



2010 ENERGY STAR[®] Awards

General Instructions for Retailer Applicants

What you need to submit:

- A 300-word executive summary highlighting the main elements of your application.
- An electronic copy (Word or WordPerfect) of your narrative.
- Supplemental material such as photos, pamphlets, copies of advertisements, videos, audio files, etc., can be uploaded with your application as PDF files (each file must be less than 12 MB). It is strongly recommended to consolidate supplemental print files into one or two PDF files.
- See special instructions for submitting hard copy supplemental material, below.

When you need to submit it:

- A complete electronic application must be **uploaded by midnight, EST December 4, 2009**. We will not accept any applications or materials uploaded after this date. See special instructions for hard copy supplemental material, below.

How you need to submit:

- All Partner applications must be electronically submitted through your "My ENERGY STAR Account" (www.energystar.gov/mesa). The electronic system will be available **November 1, 2009**.
- If you do not have an ENERGY STAR account, call the ENERGY STAR Hotline at 1-888-782-7937 to have one created.

What to expect after you submit:

- **Confirmation of Receipt:** You will get an email within 48 hours confirming receipt of materials you submitted electronically. It will be sent to the Primary and Communications contact in the award application. If you do not receive confirmation within this timeframe, contact ENERGY STAR Awards Coordinator Hewan Tomlinson at (202) 343-9082 or Tomlinson.Hewan@epa.gov.
- **Notification:** You will be notified no later than February 5, 2010 on the status of your application.

Special Instructions for Hard Copy Supplemental Material:

Any supplemental material that cannot be submitted electronically should be sent to the address listed below, via a commercial delivery service. All supplemental materials must be **postmarked by December 4, 2009**:

Via Commercial Delivery Service:

Jill Vohr, US EPA
1310 L Street, NW, 9th Floor
Washington, DC 20005-4113
Phone: (202) 343-9002

EPA will confirm receipt of any hard copy supplemental material by email within one week of receipt. If you do not receive confirmation within this timeframe, please contact Jill Vohr at 202-343-9002 or Vohr.Jill@epa.gov.

Additional information:

- The ENERGY STAR Awards Ceremony will be held on April 13, 2010 in Washington, DC.
- 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.
- There are two broad categories of ENERGY STAR awards that you can apply for: Partner of the Year and Excellence Awards.
- The Sustained Excellence Award, our highest honor, is selected by EPA to recognize organizations that have won Partner of the Year for several years and their achievements continue to surpass those of the previous year. There is no separate application for Sustained Excellence.
- Where applicable, quantify your activities and the results (e.g., percent increase in stocking and sales, and number of customers reached (e.g., circulation, impressions, store traffic, etc.)), and include electronic copies of documentation that support claims made (e.g., photos of promotional materials, samples of advertisements with the ENERGY STAR mark, copies of training materials used, etc.).
- Due to the volume of material that will be received, we will not be able to return any supplemental material submitted in hard copy.

2010 ENERGY STAR® Award Application

Partner of the Year – Retailer

Eligibility: Retailers of ENERGY STAR qualified products. To be eligible for an award, applicant must be a partner in good standing, having complied with applicable partner commitments, including the requirement to submit qualified product sales data.

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 broad commitment to and success with 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 award may be given to a small or regional retailer.

Narrative: Your narrative description should be no more than **10 pages**, but may be accompanied by samples of specific hard copy outreach materials representing your 2009 activities, such as strategies, training materials, signs, brochures, circulars, and other advertisements.

- **Executive Summary (300 words or less)**—Please provide a brief overview of your organization and highlights of key accomplishments that make you eligible for this ENERGY STAR award. In the event that you are chosen to receive an award, this text will be the basis used in preparing a summary of your organization's achievements. The Executive Summary will **not** count toward the 10-page limit.
- **Accomplishments**—Organizations applying for the Partner of the Year Award should **highlight their 2009 accomplishments and, if possible, cumulative accomplishments**. When highlighting cumulative accomplishments, please ensure that you include a timeframe (e.g., saved more than \$10 million since 2001).

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 per the below instructions for each criterion.

Award Evaluation Criteria

ENERGY STAR Strategy

- Demonstrate the integration of ENERGY STAR into corporate strategy across all relevant product categories.
- Include in the application 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.

* These criteria are most important to the EPA in evaluating your ENERGY STAR partnership.

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).

Sales Associate Training

- Demonstrate the integration of ENERGY STAR into training strategy across all relevant product categories and in all existing training vehicles.
- Include in the application a 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.
- Please list and include (as available) all training efforts that include ENERGY STAR, e.g. medium utilized (publication, TV, Web-based, in-person, etc. For **each** effort, please include the following information, where applicable:
 - Scope (national/regional, # stores)
 - Vendor support (which vendor(s))
 - Utility support (which utility(ies))
 - Number of employees reached
 - EPA/DOE National campaign tie-in (which campaign)
 - Highlights of environmental messaging

In-Store Marketing

- Describe all efforts to request/require ENERGY STAR labeling of qualified products by vendors and report progress.*
- Please list and include (as available) all in-store ENERGY STAR marketing efforts, e.g. displays, signage, in-store radio/Muzak/TV, clinics/events, collateral, etc. For **each** effort, please include the following information, where applicable*:
 - Scope (national/regional, # stores)
 - Permanent or temporary (if temporary, dates)
 - Vendor support (which vendor(s))
 - Utility support (which utility(ies))
 - Impressions (e.g. store traffic)
 - EPA/DOE National campaign tie-in (which campaign)
 - Highlights of environmental messaging

Ex-Store Marketing*

- Please list and include (as available) all ex-store ENERGY STAR marketing efforts, e.g. advertising (broadcast, radio, print, circulars, etc.), direct mail, Web, public relations, etc. For **each** effort, please include the following information, where applicable:
 - Distribution/markets
 - Duration

* These criteria are most important to the EPA in evaluating your ENERGY STAR partnership.

- Vendor support (which vendor(s))
- Utility support (which utility(ies))
- Impressions/circulation
- EPA/DOE National campaign tie-in (which campaign)
- Highlights of environmental messaging

Evaluation

- Demonstrate cooperation in supporting ENERGY STAR efforts to evaluate program success.
- 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.