



Apply for Another Award? Instead of submitting two award category applications, you are welcome to describe your ENERGY STAR marketing effort when applying for one of the non-marketing award categories. It is unlikely that two awards will be issued to the same organization: one for marketing award and one for non-marketing award. However, 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 marketing program 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 energy-efficiency marketing effort. **Please remember to review and complete PART 1: General Instructions & Executive Summary.**

Description:

This award recognizes specific, exemplary ENERGY STAR energy-efficiency marketing campaigns or other consumer outreach initiatives that feature ENERGY STAR—as opposed to ongoing efficiency programs—that took place during calendar year 2020. Applications should highlight specific, one-time activities your organization undertook to market ENERGY STAR certified products, buildings/plants, homes or other ENERGY STAR initiatives. This could include marketing campaigns initiated by the partner and/or participation in one or more of EPA's ENERGY STAR 2020 outreach activities, such as the ENERGY STAR annual product promotions.

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 marketing materials. These supporting materials will **not** count toward the page limit.

- **Accomplishments (Required)**—Organizations applying for this award should provide a **detailed description of 2020 accomplishments** demonstrating how you have met the following required criteria.
- **Cumulative Accomplishments (Optional)**—When highlighting cumulative accomplishments, please ensure that you include a timeframe (e.g., “saved \$3 million in 2020 and more than \$10 million since 2001”).

Please include a detailed description of an energy-efficiency marketing effort that encouraged the adoption of one or more of the following: ENERGY STAR certified residential and commercial products, sealing and insulating of homes through ENERGY STAR, ENERGY STAR certified homes, ENERGY STAR certified buildings and plants, and ENERGY STAR certified vehicle chargers. We are looking for your energy efficiency marketing initiatives as well as participation in ENERGY STAR campaign initiatives such as the ENERGY STAR certified product promotions, Rule Your Attic or ENERGY STAR Day.

For Commercial and Industrial partners, marketing efforts could include the following:

- Hosting ENERGY STAR Battle of the Buildings competitions
- 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.

2021 ENERGY STAR® Awards

PART 2: Excellence Award

Application

OMB Control No. 2060-0528
Expiration Date: 1/31/2022

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ENERGY STAR Residential New Construction partners (New Home Builder/Affordable Housing builders, Multifamily developers, and Home Energy Raters) are eligible to apply for this award. However, EPA recommends that partners consider applying for the Partner of the Year/Sustained Excellence award for their corresponding sector instead, if they meet the application's eligibility criteria. Please email us at energystarhomes@energystar.gov before the application deadline if you have additional questions.

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/ 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, click-thru-rates, view rates, etc.
 - o Web data - such as number of page views, unique visitors, or average view times
- Brief description of any co-marketing efforts with other partners/stakeholders
- Other qualitative or quantitative consumer/community feedback, including measures demonstrating behavioral change.
- Graphic examples of materials to demonstrate the integration of ENERGY STAR branding 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.

2021 ENERGY STAR® Awards

PART 2: Excellence Award Application

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To be considered, graphics examples representing the marketing campaign 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 campaign landing pages.

Special consideration will be given to partners that integrate links to ENERGY STAR tools into their marketing campaigns, including:

- Ways to Save Tips web service
- Choose a Light Guide
- Water Heater Replacement Guide
- Heating and Cooling Guide

All are available on our Marketing Materials page [here](#).

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 government-backed symbol for energy efficiency, providing simple, credible, and unbiased information that consumers and businesses rely on to make well-informed decisions.