



2005 ENERGY STAR[®] Award Application: Partner of the Year – Leadership in Energy Management

General Instructions

Each year, the US Environmental Protection Agency (EPA) and the US Department of Energy (DOE) honor organizations that have made outstanding contributions to protecting the environment through superior energy efficiency. The ENERGY STAR awards recognize superior technical accomplishments, public education, and ENERGY STAR promotional efforts that result in substantial energy and cost savings and a cleaner environment. Award winners will be recognized at the ENERGY STAR Awards Ceremony on March 15, 2005 in Washington, DC.

All organizations participating in ENERGY STAR are encouraged to apply for a 2005 ENERGY STAR Award. To be considered, an organization must meet the specific eligibility requirements in the award application and **submit a complete application package by December 15, 2004**. Organizations may apply for more than one award if they meet the eligibility requirements. In such cases, a complete award application package must be submitted for each award.

Eligibility: Partner of the Year – Leadership in Energy Management

ENERGY STAR partners who have committed to organization-wide energy efficiency improvements. Specifically, end-users of energy in sectors such as: commercial real estate, education, entertainment, financial, government, healthcare, hospitality, industrial, manufacturing, retail, telecommunications, and other entities.

Application Instructions

- Complete and submit an application package for **each** of the ENERGY STAR awards that you are applying for.
- Make sure that you respond to all of the award criteria specified in the application that you are completing. **Please do not exceed the page limitation specified in the award application (this does not include samples and collateral materials).**
- Whenever possible, quantify your activities and the results (e.g., number of pieces produced, number of people reached) and enclose documentation that supports claims made (e.g., photos of prominent use of the ENERGY STAR mark, copies of advertisements that incorporate the ENERGY STAR mark, copies of ENERGY STAR training materials used for training staff internally and/or at the retail level).

- Provide specific information about your efforts and materials developed in 2004. While planned activities for 2005 or beyond are of interest to EPA and DOE, they should not be the focus of the award application.
- **Organization Logo** - Please provide electronic copies of both color and a black-and-white versions of your logo in **EPS format** that will allow for a printable resolution of 300 dpi at a size of 4 inches. In the event that your organization is chosen for an award, this logo will be used in the Awards Ceremony materials.
- **Summary of Accomplishments** - Please provide a brief overview (**no more than 300 words**) of your organization and the accomplishments upon which you are applying for this ENERGY STAR award. In the event that you are chosen to receive an award, this text will be the basis EPA and DOE will use in preparing a summary of your organization's achievements.

Application Submissions

- For each award that you are applying for, provide **one complete hard copy** of your entire application package, including the application form, responses to awards criteria, samples, collateral, and supplemental materials.

In addition, please send (via e-mail) an **electronic copy (in Word or WordPerfect) of your completed application (Parts I and II only)** to the ENERGY STAR Awards Coordinator, Karen Schneider, at: schneider.karen@epa.gov. Please do not forward supplemental materials via e-mail.

- All hard copy and electronic applications must be **date marked/postmarked no later than December 15, 2004**. EPA and DOE will not accept any applications or materials date marked/postmarked after this date. Due to the volume of material that will be received, EPA and DOE will not be able to return any materials or promotional pieces.
- Send completed applications to the appropriate address below. **It is highly recommended that overnight or two day delivery be used to avoid potential delays and damage due to enhanced security screening of standard mail to government facilities.** Do NOT fax application packages or sample materials, as they will not be accepted.

Via US Postal Service:

Karen Schneider
US Environmental Protection Agency
Ariel Rios Building
1200 Pennsylvania Avenue, NW
Mail Code 6202J
Washington, DC 20460

Via Overnight Delivery Service:

Karen Schneider
US Environmental Protection Agency
1310 L Street, NW
9th Floor
Washington, DC 20005-4113
Phone: (202) 343-9752

- **Confirmation of Receipt:** Upon delivery of each application, EPA will confirm receipt to the e-mail address from which the application was sent. If you do not receive confirmation within two weeks of sending your application, please contact the ENERGY STAR Awards Coordinator, Karen Schneider, at (202) 343-9752 or schneider.karen@epa.gov.
- **Notification:** You will be notified by January 31 on the status of your application.

Part I: General Information

A. Contact Information: *Please provide the following required information.*

Official Name of Organization or Company (*Exactly as it should appear on an award*)

Street Address (Include suite/room number/mail code)

City

State

Zip Code +4

Web Site Address

Primary Contact Name

Title

E-Mail Address

Phone (including area code and extension)

Fax

Communications Contact (including an authorized advertising/PR firm)

Phone

Communications Contact E-Mail Address

Fax

B. Headquarters Address: *Please provide if different than above.*

Official Name of Organization or Company

Street Address (Include suite/room number/mail code)

City

State

Zip Code +4

C. Certification Statement:

"I certify that the information provided in this application is true and accurate to the best of my knowledge. I understand that excerpts from this application may be used by EPA and DOE for public outreach related to the ENERGY STAR program and 2005 ENERGY STAR Awards."

