



ALLIANCE TO SAVE ENERGY

Stars of Energy Efficiency

2021 CALL FOR AWARD NOMINATIONS

The Alliance invites companies, organizations, and individuals to submit a nomination for the **2021 Star of Energy Efficiency Awards**, which will be presented on Thursday, September 23, in Washington, D.C., at the Alliance's ***Evening with the Stars of Energy Efficiency Awards Gala***.

For 29 years, the prestigious Star of Energy Efficiency awards have celebrated market-leading advances in efficiency. We've honored 149 individuals, organizations, and companies. We've grown from an evening honoring a single awardee, to recognizing up to half a dozen recipients in categories that span sectors, revenue, and technologies. Along the way we've faced a recession, government shutdowns, natural disasters, and now a global pandemic – and those obstacles have shown us the importance of appreciating and honoring those most deserving of recognition.

As we reflect on the last year and rebuild from the impact of the pandemic on the energy efficiency industry, the Alliance is focused on solutions that *build back brighter*, which means:

- *Ensuring all communities experience the economic benefits of energy efficiency.*
- *Taking bold action against climate change.*
- *Getting ahead of our energy system's transformation.*

While we cannot predict the future, we know this industry is resilient and that putting energy efficiency at the center of our recovery provides a brighter economy and environment for everyone. That's why once again, the prom will go on – both in-person and virtually – and we will celebrate our industry's accomplishments and by awarding deserving leaders in the following categories:

Star of Energy Efficiency Award: This award honors organizations and companies that have demonstrated an outstanding commitment to advancing energy efficiency. It is at the Committee's discretion to select up to three awardees in this category. Special attention will be paid to nominations that address one or more of the key pillars of building back brighter:

Energy Equity: Projects, programs, or policy frameworks that ensure all communities experience the economic benefits of energy efficiency.

Decarbonization: Projects, programs, or policy frameworks that prioritize energy efficiency as the first solution for achieving decarbonization and meeting climate goals.

Active Efficiency: Projects, programs, or policy frameworks that advance Active Efficiency by integrating the benefits of traditional energy efficiency measures with the opportunities presented by digital technologies.

Innovative Star of Energy Efficiency Award: This award recognizes an emerging technology or service that has the potential to transform a sector of the energy efficiency market but which, given the early stage of innovation, has yet to generate proven savings.

If you would like to submit a nomination for either your organization or another, please do so [online](#). Enclosed are guidelines to assist you in completing your nomination. We look forward to receiving a wide range of applicants and wish you the best of luck!

JUDGING COMMITTEE

The 2021 Gala & Awards Committee is a panel of energy experts responsible for reviewing and judging the entries based on the guidelines outlined below. The Committee will select award recipients for the Star of Energy Efficiency Awards only. They may also select an individual to receive the Charles H. Percy Award for Public Service at their discretion. Additionally, Senator Jeanne Shaheen, as the Chair of the Alliance's Honorary Advisors, may elect to present a Chairman's Award to an individual or organization that has shown exemplary service to the cause of energy efficiency.

JUDGING CRITERIA

1. Have demonstrated an outstanding and/or unique contribution to energy efficiency.
2. Have demonstrated quantifiable, cost-effective energy savings or evidence of the quantifiable impact the new technology could have within its market segment. *Please refer to the details below on how to report savings.*
3. Evidence that actions taken (program, practice, etc.) can be replicated and/or can serve as a catalyst for further efficiency gains. For yet-to-be-implemented nominations, evidence the unique approaches being taken to overcome market barriers and the anticipated timeline and sequence for implementation.
4. In meeting the energy efficiency goals described in the submission, nominees will receive credit for:
 - innovation and creativity;
 - degree of difficulty in overcoming challenges to meeting efficiency goals;
 - scope of work (local, regional, domestic, international);
 - contribution to environmental goals in addition to efficiency gains; and/or,
 - leadership within the nominee's discipline (industry, academia, govt., etc.)
5. Stature of the confirmed award acceptor and commitment to support the Gala through sponsorship at an appropriate level. *These criteria are only relevant for finalists and will be requested before the final round of judging.*

Helpful Hints: The principal consideration for judges will be the impact or potential impact of the nominee's efforts on reducing overall energy use in the sector and willingness to go "beyond the call of duty" in the name of efficiency.

