

# 2016 ENERGY STAR® Award General Instructions

The simple  
choice for  
energy  
efficiency.



## What you need to submit online

- Your MESA account information (see below under “How you need to submit your application”)
- A 300-word executive summary highlighting the main elements of your application. If you earn an award, this is the section we use for our script, the event slideshow, and for the online *Profiles in Leadership*.
- Please enter the name of your company exactly as you would want it to appear on your crystal and all other communications materials about the awards. We also require the name and title of your organization’s CEO/President.
- An electronic copy of your narrative in Word or PDF. (Applicants are strongly encouraged to submit all materials in PDF to avoid file formatting issues.)
- Optional supplemental materials 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). Please consolidate supplemental print files into one or two PDF files. We generally select 6-8 2-minute or shorter videos for viewing at the ceremony. The videos should be promotional/commercial in nature, showcasing ENERGY STAR. File names should be no longer than 15 characters and contain no spaces or special characters.
- *Retailer and Energy Management partners only:* See special instructions in your respective Retailer and Energy Management applications.
- *Window, Door and Skylight Manufacturers only:* See Additional Guidance document.

## When you need to submit your application

- **NEW!** This year (as we did last year), we are asking partners to notify us of your intent to apply for an award. Please use MESA to complete this simple action by **Thursday, October 1, 2015**. This helps improve the timeliness of our process. There is no penalty if you choose not to apply after notifying us of your intent; nor will you be penalized if you choose after October 1 but before December 4 to apply.
- **NEW!** In previous years, we have closed registration one week prior to the event. For 2016, we will close registration two weeks prior to the event (on **Wednesday, March 30, 2016**). This also helps with planning purposes, so please register early.
- A complete electronic application must be **uploaded by 8 pm, EST on Friday, December 4, 2015**. We will not accept any applications or materials uploaded after this date.

## How you need to submit your application

- All Partner applications must be electronically submitted through your “My ENERGY STAR Account” ([www.energystar.gov/mesa](http://www.energystar.gov/mesa)). The electronic system will be available on **Wednesday, July 1, 2015**. If you do not have a MESA account, please contact us to have one created for you.
- **We will only accept applications submitted via this online system.**

## What to expect after you submit

- **Confirmation of Receipt:** You will get an e-mail within 48 hours confirming receipt of materials. It will be sent to the Primary and Communications contacts in the award application. If you do not receive confirmation within this timeframe, contact ENERGY STAR Awards Coordinator Rose Stephens-Booker, at 202-343-9529 or [stephens-booker.rosemarie@epa.gov](mailto:stephens-booker.rosemarie@epa.gov).
- **Notification:** You will be notified no later than **Friday, February 12, 2016** about the status of your application.

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## Additional information

- The ENERGY STAR Awards Meeting will be held on **Wednesday, April 13, 2016** in Washington, DC.
- There are two broad categories of ENERGY STAR awards for which you can apply: Partner of the Year and Excellence Awards. Applicants for Partner of the Year that do not meet the threshold criteria for Partner of the Year will be automatically considered for Excellence Awards.
- The Sustained Excellence Award, our highest honor (and different than Excellence Awards), recognizes organizations that have won Partner of the Year for several years and that continue to surpass the achievements of the previous year. There is no separate application for Sustained Excellence. The evaluation committee makes this determination.
- Organizations seeking recognition for activities that fall under more than one award category (i.e., Partner of the Year and Excellence) are strongly encouraged to submit one application that responds to the criteria of both categories. To aid in the review and scoring of your submission, it is important that your single application be fully responsive to the criteria set forth in each category.
- Where applicable, quantify your activities and the results (e.g., percent improvement, growth in ENERGY STAR market share, number of media impressions for outreach efforts, 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.).
- Applicants should submit all supplemental materials, including marketing examples, collateral, and literature electronically, following the application's instructions.
- Applicants should ensure that any supplemental material they submit demonstrates proper ENERGY STAR logo use according to the *ENERGY STAR Brand Book* [see: [www.energystar.gov/brandbook](http://www.energystar.gov/brandbook)]. Any instances of logo violations will strongly impact the review of the application.
- Organizations that are under contract with the EPA are not eligible to receive an award. They may however be involved in preparing applications on behalf of clients that partner with ENERGY STAR.
- **Each applicant will be screened for any civil and criminal environmental actions.** Results of this screening will be factored into the winner selection process.

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).