

# ENERGY STAR® Products Partner Meeting

## Ready, Set, Write! Top Tips for 2019 Partner of the Year Award Applications



Thursday, September 6, 2018  
Phoenix, AZ

# What this presentation will cover

- Overview of ENERGY STAR Awards
- Award Categories
- Application Instructions & Tips
- Award Criteria
- Submitting Application
- Award Ceremony
- Reminders

## Overview of ENERGY STAR Awards

- Each year, the U.S. Environmental Protection Agency (EPA) and the Department of Energy (DOE) honor organizations that have made outstanding contributions to protecting the environment through energy efficiency.
- All organizations participating in the ENERGY STAR program are encouraged to apply for a 2019 ENERGY STAR Partner of the Year Award.
- Next year's winners will be recognized at the 2019 ENERGY STAR Awards ceremony in Washington, D.C.





**Partner of the Year**

## Overview of ENERGY STAR Awards

- Be distinguished as an environmental leader
- Gain public recognition
- Access to customized logos and promotional materials
- Create momentum at high levels of organization



# Award Categories: Partner of the Year

- Partner of the Year
  - Energy Efficiency Program Delivery
  - Product Brand Owner
  - Retailer
- To be eligible for an award, applicant must be a partner in good standing, having complied with applicable partner commitments.

## Award Categories: Sustained Excellence

- Our highest honor (and different than Excellence Awards), recognizes organizations that have won Partner of the Year for several years and continue to surpass the achievements of previous years.
- There is no separate application for Sustained Excellence.
- The evaluation committee makes this determination.





## Energy Efficiency Program Delivery 2019 Application

- Who can apply?
  - Utilities, state agencies, regional energy efficiency nonprofit organizations, associations, and other organizations that sponsor energy efficiency and environmental programs.
- Updates to 2019 Applications
  - The ENERGY STAR products category has been broken into two categories:
    - residential products
    - commercial products
  - Definitions have been provided for quantification of energy savings claims with emphasis given to incremental annual energy savings.
  - Flexibility is granted for the time horizon for reporting accomplishments, provided that the majority of accomplishments occur in calendar year 2018



## Product Brand Owner 2019 Application

### Updates to 2019 Applications

- **Accomplishments Narrative:** We are requesting that supporting material is shared in a single PDF and the examples are tagged in a way that allows easy connection to the narrative.
  - Please organize supplemental material so that it can be referenced easily (e.g., by a section number or attachment number) in the application narrative.
- **Award Evaluation Criteria:** We are focused on labeling that goes beyond the mandatory this year.
  - Activities that go above and beyond minimum labeling requirements (e.g., unique or highly prominent use of the logo on product or packaging in terms of size, location, etc. while still meeting the *ENERGY STAR Brand Book* requirements: [www.energystar.gov/index.cfm?c=logos.pt\\_guidelines](http://www.energystar.gov/index.cfm?c=logos.pt_guidelines), inclusion of program messaging, digital graphics with widgets, and links back to energystar.gov with ENERGY STAR certification mark and on high profile pages on company website (see for program messaging and graphics: [https://www.energystar.gov/products/marketing\\_materials](https://www.energystar.gov/products/marketing_materials)).
  - Stronger emphasis on including the ENERGY STAR logo and messaging related to energy efficiency and environment.
  - Stronger emphasis on web and links back to energystar.gov.
- **Scope:** Windows brand owners now have their own application.





