2020 ENERGY STAR® Awards

PART 2: Excellence Award Application

The simple choice for energy efficiency.

Eligibility: This award is open to ENERGY STAR energy efficiency program sponsors, service and product providers, state and local governments, and/or other partner organizations that have demonstrated innovation in increasing access to the data required by EPA's ENERGY STAR Portfolio Manager tool, and/or expanding the use of the data and building performance metrics available from it. Multiple partner organizations may apply for this award together, as appropriate, when efforts were collaborative in nature. **Please remember to review and complete PART 1: General Instructions & Executive Summary before completing this part of your application.**

Description: The goal of this award is to recognize partners who have demonstrated innovation in:

- Increasing the flow of data into Portfolio Manager; and/or
- Using the data and metrics from Portfolio Manager to drive improvements in commercial, industrial, or multifamily building energy performance and other environmental objectives.

This award is intended to recognize initiatives that demonstrate ***breakthrough or precedent-setting innovations***. As appropriate for their initiatives, applicants should be able to substantiate how their work:

- Represents a breakthrough or precedent-setting innovation;
- Reaches new or underserved markets; or increases scale in established customer segments;
- Increases the availability of building energy performance data to the public, including key stakeholders;
- Incorporates ENERGY STAR tools, resources and branding; and
- Deploys new technologies or implementation approaches.

Given the emphasis on innovation, this award will not recognize a partner for the same activity more than once, nor will it recognize well-established, on-going activities, programs, products and services.[1]

Criteria: EPA anticipates that a diverse range of activities, programs, products and services will compete for this award. The most competitive applications will be those that clearly address ENERGY STAR program objectives, while reducing or removing key market barriers. Awards for data innovation will be made primarily using the following two criteria:

Increasing the flow of data into Portfolio Manager

This criterion pertains to innovative efforts to make it easier to obtain the data required to benchmark in Portfolio Manager or to transfer that data into Portfolio Manager.

[1] These types of notable efforts to support benchmarking and the use of energy performance data meet key requirements for ENERGY STAR awards in other categories and should be included in those applications.

United States Environmental Protection Agency

EPA Form No. 5900-441

The following are examples of the types of activities, programs, products and services that would compete in this category:

- A utility that simplifying or automating the process of mapping meters to buildings to provide customers with whole-building, aggregate consumption data.
- An energy information services company automating a direct data feed from a building automation system to Portfolio Manager.
- A property management company implementing a simplified process for energy information to flow from tenant to owner to Portfolio Manager.
- An energy information services company creating software that is then adopted by multiple utilities to send customer energy data into Portfolio Manager.

Expanding use of energy performance metrics from Portfolio Manager

This criterion pertains to innovative efforts to expand use of the data and/or building performance metrics available from Portfolio Manager to achieve greater energy efficiency and other environmental objectives in the commercial, industrial and multifamily buildings markets.

The following are examples of the types of activities, programs, products and services that would compete in this category:

- Local or state governments working to creatively visualize building performance metrics and increase the accessibility of the information resulting from local voluntary initiatives and/or reporting required by benchmarking and transparency laws.
- Utilities using ENERGY STAR energy performance metrics as an integral part of the marketing and delivery of their commercial efficiency programs.
- A service provider using ENERGY STAR metrics to enhance design, analysis, auditing, procurement, or financing of energy efficiency, demand reduction, and/or green energy supply programs.

Supporting Materials:

Each applicant must submit at least one item in **PART 3: Supporting Materials**. (required). Applicants are encouraged to submit supplemental materials that demonstrate the development, use, or promotion of their innovation. These materials may include, but are not limited to:

- Screen shots to convey software functionality (particular emphasis should be placed on capturing the customer's point of view);
- Fact sheets;
- Online guidance materials;
- Participant or customer-facing marketing/promotional materials;
- Conference presentations highlighting the innovation; and/or
- Case studies/examples of the activities, programs, products or services.

Award Evaluation Criteria:

Reviewers will apply this application's criteria, ***as appropriate to your activity:***

Increasing the flow of data into Portfolio Manager

- Developing novel business processes and customer service approaches that reflect industry best practices when creating solutions for providing users with utility data for benchmarking.
- Demonstrating active and productive collaboration with stakeholders to overcome key market, policy or regulatory barriers to providing greater access whole-building energy data.
- Creating scalable technology platforms for the acquisition of energy data from many sources, and for the distribution of data for many applications and to many users.

Expanding use of performance metrics from Portfolio Manager

- Increasing market awareness and understanding of ENERGY STAR energy performance scores and other benchmarking metrics.
- Demonstrating integration of ENERGY STAR performance metrics alongside other data and analytical offerings.
- Presenting energy performance metrics specifically for traditionally hard-to-reach market segments, e.g., small and medium businesses; multifamily housing; and economically disadvantaged neighborhoods.
- Applying technology to engage building owners and managers in dynamic and motivating ways.
- Using benchmarking results to generate interest in other ENERGY STAR resources and initiatives (e.g., ENERGY STAR Certification; development of local benchmarking competitions; use of ENERGY STAR qualified products).

BEGIN APPLICATION

PART 2:
Award Accomplishments Document
(use the following information to create a Word or PDF file)

Accomplishments Narrative:

Your application narrative must be **no more than three pages** and use a minimum of 11-point black font. Margins should be no less than 1" on all sides. Pages that exceed the limit will not be evaluated. See "Supporting Materials" section below for examples of supporting content that will not count towards the page limit. Please note that any supporting materials should be clearly referenced in the award narrative.

The accomplishments narrative should include the following:

- **Description of Data Innovation.** Applicants should provide an overview of their activities, programs, products or services, with particular emphasis on (1) how this solution facilitates benchmarking in Portfolio Manager by commercial building owners/operators; and/or (2) how this solution leverages data and/or performance metrics from Portfolio Manager to drive measurable energy saving or other environmental protection activities. Applicants are expected to describe in specific terms the innovations for which they are seeking recognition and how they address the specific award criteria established above.

- **Market Effects/Cumulative Accomplishments.** EPA recognizes that in some cases, innovative efforts will involve new or precedent-setting activities that may have only achieved limited market effects at the time of application. Nonetheless, applicants should make every attempt to provide both qualitative and numerical data to support the case that the market has changed or will likely change in a significant and sustained way as a result of your innovative work with data. When such data are not available because the innovation is new, applicants should describe the likely potential impacts of the innovation in detail.

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.

2020 ENERGY STAR® Awards

PART 2: Excellence Award Application

The simple choice for energy efficiency.

The public reporting and recordkeeping burden for this collection of information is estimated to average 14 hours per response. Send comments on the Agency's need for this information, the accuracy of the provided burden estimates, and any suggested methods for minimizing respondent burden, including through the use of automated collection techniques to the Director, Collection Strategies Division, U.S. Environmental Protection Agency (2822T), 1200 Pennsylvania Ave., NW, Washington, D.C. 20460. Include the OMB control number in any correspondence. Do not send the completed form to this address.