits/impressions in a period of time), size/placement of the logo.) For more decentralized organizations, such as buying groups or non-national retail chains, partners may use different examples of success from different parts of the organization.

Your narrative description should be no more than **five pages**, but may be accompanied by samples of specific promotions, advertisements, or other activities your organization led in 2004.

ENERGY STAR Strategy

- Demonstrate the integration of ENERGY STAR into corporate strategy across all relevant product categories.
- Include a clearly articulated ENERGY STAR plan developed in collaboration with EPA/DOE at the beginning of the planning cycle that includes specific goals, tactics, schedules, and evaluation.
- Report progress in implementing plan and achieving goals.

Product Selection

- Provide goals/targets for increasing stock of ENERGY STAR qualified products in all relevant product categories (e.g. increases in number of SKUs, % of SKUs and/or % of products).
- Describe all efforts to work with vendors to increase stock of ENERGY STAR qualified products.
- Report progress in meeting these goals/targets (e.g. increases in number of SKUs, % of SKUs and/or % of products).

In-Store Promotions

- Describe all efforts to request/require ENERGY STAR labeling of qualified products by vendors and report progress
- Provide a comprehensive description of all in-store promotions, e.g. signs, end-caps/stack outs/kiosks, in-store TV/video loops, in-store radio/Musak, demonstrations/clinics/events, etc. Include physical or photographic examples of each (as available) and whether the promotion was national or regional, permanent or temporary, vendor(s)/utility/state/regional partner(s) involved, (duration), number of stores, store traffic/impressions, and any other measures of impact.

- Provide a comprehensive description of all in-store collateral, e.g. brochures, bag stuffers, etc. Include physical or photographic examples of each (as available) and whether the distribution was national or regional, permanent or temporary, vendor(s) involved, duration, number of stores, circulation, and any other measures of impact.
- Highlight which activities described above represented participation in the ENERGY STAR National Product Campaigns – Change a Light, Cool Change, and the Home Electronics and Appliance Campaign, and how national campaign messaging, graphics, or materials were integrated into your activities.
- Highlight which activities described above represented leveraging of the ENERGY STAR PSA Campaign, and how PSA messaging, graphics, or materials were integrated into your activities.
- Demonstrate the inclusion of environmental messaging, where applicable.
- Demonstrate efforts toward working with vendors on co-marketing ENERGY STAR qualified products in store, such as end caps, stack outs, and in-store signage
- Demonstrate efforts toward cross-marketing ENERGY STAR qualified products in store

Sales Associate Training

- Demonstrate the integration of ENERGY STAR into training strategy across all relevant product categories and in all existing training vehicles.
- Include clearly articulated ENERGY STAR training plan developed in collaboration with EPA/DOE at the beginning of the planning cycle that includes specific goals, tactics, schedules, and evaluation.
- Include information on how your organization worked with vendors or utility/state/regional partners to increase ENERGY STAR sales associate training.
- Report progress in implementing plan and achieving goals.
- Provide a comprehensive description of all training efforts e.g. collateral, Web-based, video, face-to-face presentations, etc. Include physical or photographic examples of each (as applicable/available) and scope, vendor(s) involved, number of employees reached, and any other measures of impact.
- Highlight which activities described above represented participation in the ENERGY STAR National Product Campaigns – Change a Light, Cool Change, and the Home Electronics and Appliance Campaign, and how national campaign training tools/resources were integrated into your activities.
- Demonstrate the inclusion of environmental messaging, where applicable.

Ex-Store Consumer Education

- Provide a comprehensive description of all ex-store ENERGY STAR outreach, e.g. advertising (broadcast, radio, print, circulars), direct mail, Web, public relations, etc. Include physical or photographic examples of each (as available) and distribution/placement/markets, vendor(s) involved, duration, impressions, and any other measures of impact.
- Highlight which activities described above represented participation in the ENERGY STAR National Product Campaigns – Change a Lights, Cool Change, and the Home Electronics and Appliance Campaigns, and how national campaign messaging and look and feel were integrated into your activities.
- Highlight which activities described above represented leveraging of the ENERGY STAR PSA Campaign, and how PSA messaging and look and feel were integrated into your activities.
- Demonstrate the inclusion of environmental messaging, where applicable.

Evaluation

- Provide a description of how all the above ENERGY STAR efforts – product selection, in-store promotions, sales associate training, consumer education, and cooperative efforts – were evaluated.
- Provide the results of this evaluation.

Other Efforts Across ENERGY STAR (if applicable)

EPA will separately evaluate organizations whose business cuts across many market, and/or who partner with ENERGY STAR in multiple ways. If you wish to be considered for the ENERGY STAR Corporate Commitment Award, please provide supplemental information that briefly describes other activities and accomplishments: for example, the extent to which your organization participates in following:

- Commitment to organization-wide energy efficiency improvements
- Employee education (beyond sales associate training) on ENERGY STAR/energy efficiency
- Procurement of energy efficient products.
- Participation in EPA's computer monitor power management initiative.
- Giving preference to leasing space from ENERGY STAR labeled buildings.