## Retailer 2019 Application

- Who can apply?
  - Retailers of ENERGY STAR certified products. To be eligible for an award, applicant must be a partner in good standing, having complied with applicable partner commitments.
    - Includes regional retailers, buying groups, and e-tailers
- Updates to 2019 Applications
  - **Reduced the overall length and clarified the language** in several sections to help partners be brief and include the most relevant data
  - **Eliminated the progress indicators** table for the National Promotions section
  - Included new language indicating EPA will be **reviewing retailers' websites**, looking for logo uses, mentions of ENERGY STAR in text, “energy star” in product search terms, and other examples

# \*New Process\*

## Application: Getting Started

- 2019 Awards Applications Now Available
  - [www.energystar.gov/awards](http://www.energystar.gov/awards)
- Download Part 1 and Part 2 application materials (Word docs)



The screenshot shows the ENERGY STAR website's '2019 ENERGY STAR Award Applications' page. At the top, the ENERGY STAR logo is displayed with the tagline 'The simple choice for energy efficiency.' Below the logo are four main navigation categories: 'ENERGY EFFICIENT products', 'ENERGY SAVINGS at home', 'ENERGY EFFICIENT new homes', and 'ENERGY STRATEGIES FOR buildings & plants'. The breadcrumb trail reads: 'Home » About ENERGY STAR » 2019 ENERGY STAR Award Applications'. The page title is 'About ENERGY STAR'. A navigation bar includes links for 'By the Numbers', 'Major Milestones', 'EPA's Role', 'Newsroom', 'Federal Tax Credits', and 'Publications & Resources'. The main content area is titled '2019 ENERGY STAR Award Applications' and is divided into two main sections: 'Application Part 1: For All Applicants' and 'Application Part 2: Award Accomplishment Document'. Under Part 1, there is a link for 'General Instructions & Executive Summary (Word, 850 KB)'. Under Part 2, there is a section for 'Partner of the Year' with a list of application materials including 'Energy Management (Word, 153 KB)', 'Sustained Excellence in Energy Management (Word, 147 KB)', 'Supplemental Guidance for Building Partners (Word, 1.0 MB)', 'Energy Efficiency Program Delivery (Word, 79 KB)', 'Multifamily High Rise Developers (Word, 128 KB)', 'New Home Builder and Affordable Housing (Word, 106 KB)', 'New Homes Rater/Provider (Word, 118 KB)', 'Product Brand Owner (Word, 143 KB)', 'Product Brand Owner - Windows, Doors, and Skylights (Word, 150 KB)', 'Retailer (Word, 100 KB)', and 'Service and Product Provider (Word, 159 KB)'. There is also a section for 'Home Performance with ENERGY STAR' with a link for 'Home Performance with ENERGY STAR Contractor of the Year (Word, 188 KB)'. A final section for 'Excellence Awards' includes links for 'Data Innovation (Word, 138 KB)' and 'ENERGY STAR Promotion (Word, 145 KB)'. On the right side of the page, there are two sidebars: 'TRAINING VIDEOS' featuring a video thumbnail for '2018 Award Winners' and 'RELATED RESOURCES' listing '2019 ENERGY STAR Awards Overview (WORD, 759 KB)' and 'ENERGY STAR Awards Archive Videos:'. The bottom of the page features a dark blue footer with a grid of links for 'Energy Efficient Products', 'Energy Savings At Home', 'Energy Efficient New Homes', 'Energy Strategies for Buildings & Plants', and 'ENERGY STAR Home'.

Energy Efficient Products

Find ENERGY STAR Products

Energy Savings at Home

Take the Pledge

Energy Savings At Home

Start Saving Now

Take the Pledge

Home Assessment Tools

Seal and Insulate Your

Energy Efficient New Homes

Find Builders and Incentives

Home Features and Benefits

Homeowner Testimonials

Energy Strategies for Buildings & Plants

Facility Owners & Managers

Service Providers

Energy Efficiency Program Administrators

ENERGY STAR Home

About ENERGY STAR

Recursos en Español

Publications

Partner Resources

Contact Us | FAQs



## Application: Getting Started

- ✓ MESA partner account login information
- ✓ Name of your organization
  - ✓ Make sure it appears exactly as you would want it written on your crystal and all other communications materials about the awards
- ✓ Name and title of your organization's CEO/President
- ✓ Completed, electronic copies of
  - ✓ **Part 1:** General Instructions & Executive Summary
  - ✓ **Part 2:** Accomplishments Document
  - ✓ **Part 3:** Supporting Materials
  - ✓ **Part 4:** High-resolution Organization Logo

### Top Tip

Once you begin your application on the MESA account you may not save and go back. You must complete application or you will lose your work.