How to Report Energy Savings:

For an energy efficiency program, e.g., a utility-sponsored program, a government or NGO-sponsored program, or a corporate internal program:

- Report energy and power savings in engineering units: **kWh, kW, Therms, Gallons of Oil**, etc.
- Report expenditures or energy savings in terms of an achieved savings level **over a stated time period**. *e.g.: ACME Corporation spent \$10M over 5 years & achieved 100 million kWh savings over that same 5-year period.*
- In some portion of your submission put in an **annual achievement statistic**. *e.g.: ACME spent \$10M over 5 years & achieved 100 million kWh savings over that same 5-year period. Our avg. savings was 20 million kWh/yr, with the standout being 2004 when we saved 33 million kWh.*

For a new technology, or new application:

- Describe it in terms of its technical potential and its achievable potential. *e.g.: Our Light Sticks offer an energy-efficient alternative to incandescent bulbs. There are currently 10 billion incandescent bulbs in US homes. While not suitable for outdoor use, we estimate that our new Light Sticks will work in at least 5 billion of those sockets.*
- Provide savings associated with your new technology at the maximum technical potential and at the estimated achievable potential. *e.g.: Our Light Sticks use X kWh, save about 100 kWh per bulb replaced. If all bulbs were replaced, they would save 1 trillion kWh. The achievable potential is about half of that or 500 billion kWh.*
- Please also express the savings in an *annualized number* and in *engineering units*. *e.g.: With current prices and programs, we believe our Light Sticks will enter the market at about 1 billion annually, saving 100 billion kWh annually.*

FREQUENTLY ASKED QUESTIONS

Q: Who can submit nominations?

A: Domestic and international companies, government agencies, academic institutions, organizations, and individuals can submit nominations. Self-nominations are accepted.

Q: How are nominations submitted?

A: Nominations are submitted online at www.ase.org/gala. Each entry requires a completed online nomination form, which includes a 600-word maximum submission overview, and submission fee. **All entries must be submitted by June 25, 2021.** All entries will be screened to verify eligibility. *The Alliance reserves the right to publish or electronically post the eligible nominations received.*

Q: Do I have to be affiliated with the Alliance to receive an award?

A: No, in fact we encourage organizations, companies, and institutions not currently affiliated with the Alliance to apply and showcase their energy efficiency achievements.

Q: When will contest winners be notified?

A: Winners will be notified in July, followed by a public announcement via press release, email, and social media.

Q: How are contest winners recognized?

A: Winners will be recognized during the Alliance to Save Energy's *Evening with the Stars of Energy Efficiency Awards Gala* on **September 23, 2021, in Washington, D.C.**

Q: Can previous award winners submit again?

A: We discourage previous award winners from submitting again. However, if you feel your nominee has made a significant contribution since the last award, please email events@ase.org.

Q: May an international organization apply?

A: Yes! However, award winners must receive their award in person, and the Alliance does not cover travel expenses.

Q: Can programs or products that haven't yet been launched be nominated?

A: Yes! Products or programs that are not yet in the market or implemented can be nominated and judging will be based on their potential for energy savings.

Q: Who is expected to receive the award?

A: Award recipients must be high-ranking officials or executives. Finalists will be asked to confirm who they intend on sending to accept the award.

Q: Who will present the awards?

A: Award presenters are all high-level political figures or corporate representatives.

Q: Is sponsorship required to win an award?

A: Yes. If a finalist is selected as an award winner, they will be asked to confirm sponsorship at a level comparable to their organization size.

Q: How can I obtain a ticket or table at the Alliance Annual Awards Gala?

A: Seats and tables are currently available for purchase. Please contact Felicia Kelly at fkelly@ase.org for more information.

For all other questions regarding the 2021 Stars of Energy Efficiency Awards, please email Susanna McElroy at smcelroy@ase.org.