



**THE ALLIANCE TO SAVE ENERGY**  
*Star of Energy Efficiency Awards*  
**2016 CALL FOR ENTRIES**  
**(Deadline April 1, 2016)**

The Alliance to Save Energy (Alliance) invites companies, organizations, and individuals to enter the **2016 Star of Energy Efficiency Awards** competition. These prestigious awards honor those entities who have demonstrated a significant and tangible commitment to the cause of energy efficiency.

This year's Awards will be presented September 22, 2016 in Washington, D.C. at the Alliance's 24<sup>th</sup> *Evening with the Stars of Energy Efficiency Awards Dinner*, which is the Alliance's primary annual fundraising event.

If you would like to submit a nomination for either your organization or that of another group, company, or individual whom you feel would make an ideal award winner based on their outstanding commitment and leadership in the energy efficiency field, please do so online. Enclosed are guidelines to assist you in completing your nomination.

We look forward to receiving a wide range of applicants for this year's award process and hope that you also will consider joining us to honor the 2016 Stars of Energy Efficiency in September. For more information on the Awards Dinner, please visit [www.ase.org/dinner](http://www.ase.org/dinner).

The Alliance to Save Energy promotes energy efficiency worldwide to achieve a healthier economy, a cleaner environment and greater energy security. Founded in 1977, the Alliance to Save Energy is a nonprofit coalition of business, government, environmental and consumer leaders.

## General Information

**Who Can Submit Nominations?** Domestic and international companies, government agencies, academic institutions, organizations and individuals can submit nominations. Self-nominations are accepted. Previous submissions are eligible, but prior award winners are discouraged from entering.

**How Are Nominations Submitted?** Nominations are submitted online at [www.ase.org/dinner](http://www.ase.org/dinner).

Each entry must include a completed nomination form, submission fee and an overview and/or explanation of the nomination that ***does not exceed one page***. A page is defined as, when printed, one side of an 8½ by 11 sheet of paper – typed and single-spaced. **All entries must be submitted by April 1, 2016.** All entries will be screened to verify eligibility.

\*\*\* The Alliance reserves the right to publish or electronically post the eligible nominations received. \*\*\*

## Award Categories

### **Rising Star of Energy Efficiency Awards**

Two awards will be presented to individuals – a young professional and a college or graduate student – with impressive energy efficiency accomplishments and strong leadership qualities.

### **Star of Energy Efficiency Awards**

Four awards will be presented in recognition of demonstrated leadership and innovation in the following sectors:

1. Built Environment
2. Transportation
3. Power Generation and Supply
4. Industry/Manufacturing

### **Innovative Star of Energy Efficiency Award**

The Innovative Star 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.

### **Chairman's Award**

Alliance Honorary Chair, Senator Jeanne Shaheen, at her discretion may select an organization or individual to receive the Chairman's Award. This is presented to an individual or organization that has shown exemplary service to the cause of energy efficiency. This is the only award where Alliance Board members are eligible.

## Judging Committee

The 2016 Dinner & Awards Committee is an outstanding panel of energy experts. Each year, the Alliance receives nearly 100 nominations from almost every sector of the energy industry, and the committee twice reviews and judges the entries based on the guidelines outlined below. The Committee will select award recipients for the Rising Star, Star of Energy Efficiency and Innovative Star Awards only. The Chairman's Award is selected by Senator Shaheen at her discretion.

\*\*\* It is at the Dinner & Awards Committee's discretion to forgo selecting an award winner in a particular category, despite having received nominations in the category. \*\*\*

## Judging Criteria

### **Rising Star of Energy Efficiency Award**

1. Be either a college or graduate student with an energy efficiency related major or extracurricular activities OR a young professional with 4-8 years of experience with a focus on energy efficiency.
2. Have made a compelling impact in energy efficiency – within a company, team, university, professional community, or as an individual.
3. Provide two letters of recommendation from a professor, supervisor, colleague or classmate that speak to the individual's demonstrated impact in energy efficiency and commitment to advancing it.
4. Have accomplishments sufficient to merit national recognition.
5. Have demonstrated a strong commitment to advancing energy efficiency.
6. Be a leader/mentor who helps to develop other future energy efficiency leaders and advocates.

## Star of Energy Efficiency and Innovative Star Awards

1. Have demonstrated an outstanding and/or unique contribution to energy efficiency beyond that which is to be expected in the selected sector (*built environment, transportation, power generation and supply, industry/manufacturing, or innovative*).
2. Have demonstrated quantifiable, cost-effective energy savings. Measurements given should be in the format listed below. *For Innovative Star evidence of the quantifiable impact the new technology could have within its market segment.*
3. Evidence that actions taken (program, practice, etc.) can be replicated, and/or can serve as a catalyst for further efficiency gains. *For Innovative Star 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 sector (industry, academia, govt., etc.)
5. Stature of the confirmed award acceptor and commitment to support the Dinner through sponsorship at a level comparable to organization size. *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.*
- Again, please also express the savings in some form of *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: 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: An announcement will be made in early-June via print and electronic 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 Dinner* on **September 22, 2016** in **Washington, D.C.** **They also will be recognized in a press release written and issued by the Alliance and posted on ase.org.**

### **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](mailto:events@ase.org).

### **Q: May an international organization apply?**

A: Yes! However, all 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: Can we nominate ourselves?**

A: Yes. Self-nominations are accepted. Rising Star nominations do require two letters of recommendation to be provided.

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

A: Seats and tables are currently available for purchase. Please contact Andrew Jerdonek at [ajerdonek@ase.org](mailto:ajerdonek@ase.org) or (202) 530-2234 for more information.

For all other questions regarding the 2016 Stars of Energy Efficiency Awards, please email the Alliance events team at [events@ase.org](mailto:events@ase.org).