# Part 1: General Instructions & Executive Summary

- General instructions: Pages 1 – 3
  - How to submit your application, key dates, and what to expect after submitting
- Application: Pages 4 – 8
  - Application Cover Sheet
  - Award Executive Summary
  - Testimonial (*optional*)

## 2019 ENERGY STAR® AWARDS

### PART 1: General Instructions & Executive Summary

The simple choice for energy efficiency.



## General Instructions

### What you need to submit your application:

- Your “My ENERGY STAR Account” (MESA) partner account login information (see below under “How to submit your application”)  
**IMPORTANT:** You must have all information and documents identified below completed and available at the time you are ready to submit your application. Partial submission and save features are not available.
- The name of your organization exactly as you would want it to appear on your award crystal and all other communications materials about your award.
- The name and title of your organization’s CEO/President.
- Electronic copies of the following:
  - PART 1: GENERAL INSTRUCTIONS & EXECUTIVE SUMMARY** (*required*)
    - A. [Cover Sheet](#)
    - B. [Applicant’s Executive Summary](#)
    - C. [Testimonial](#) (*optional*)
  - PART 2: Accomplishments Document** (in Word or PDF) (*required*)
    - A. Narrative (*varies by ENERGY STAR Award Application Type*)
    - B. Application-specific Information (*varies by award type*)
  - PART 3: Supporting Materials** (*varies by award type*) (*minimum of 1 required*)
  - PART 4: Organization Logo (High Resolution)** (*required*)

❖ **Guidance on Supporting Materials:**



## Part I: Executive Summary

- **Mandatory and critical.**
- One sentence description of your organization
- One sentence description of your organization's most significant ENERGY STAR accomplishment in 2018.
- Up to six bullet points showcasing your organization's ENERGY STAR-related activities and innovations.
- Used for event materials, including online winners' profiles. See examples from last year here: [www.energystar.gov/awardwinners](http://www.energystar.gov/awardwinners)
- Tips
  - Adhere to the character limits noted in the document
  - Be clear & concise
  - Review examples provided in the document or from last year's online Profiles in Leadership



## Accomplishment Bullet Examples

- *Increasing year over year sales of key ENERGY STAR products by 13 percent for certified lighting, 76 percent for certified air purifiers, and 38 percent for the combined certified product categories: windows, doors, insulation, vent fans, water heaters, and heating, ventilation and air conditioning (HVAC) equipment.*
- *Being among the first utilities in the nation to launch the ENERGY STAR Retail Products Platform, a new approach to bringing energy efficient products to consumers by asking retailers to take a more comprehensive view of energy efficient products and targeting incentives toward increased inventory of ENERGY STAR certified products across multiple categories.*
- *Benchmarking 100 percent of its client buildings in EPA's ENERGY STAR Portfolio Manager®.*
- *Expanding its energy benchmarking reporting requirement using ENERGY STAR Portfolio Manager to more than 5,000 multifamily owners nationwide.*
- *Building more than 8,000 ENERGY STAR certified homes in 2016, for a cumulative total of more than 100,000 certified homes since partnering with ENERGY STAR in 2000.*



## Part I: Testimonials & Quotes

- Testimonials and quotes encouraged, but not required
- During the online application submission process, applicants will be offered the opportunity to submit brief testimonials and/or quotes that EPA may use to highlight the value and impacts of ENERGY STAR partnership in a personalized manner. These are optional and as such will not be weighted as part of EPA's review process.
- These items are valued by EPA in that they help tell the story of our partners' success with us and we like to feature these types of things in other items (e.g., State Fact Sheets).