Name Printed/Signed

Title

Date

Part II: Leadership in Energy Management Application

Description: The Leadership in Energy Management Award honors businesses and organizations that demonstrate their commitment to environmental protection through superior energy management.

Winning applications will clearly show the organization's commitment to and success in achieving superior energy management. Refer to the ENERGY STAR Guidelines for Energy Management (www.energystar.gov) for information on the fundamental elements of superior energy management.

Criteria: The 2005 ENERGY STAR Awards will be based on work and accomplishments completed **during the 2004 calendar year**. Accomplishments outside of this time period may be mentioned for reference and to demonstrate continuous improvement but will not count toward the score.

Previous Award winners with evidence of continuous improvement may be eligible for consideration of the Sustained Excellence award.

The written portion of the application must not be more than **12 pages long**. Pages that exceed the limit will not be evaluated.

Applicants are encouraged to submit supplemental materials that support the application, such as advertisements, brochures, and energy policy statements, as long as they are clearly referenced within the application. Supplemental materials will **not** count against the 12-page limit, but **must be directly relevant to energy management and/or ENERGY STAR**.

Scoring: The application is scored on a 100-point scale and the weight of each section or question is provided.

Energy Management Achievements

Section 1 – Organizational Commitment

[20 Points]

Describe your organization’s commitment to continuous improvement in energy performance. Illustrate how ENERGY STAR tools, resources and/or support were utilized. Examples of organizational commitment include, but are not limited to, descriptions of:

- Upper management involvement
- Energy policies
- Energy team and employee involvement
- Energy performance goals
- Action plans and initiatives
- Procurement policies
- Contracts and supplier relationships
- Product and process design & production
- Involvement and participation in ENERGY STAR, including production and promotion of ENERGY STAR labeled products.

Section 2 – Organization-wide Energy Use

[15 Points]

Complete Table A (below). Include summary information for all the facilities in your organization’s portfolio.

Compare your most recent, complete set of 12 months of energy data with data from the previous 12-month time span. If applicable, explain changes in business/organization activity that had an impact on energy use in the recent twelve-month period, such as changes in number of employees, operating hours, occupancy levels, number and type of facilities, etc.

Table A – Total Organizational Energy Use					
Portfolio Wide	Ending Month & Year	Total Number Of Facilities	Total Floor Area (Sq. Ft.)	Total kBtu Use*	Total Annual Energy Intensity (kBtu/Sq. Ft.)*
Recent 12 Months	/04				
Previous 12 Month	/03				
<p>* Conversion factors: 1 kWh = 3.412 kBtu; 1 therm = 100 kBtu; 1 ccf = 102.7 kBtu; 1 GAL #2 fuel oil = 138.69 kBtu; 1 Lbs steam = 1 kBtu; 1 Ton-Hrs of chilled water = 12 kBtu; 1 GAL propane = 91.33 kBtu; 1 GAL kerosene = 135 kBtu</p>					

Section 3 – Energy Benchmarking

[25 Points]

A. Organizational Approach

Describe how your organization tracks energy consumption, how this information is used in the overall energy management strategy and the value derived from benchmarking.

B. Benchmarking

This section contains two parts. Fill out only the part(s) that apply to your organization.

Use Part 1 if your facilities are eligible for benchmarking using EPA’s Portfolio Manager. EPA will consider your use of this tool when evaluating the application. **Use Part 2** if your organization tracks and benchmarks energy performance using methods or tools other than Portfolio Manager.

PART 1. Portfolio Manager Benchmarking

Provide a summary of the performance of your facilities benchmarked in Portfolio Manager. For more information on Portfolio Manager and a complete list of eligible facility types, visit www.energystar.gov/benchmark.

To complete this part of the application, you will need to:

1. Access the Portfolio Manager accounts that include your organization’s facilities;
2. Use *Facility Summary* to compare two years worth of data;
3. Attach a Facility Summary Report with the application **or** complete the Table B below.

