

## 2015 GREEN POWER LEADERSHIP AWARDS APPLICATION INSTRUCTIONS: U.S. EPA PARTNERSHIP CATEGORIES

### 1. Ensure Eligibility

An applicant or organization nominated for an award by a third-party is eligible if the following requirements are met:

- Is an EPA Green Power Partner and will maintain partner status through the awards event.
- Applicants that are not EPA Green Power Partners must join the Partnership by April 17, 2015.
- Only eligible green power generated from U.S.-based renewable energy resources will be considered. Please review the [Partnership Requirements \(PDF\)](#) (16 pp, 2MB) for more information.
- Applicants must have an operational on-site green power generator or have completed a green power purchase by April 17, 2015. The green power purchase is considered complete when delivery is executed.
- Previous winners and applicants are eligible.
- Only U.S.-based operations and facilities are eligible.
- Applicants or nominees will be evaluated on the green power use they have reported to the Green Power Partnership as of April 17, 2015.
- Please note: Eligibility will be verified during the review process, and finalists will need to pass an EPA compliance screen in order to be selected.

### 2. Complete Application Form

Please submit one application form for each organization<sup>1</sup>. Organizations should submit only one application form, even if they are applying for multiple award categories. Third-parties may nominate more than one organization for an award, but must use a separate application for each nominee.

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<sup>1</sup> Organizations may submit a Green Power Leadership Award application on their own behalf, OR third-parties may nominate an organization for an award. Use this application in either instance. The term “applicant” is used in both instances.

Organizations are encouraged to apply directly. If you are a third-party nominating an organization for an award, the organization you are nominating **MUST** be copied on the email submittal and we advise you to consult with them to accurately capture their full contribution to the green power marketplace, not just your experience with them. Please complete all sections of the form:

- Award Categories
- Contact Information
- Eligibility Questions
- Green Power Use Questions & Data Form
- Essay Questions
- Communications Activities

### 3. Submit Supplemental Materials (encouraged but not required)

- If possible, please provide all supplemental materials supporting communications claims in one (1) PDF file. Please be sure to label all supplemental materials with the organization's name in the filename. *Note that materials may be emailed to [gpla@erg.com](mailto:gpla@erg.com) if less than 10 MB in size. If larger, please contact Roger Fernandez using the information below.*

### 4. Email all materials to [GPLA@erg.com](mailto:GPLA@erg.com). Contact Roger Fernandez (information below) with any issues or questions.

- Please note that all applicants must submit a [green power use form](#) in conjunction with the GPLA application (see the *Green Power Use & Data Form* section in this application). After the award application and green power use forms are submitted, EPA will confirm receipt and follow up with questions, if necessary.

### Questions?

Email [GPLA@erg.com](mailto:GPLA@erg.com) or contact Roger Fernandez at (202) 343-9386 or [fernandez.roger@epa.gov](mailto:fernandez.roger@epa.gov).

#### Deadline

**Friday, April 17, 2015 (11:59 pm eastern)**

Applications will be accepted beginning February 23, 2015.

## APPLICATION FORM

### Award Categories

Please check all that apply.

- Green Power Purchasing    On-site Generation    Partner of the Year
- Green Power Community of the Year (only [EPA Green Power Communities](#) are eligible)
- Sustained Excellence (open to Partners that continue to demonstrate excellence and leadership in their green power use)

### Applicant Contact Information

*Note: Please fill out the fields below with contact information for the organization applying for or being nominated for a Green Power Leadership Award.*

Organization

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Contact Name

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Title

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Address (Street 1)

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Address (Street 2)

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City

State

Zip

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Phone

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Email

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### Submitter Contact Information

*NOTE: Please fill out the contact information below if you are a third-party submitting an application for another organization*

If same as contact information above, check here and skip:

Organization

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Contact Name

---

Title

---

Address (Street 1)

---

Address (Street 2)

---

City

State

Zip

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Phone

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Email

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Relationship to Applicant

**Applicant's Communications/Public Relations Contact**

If same as applicant contact information, check here and skip:

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Contact Name

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Title

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Phone

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Email

## Eligibility Questions

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- Will the applicant have an operational on-site green power generator or a completed green power purchase in place by April 17, 2015? On-site green power is only eligible if the applicant owns the renewable energy certificates (RECs) associated with the system's output. The green power purchase is considered complete when delivery is executed.