*"We have successfully leveraged the resources provided by the ENERGY STAR program to reduce our energy consumption, and thereby reduce our costs. The ENERGY STAR awards are coveted; being judged and evaluated by an official, independent party adds significantly to their prestige."*

*– Allen Hamblen, President and CEO,  
CalPortland*



## Part 2: Award Accomplishment Document

- Download the application for the award you are applying for
- Each award has different application requirements. Review the instructions carefully.
  - Follow the order of the application
  - Organize narrative using application headings
  - Answer all the questions in your application
  - If there are tables in the application, use them
- Be concise
  - Make metrics clear
  - Be clear about timeframe of accomplishments
- Adhere to page limits

### Top Tip

*Cut and paste tables from the application into your accomplishment document for easy editing! Do NOT submit an application if you have not completed all the tables in the application.*



## Part 2: Award Accomplishment Document

- Things EPA looks for in the accomplishments narrative:
  - A strategy runs through the application
    - Shows evidence of a strategic plan
    - Provides **concrete examples** of how you have communicated the value of your partnership with ENERGY STAR
  - Communication is key
    - Within your organization (employees, vendors, etc.)
    - Outside your organization (the media, customers, community, etc.)
  - ENERGY STAR is central theme
  - **Strong applications show comprehensive initiatives that leverage ENERGY STAR products, promotions, and communications.**



## Part 3: Supporting Materials

- **New for 2019 – EPA is requiring at least one example**
  - Will vary by application, examples might include: photos; print, radio, tv, or internet advertisements; point of purchase materials; snapshots of social media posts; videos; newsletters; educational pamphlets, etc.
- **Guidance**
  - **File must be less than 100 MB with file names less than 15 characters and contain no spaces or special characters**
  - Where possible, consolidate supporting materials into one or two PDFs (Zip Files are not allowed)
  - For audio and video examples, provide a screenshot and a link to the online version
  - If you are uploading **more than six supporting files, or one or more files over 6 MB each, upload your application in advance of the deadline.**

### Top Tip

*Make sure any examples you submit follow the **ENERGY STAR Brand Guidelines**. You don't want a logo violation in your application!*

# Part 4: Organization Logo

What do we mean by high resolution?

Submit your logo in one of the following formats:

- SVG – Scalable Vector Graphic
  - EPS – Encapsulated PostScript
  - PDF – Portable Document Format (vector not raster)
- Vector graphics can be scaled to any size without losing quality!
  - Get help from your organization's graphics/creative team if you're not sure.





## Top Tips for All Applications

- ✓ **Answer Every Question**
  - ✓ Complete the application to the best of your ability—if you don't have the answer explain why. (Note: Every question has a point value).
- ✓ **Show Improvement**
  - ✓ If you have won before, demonstrate how you continue to improve.
- ✓ **Quantify your Results and Provide Examples**
  - ✓ Where applicable, quantify your activities and the results (e.g., percent improvement, growth in ENERGY STAR market share, number of media impressions), and include electronic copies of documentation that support claims made. Provide your best examples of ENERGY STAR stewardship (share your best examples that showcase ENERGY STAR branding).
  - ✓ Ensure that supplemental material demonstrates proper ENERGY STAR logo use according to the ENERGY STAR Brand Book (see: [www.energystar.gov/brandbook](http://www.energystar.gov/brandbook)).
  - ✓ **Any instances of logo violations will strongly impact the review of the application.**



## Seeking Recognition for Activities that Fall Under More than One Award Category

- Organizations seeking recognition for activities that fall under more than one award category (i.e., Partner of the Year and Excellence in ENERGY STAR Promotion) should only submit one application that responds to the criteria of both categories.
- To aid in the review and scoring of your submission, it is important that your single application be fully responsive to the criteria set forth in each category.





## Submitting Your Application

- Complete Parts 1, 2, 3, and 4 of the application
- **Cannot save and come back to your online application. You need to upload all application documents at the same time.**
- Login into MESA
- EPA will only accept applications through MESA.

