

# 2016 ENERGY STAR® Excellence Award Application Lighting Retailer or Showroom

The simple  
choice for  
energy  
efficiency.



**Eligibility:** Lighting retailers or showrooms stocking and promoting ENERGY STAR certified light fixtures, and certified lamps, of all technologies. To be eligible for an award, applicant must be a partner in good standing, having complied with applicable partner commitments. **Please remember to review the General Instructions before completing your application.**

**Description:** This award recognizes lighting retailers and showrooms which demonstrate outstanding effort and achieve noteworthy success selling ENERGY STAR certified lighting products. Through promoting the program, training associates, and stocking shelves with certified products, lighting retailers and showrooms contribute immensely to advancing ENERGY STAR's goals in the lighting market.

Applications will be reviewed with consideration given for company size, presenting the opportunity for organizations both large and small to distinguish their companies in the marketplace.

**Narrative:** Your narrative description should be no more than **five pages**, but may be accompanied by electronic samples of specific promotions, advertisements, or other activities your organization led in 2015. Applicants are encouraged to expand applications with details of internal energy efficiency improvements, and additional ENERGY STAR/energy efficiency education offered to employees beyond that associated with certified lighting products.

- **Executive Summary (300 words or less)**—Please provide a brief overview of your organization and the highlights of key accomplishments that make you eligible for this ENERGY STAR award. Include all of the following information: company revenue; location of company headquarters; brief summary of company (2-3 sentences); brief summary of company's environmental mission, values, or platform; and a brief summary of your organization's top three 2015 ENERGY STAR accomplishments. In the event that you are chosen to receive an award, this text will be the basis for preparing a summary of your organization's achievements. The Executive Summary will **not** count toward the five-page limit.
- **Accomplishments**—Organizations applying for this award should provide a **detailed description of your 2015 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 2015 and 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. For example, in describing use of the ENERGY STAR logo on a company Web site or advertisement, provide specific timing and placement information, visibility to the public, the number of hits/impressions in a period of time, if known, and size/placement of the logo.

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## Award Evaluation Criteria

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### Product Selection

- Demonstrate setting and meeting goals/targets for increasing stock of ENERGY STAR certified lighting products (e.g. increases in number of SKUs or percentage of SKUs).
- Describe all efforts to work with vendors to increase stock of ENERGY STAR certified lighting products.
- Report progress in meeting these goals/targets (e.g. increases in number of SKUs or percentage of SKUs).

### Sales Associate Training

- Demonstrate the integration of ENERGY STAR into training strategy and in all existing training vehicles.
- If applicable 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 training plan and achieving goals.
- Please list all training efforts and include electronic examples (as available) of all training materials that include ENERGY STAR, e.g. publications, web-based, and in-person. For **all** materials used, please include the following information, where applicable:
  - Materials used
  - Scope (# stores, if more than one)
  - Co-sponsors (utility or manufacturer programs)
  - Number of employees reached

### In-Store Marketing

- Please list all in-store ENERGY STAR marketing efforts, e.g. displays, signage, and consumer educational events, and include electronic examples of in-store marketing materials (as available). For **each** effort, please include the following information, where applicable:
  - Materials used
  - Scope (# stores, if more than one)
  - Permanent or temporary (if temporary, dates)
  - Co-sponsors (utility or manufacturer programs)
  - Impressions (e.g. store traffic)

### Ex-Store Marketing

- Please list and include electronic examples (as available) of all ex-store ENERGY STAR marketing efforts, e.g. advertising (broadcast, print, direct mail) and web promotions. For **each** effort, please include the following information, where applicable:
  - Distribution/markets
  - Duration
  - Co-sponsors (utility or manufacturer programs)
  - Impressions/circulation

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## Other Efforts

- Describe your organization's commitment to energy efficiency improvements
- Describe any employee education (beyond sales associate training) on ENERGY STAR/energy efficiency
- Describe any participation in ENERGY STAR Campaign activities, including Team ENERGY STAR, the MY ENERGY STAR consumer engagement platform, etc.
- Outline company efforts to reducing GHG emissions (e.g., recycling programs, solar, Bike to Work initiatives, electric vehicle charging stations, etc.)
- Driving traffic to [www.energystar.gov](http://www.energystar.gov)

ENERGY STAR is the simple choice for energy efficiency. For more than 20 years, EPA's ENERGY STAR program has been America's resource for saving energy and protecting the environment. Join the millions making a difference at [energystar.gov](http://energystar.gov).