Yes  No

Note: Applicants will be evaluated on the green power use they have reported to the Green Power Partnership as of April 17, 2015.

- Will the applicant maintain EPA Green Power Partner status by continuing to fulfill the [Partnership Requirements \(PDF\)](#) through the awards event?  Yes  No
- Scope of the applicant's participation in the Green Power Partnership:
  - Organization-wide participation [Reported electricity use covers all owned and/or leased U.S. operations of Partner]
  - Facility-based participation [Reported electricity use covers a facility or group of facilities owned and/or leased by Partner]

If the applicant's participation is facility-based, please list the facility or group of facilities included below.

## Green Power Use Questions & Data Form

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- How much green power does the applicant use on-site and/or purchase annually? (kWh/year)\*

\*If the applicant began using green power less than a year ago, please extrapolate the green power usage to an annualized amount.

Is this the applicant's first year of using green power?  Yes  No

- Has there been an incremental increase in the applicant's total green power use since the close of the last GPLA application period (April 7, 2014)? If so, indicate the increased amount: (kWh/year)

3. Complete the [GPLA green power use data form](#) and email to [GPLA@erg.com](mailto:GPLA@erg.com) with the rest of your award materials. Note, if the applicant is already an EPA Green Power Partner, you may request a form pre-populated with the applicant's current information by emailing [GPLA@erg.com](mailto:GPLA@erg.com).

## Essay Questions

Please note: if the applicant is selected to be an award winner, EPA may use the content of these essay answers to write the applicant's award winner profile.

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1. Why is the applicant worthy of national recognition for its green power usage? What role does green power play in the applicant's broader business and environmental strategy? Please also discuss any innovative green power strategies the applicant has undertaken, and how the applicant has demonstrated leadership within its industry by using green power. (400 word maximum)
2. How did the applicant communicate its green power use? Beyond April 17, 2015, what future communications plans does the applicant have for promoting its green power usage? If selected, how will the applicant publicize its EPA Green Power Leadership Award internally and externally? (200 word maximum. Please note: EPA strongly encourages each award winner to attend the ceremony in person, issue a press release, promote its status as an award winner on social media, and post notice of the award on its website.)
3. How does the applicant build awareness about green power in general? What steps, if any, does the applicant take to encourage stakeholders to use green power? What are the applicant's upcoming plans to continue doing so?

## Communications Activities

- **Please check the boxes in the correct column below** and distinguish between activities led by the applicant and those led by other stakeholders such as providers, NGOs, etc.
- All selected activities should have a direct communications connection to the applicant's green power use.
- If "Other" applies, please explain in supplemental page(s).
- Supplemental materials that correspond to the activities selected are encouraged. Please submit supplemental materials in the form of one combined PDF, if possible. You may submit **no more than 10 pages** of supplemental materials.

Green Power Related Public Relations	Applicant led	Stakeholder led	Materials submitted
Press releases	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Press conference, announcement or dedication events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Media outreach/interviews/pitch stories	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Educational kiosks/virtual tours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promotion of ranking on EPA Top Partner List(s)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please explain)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Green Power Related Marketing	Applicant led	Stakeholder led	Materials submitted
Public web page (please supply visitor statistics)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Paid print, radio, television advertising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public service announcements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Product packaging	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In-store communications/window stickers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marketing collateral/brochures/catalogs/flyers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public facing signage (office buildings, shuttles)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please explain)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Green Power Related Stakeholder Outreach	Applicant led	Stakeholder led	Materials submitted
Speaking events/presentations/conferences/tradeshows	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stakeholder newsletters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Corporate intranet/internal Web announcements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Web casts/videos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trade outreach (industry associations, tradeshow booth)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Supplier and distributor outreach (workshops, etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stakeholder green power purchase opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Corporate sustainability report	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Sponsorships or partnerships (committees, task forces, events)

  
  
  

Other (please explain)

*Continued on next page*

Complete this section only if applicant is an [EPA Green Power Community](#).

EPA	Green Power Community Campaign Communications	Applicant led	Stakeholder led	Materials submitted
	Posting of EPA Green Power Community road signs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Speaking events/town meetings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Campaign Outreach	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Informational poster campaigns	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Chamber of Commerce outreach	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Direct mailings/utility bill inserts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Other (please explain)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>