The screenshot shows the 'My ENERGY STAR Account' interface in 'Partner View (MESA)'. On the left is a navigation menu with options like 'Partner Resources', 'Welcome', 'My Tools', 'Change Password', 'My Contact Information', 'My Org Information', 'Quick Links', 'My Programs', 'Contact Us', and 'Join Energy Star'. The main content area is titled '2019 ENERGY STAR Awards' and features two tabs: 'About the Awards' and 'Submit Award Application'. The 'Submit Award Application' tab is active, displaying text about the awards ceremony and a deadline: 'Deadline: A complete electronic application is due by 8 pm EST XXX, 2018.' A 'Next' button is located at the bottom right of the main content area. The footer contains various links such as 'ENERGY STAR Home', 'Products', 'Home Improvement', 'New Homes', 'Buildings & Plants', 'Partner Resources', 'Privacy', 'Contact Us', 'Site Index', 'EPA Home', 'EPA Search', 'DOE Home', and 'DOE Search'.



Welcome

My Tools

Change Password

My Contact Information

My Org Information

Quick Links

My Programs

Contact Us

Join Energy Star

## 2019 ENERGY STAR Awards

About the Awards

Submit Award Application

**STEP 1:** Select the award you are applying for; you must submit one application per award category.

### Partner of the Year

- Energy Management
  - Sustained Excellence in Energy Management
- Energy Efficiency Program Delivery
- Multifamily High Rise Developers
- New Homes Builder and Affordable Housing
- New Homes Energy Rater/Provider
- Product Brand Owner
- Product Brand Owner - Windows, Doors, and Skylights
- Retailer
- Service and Product Provider

**1) Award Area(s):** My organization actively sponsors or promotes the following ENERGY STAR programs (Check all that apply):

- ENERGY STAR for Commercial Buildings and Industry
- Home Performance with ENERGY STAR – Emerging Markets
- Home Performance with ENERGY STAR – Established Markets
- ENERGY STAR Commercial Products
- ENERGY STAR Residential Products
- ENERGY STAR for New Homes

### Home Performance with ENERGY STAR

- Home Performance with ENERGY STAR - Contractor of the Year

### Excellence Awards

- ENERGY STAR Promotion
- Data Innovation

Next &gt;&gt;

[ENERGY STAR Home](#) | [Products](#) | [Home Improvement](#) | [New Homes](#) | [Buildings & Plants](#) | [Partner Resources](#)

[Privacy](#) | [Contact Us](#) | [Site Index](#)

[EPA Home](#) | [EPA Search](#) | [DOE Home](#) | [DOE Search](#)



Partner Resources
Welcome
My Tools
Change Password
My Contact Information
My Org Information
Quick Links
My Programs
Contact Us
<b>Join Energy Star</b>

Home > Partner Resources > My ENERGY STAR Account > 2019 ENERGY STAR Awards > Apply for an Award

## 2019 ENERGY STAR Awards

About the Awards | **Submit Award Application**

To complete the Step 3 of the online submission process, you will need:

- PART 1: General Instructions & Executive Summary (required)
- PART 2: Accomplishments Narrative Document (in Word or PDF) (required)
  - A. Narrative (varies by ENERGY STAR Award Application type)
  - B. Application-specific Information (varies by award type)
- PART 3: Supporting Materials (varies by award type) (minimum of 1 required)
- PART 4: Your Organization Logo (High Resolution) (required)

Each file must be no more than 100 MB in size. [Read the Guidelines](#)

### STEP 2: Upload Documents

\* Indicates required information.

#### \* Part 1: General Instructions and Executive Summary

Upload the completed Word document you downloaded from the 2019 ENERGY STAR [Awards page](#).

  

Maximum file size is 100 MB.

#### \* Part 2: Accomplishments Narrative Document

Upload the Word or PDF document that shows how your organization has demonstrated success.

  

Maximum file size is 100 MB.

The system cannot accept a file larger than 100 MB in size. EPA strongly discourages the use of zip files. Consider splitting larger files into separate smaller files that each fall under the upload limit.