Table B - ENERGY STAR Portfolio Manager Benchmarking					
Portfolio-wide Average Energy Performance Rating (for all space types)		Recent 12 Months			
		Previous 12 Months			
Facility Benchmarking	Time Span	Total Number of Eligible * Facilities	Number of Facilities Benchmarked	Total Floor Area (Sq. Ft.) Benchmarked	Number of Labels Received
<u>Facility Type 1</u> (e.g. office, hospital, hotel, etc.)	Recent 12 Months				
	Previous 12 Months				
<u>Facility Type 2</u> (if needed – add Rows for each unique space type)	Recent 12 Months				
	Previous 12 Months				

PART 2. Other Benchmarking Approaches

If your organization tracks and benchmarks energy performance using methods or tools other than Portfolio Manager, provide a summary that compares the performance of benchmarked facilities over a recent two year period.

You may provide a printed summary report from your tracking system or use and modify Table C below.

If not discussed on Part 1, briefly describe efforts to normalize data, such as accounting for differences in climate, weather, plant productivity, etc.

Table C - Summary Of Benchmarked Plant & Facility Energy Performance		
Tracking Categories	Recent 12 Months	Previous 12 Months
# of Facilities Benchmarked		
Benchmarked Floor Area (Sq. Ft.)*		
Benchmarked kBtu Use**		
Benchmarked Energy Intensity***		
Other Performance Metric (specify units)		
% Change In Performance		
Facility Types (please list)		
<p>*If applicable.</p> <p>** Conversion factors: 1 kWh = 3.412 kBtu; 1 therm = 100 kBtu; 1 ccf = 102.7 kBtu; 1 GAL #2 fuel oil = 138.69 kBtu; 1 Lbs steam = 1 kBtu; 1 Ton-Hrs of chilled water = 12 kBtu; 1 GAL propane = 91.33 kBtu; 1 GAL kerosene = 135 kBtu.</p> <p>***Energy intensity can be expressed as average energy use per square foot, average energy use per unit of product manufactured, or other relevant measure.</p>		

Section 4 – Implementation Approach And Value Of Achievements [20 Points]

Please complete Parts A and B.

A. Major Projects And Initiatives

Provide a description of the major efforts that resulted in your energy achievements. Describe specific projects, initiatives, technologies, operational strategies, and/or management approaches deployed. Include the number of facilities (or the percentage of facilities) upgraded and the extent of implementation. Examples, tables, samples, and other supporting materials should be provided as supplemental information for the application.

If you took advantage of ENERGY STAR tools and resources, please provide a brief description of how each was used.

B. Value Of Energy Achievements

Express the value of the organization's achievements in environmental, financial, and business equivalents **relevant to your organization**. Describe results in terms of energy saved, financial value or other benefits that these improvements have provided. If you used ENERGY STAR financial tools (E.g.: Financial Value Calculator or Cash Flow Opportunity Calculator) include reports as supplemental material. Examples of expressing the value of energy achievements include, but are not limited to:

- Results equivalent to increasing corporate profit margins or net operating income by X% or increasing sales by \$Y,
- Energy cost savings equivalent to the salary of X additional personnel or the cost of X supplies,
- Energy cost savings equivalent to the sales of X units of product,
- Energy cost savings resulted in an additional \$X earnings per share and the creation of roughly \$Y in shareholder value
- Asset value of property increased by X million dollars
- Environmental benefits of energy saved

To equate energy saving to pollution prevented, you may use the following conversions:

- X kWh saved times 1.46 = X pounds of carbon dioxide (CO₂)
- X pounds of carbon dioxide divided by 11,560 = Number of cars that release equivalent GHGs

Section 5 – Communications

[20 Points]

Communicating the value of energy efficiency, raising awareness of energy use, and sharing achievements with staff and stakeholders are important aspects of energy management.

In the sections below, describe your organization's internal and external communication efforts. Be sure to highlight instances in which the organization promoted ENERGY STAR in addition to the program's energy performance accomplishments.

A. Internal Communications

Describe efforts to formally communicate energy management commitment, achievements, and/or partnership with ENERGY STAR to all staff, board of directors, investor relations department, etc.). Examples of internal communications include:

- Newsletters, Intranet site, emails, and posters.
- Specialized training and/or incentive programs (contests, bonuses, etc.)
- Energy Fairs, Earth Day Celebrations, and other events

B. External Communications

Describe efforts to formally communicate energy management commitment, achievements, and/or partnership with ENERGY STAR to shareholders, customers, taxpayers, tenants, students/parents, patients, the financial community, industry peers, and other important stakeholder organizations. Examples for external communications include:

- Press releases, articles in newspapers, magazines and/or local press.
- Annual reports, Environmental and Sustainability Reports, investor relations meetings, other communications to the financial community.
- Displaying the ENERGY STAR label on facilities.
- Promotional items that feature the ENERGY STAR brand and information on your partnership with ENERGY STAR.
- Presentations at trade association meetings or conferences about the value of energy efficiency and/or ENERGY STAR.
- Outreach to customers, your community, and the public regarding energy efficiency.