

2020 ENERGY STAR® Awards

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Applying for Another Award? You may include your promotion or consumer outreach campaign within the application for that award rather than submitting two applications.

- + While it is unlikely that two awards will be issued to the same organization, the award committee will evaluate your application for both awards assuming you have clearly and fully addressed the award criteria for both.
- + Retailers, manufacturers, and/or energy efficiency program sponsors that work together on a promotion/campaign are encouraged to apply as a group.



Eligibility:

All ENERGY STAR Product, Commercial and Industrial, Homes, and Residential partners, including retailers, manufacturers, energy efficiency program sponsors, or other organizations, that planned and executed a successful ENERGY STAR promotion or other consumer outreach initiative. **Please remember to review and complete PART 1: General Instructions & Executive Summary.**

Description:

This award recognizes specific, exemplary ENERGY STAR promotions or other consumer outreach initiatives (as opposed to ongoing efficiency programs) that took place during calendar year 2019. Applications should highlight specific activities your organization undertook to promote ENERGY STAR certified products, buildings/plants, homes or other ENERGY STAR education. These could include participation in one or more of EPA's ENERGY STAR 2019 outreach activities, such as the ENERGY STAR annual product promotions or Battle of the Buildings, as well as other consumer outreach initiatives / campaigns initiated by the partner.

BEGIN APPLICATION



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PART 2:

Award Accomplishments Document

(use the following information to create a Word or PDF file)



Accomplishments Narrative:

Your narrative description should be no more than **three pages**, but may be accompanied by electronic samples of your promotional materials. These supporting materials will **not** count toward the page limit.

- **Accomplishments**—Organizations applying for this award should provide a **detailed description of 2019 accomplishments** demonstrating how you have met the following required criteria.
- **Cumulative Accomplishments**—When highlighting cumulative accomplishments, please ensure that you include a timeframe (e.g., “saved \$3 million in 2019 and more than \$10 million since 2001”).

Please include a detailed description of your product marketing and communications efforts and accomplishments in 2019.

For Product and Residential partners, these could include participation in one or more of EPA's ENERGY STAR 2019 relevant product promotions or other consumer outreach initiatives / campaigns listed below:

- Flip Your Fridge
- Earth Day
- Pool Pumps
- Cooling / heating
- Room Air Conditioners
- Laundry
- ENERGY STAR Most Efficient
- Water Heaters
- Light the Moment / lighting
- Smart Thermostats
- Rule Your Attic
- ENERGY STAR Day
- Holiday
- ENERGY STAR Pledge

It could also include your own consumer outreach initiative that promoted ENERGY STAR certified products not included in the list, such as commercial food service or data centers.

For Commercial and Industrial partners, promotions could include the following:

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PART 2: Excellence Award

Application

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- Hosting an ENERGY STAR Battle of the Buildings competition
- Promoting ENERGY STAR Treasure Hunts
- Running campaigns that foster benchmarking in ENERGY STAR Portfolio Manager, encourage the adoption of energy-efficiency best practices, or engage building occupants in energy-efficient behaviors.

For Homes partners, any promotions of ENERGY STAR homes or apartments and/or sales staff training to promote the features and benefits of ENERGY STAR certified homes will be considered.

Partners can also include their own initiatives to promote ENERGY STAR.

For each effort, provide the following:

- Description of the effort and specific tactics used, such as Web / online / digital media, in-store activities (signage / events), advertising, public relations, social media, direct mail, etc.
- Intended audience for the marketing/communications effort, such as demographics, etc.
- Dates and location of activity(ies)
- Data on the impact of the effort, such as:
 - o Quantity of materials/efforts
 - o Frequency of efforts
 - o Reach/Impressions
 - o Web data - such as number of views, unique visitors, or average view times
- Brief description of any partnering or cooperative aspects
- Other qualitative or quantitative consumer/community feedback, including measures demonstrating behavioral change.
- Graphic examples of materials to demonstrate the integration of ENERGY STAR graphics and messaging. Please provide all graphic examples in a single PDF and organize the examples so they can be easily referenced in the application narrative.

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To be considered, graphics examples representing the promotion described in the narrative must be included in the application. These files should be uploaded under the **PART 3: Supporting Materials** section of this application process. *(minimum of 1 required)* Each example must also include the correct use of the ENERGY STAR brand (and marks) and association with energy efficiency and environmental protection. (Examples that do not include ENERGY STAR will not be considered.) Also, materials must include links to www.energystar.gov through reference in materials or links from promotional landing pages.

Special consideration will be given to partners that integrate the **Ways to Save Tips** web service into their websites for general ENERGY STAR education purposes. See the **Ways to Save Tips** web service [one-pager](#) for more information.

Prepare/Gather Remaining Documents for Upload

PART 3: Supporting Materials (at least one required, [as described](#) in the Application Instructions above)

PART 4: Organization's High-Resolution Logo (required)

ENERGY STAR® is the simple choice for energy efficiency. For 25 years, EPA's ENERGY STAR program has been America's resource for saving energy and protecting the environment. Join the millions already making a difference at energystar.gov.