File names must be no longer than 15 characters and contain no spaces or special characters. EPA recommends intuitive file names such as a reference to the organization name, an acronym, or and the content of the file (e.g., EPAenergyEd).

Where possible, please consolidate your supporting materials into one or two PDF files. For example, a PDF file could be compiled that labels items by type (e.g., print advertisement, web banner) and subsequently provides supporting imagery under each category.

For audio and video examples, it may be best to provide a document containing a screen shot with links to online versions if available.





**\* Part 3: Supporting Materials (minimum of 1 required)**

Materials such as print, radio, TV and internet advertisements; point of purchase materials; bills stuffers; educational pamphlets; newsletters; snapshots of social media postings, etc. that support your accomplishment narrative and demonstrate success. Multiple files can be uploaded.

  

Maximum file size is 100 MB.

**\* Part 4: High Resolution Logo**

Upload your organization's logo. [More Information](#)

   

To ensure that your logo is of the highest quality if we use it for print materials, we ask that you submit a logo file in one of the following vector\* formats:

- SVG – Scalable Vector Graphic
- EPS – Encapsulated PostScript
- PDF – Portable Document Format (vector not raster)

What does "vector" mean, exactly?  
There are two types of electronic image files: (1) raster graphics (jpeg, gif, bmp, tif ) in which several individual pixels together form an image And (2) vector graphics which are constructed using geometric elements and mathematical formulas. The benefit of vector graphics is that, unlike raster graphics, they can be scaled to any size without losing quality.



## Submitting Your Application

### ENERGY STAR Awards Confirmation Email

To: Awards Submitter

CC: Awards@energystar.gov

BCC: TBD

Subject: Confirmation. We received your ENERGY STAR Award Application.

Thank you! Your ENERGY STAR awards application has been received. You will be notified no later than February XXX, 2019 on the status of your application. The Awards ceremony is in Washington D.C. on XXX, 2019.

If you have questions, please contact the ENERGY STAR Awards Coordinator, Hewan Tomlinson at [awards@energystar.gov](mailto:awards@energystar.gov).

- Confirmation email is sent to the email associated with the MESA login information

# Deadline for Applying

- A complete electronic application must be uploaded by 8:00 pm, EST on Thursday, November 29, 2018.
  - We will not accept any applications or materials uploaded after this date.
- If you experience problems uploading your application, please notify EPA as soon as possible **before the application deadline** and email [awards@energystar.gov](mailto:awards@energystar.gov).

# What to Expect After You Submit

- **Confirmation of Receipt**
  - You will get an e-mail within **48 hours** confirming receipt of materials.
  - If you do not receive confirmation within this timeframe, email [awards@energystar.gov](mailto:awards@energystar.gov) immediately.
- **Notification**
  - You will be notified no later than **Friday, February 8, 2019** on the status of your application.
- **Less Fun but Very Important**
  - Organizations that are under contract with the EPA are not eligible to receive an award. They may, however, be involved in preparing applications on behalf of clients that partner with ENERGY STAR.
  - **Each applicant will be screened for any civil and criminal environmental actions. Results of this screening will be factored into the winner selection process.**



We encourage all ENERGY STAR partners to apply for the prestigious Partner of the Year Award!



Applicants for Partner of the Year that do not meet the threshold criteria for Partner of the Year will be automatically considered for Excellence Awards.

## Recap: Awards Application Timeline and Important Dates

- 2019 ENERGY STAR Awards Applications now available online [www.energystar.gov/awards](http://www.energystar.gov/awards).
- Mid-October 2018 – online system available for formal online applications.
- **Thursday, November 29, 2018 – application deadline.**
- February 8, 2019 – award determinations complete and applicants notified.
- April 2019 – annual spring partner meetings & awards ceremony
- Questions? Partners may contact their account manager or email [awards@energystar.gov](mailto:awards@energystar.gov).



