

Inspiring Efficiency IMPACT Award Application/Nomination Form



Description

The Inspiring Efficiency IMPACT Award will be presented to the organization that has made a significant contribution to market transformation either through the implementation of a specific program or through a policy change. The applicant will need to clearly demonstrate the **measurable & significant impact** that the program or policy has had on reducing energy consumption, altering public behaviors/practices, and/or increasing the market penetration of energy-efficient products and technologies in the **Midwest**. This award covers the residential, commercial, institutional, agricultural and industrial sectors.

Application Guidelines

This is an active PDF. You may type directly in to the fields. Fill in the form below, completing the contact information, program/campaign description and goals section and answering as many questions as pertain to your project. Please make every effort to answer all questions completely as each question has a point value assigned to it. **The total length of this form, once complete, should not exceed 4 pages total. If you need more room for questions, please use only the additional space on page 4. You may attach up to 3 sets of additional materials (graphics, evaluation data, other creative materials and program endorsements) but the number of pages per attachment should not exceed 1 page.**

Application forms are due by COB (5pm CDT) on September 11, 2009. Please email application along with any supplemental materials to Erin McAllister at emcallister@mwalliance.org. Please write **"Impact Award Application"** in the subject line. Questions about the award nomination process may also be directed to Erin's email address or by phone at 312-587-8390 ext. 23.

MEEA evaluates application and nomination forms through an equal opportunity process, with unbiased reviewers chosen from our board of directors and staff.

Organization/Individual being nominated or applying for this award:	
Contact information:	
Name	
Address	
City, State, Zip	
Phone	
Fax	
Email	
Website	

Please describe the campaign or program in detail:
--

Please describe the stated goals of the campaign/program:

Inspiring Efficiency IMPACT Award Application/Nomination Form



Applicants will be evaluated based on the following criteria. Answer as many of these questions as possible, realizing that answers left blank will affect your total.

What measurable and significant impact has the program or policy had on reducing energy consumption? [For example: kWhs, KW, MW, or BTUs avoided/saved; number of units sold or number of trainings completed; total number of retailers and/or manufacturers participating; total amount of funding leveraged for the program; increased market penetration of specific technology; environmental impact in terms of SO₂, NO_x, CO₂, particulate matter, mercury, etc.] *How were these impacts determined?* [For example: through a third party, estimation of units sold, etc.] [Maximum earned points: 15]

What is the measurable and significant impact on altering public behaviors/practices? How was this impact measured? [Maximum earned points: 10]

What was the measurable and significant impact in increasing market penetration of energy-efficient products/ technologies in the Midwest? How was this market penetration measured? [Maximum earned points: 10]

What approach was used in implementing this program? Market transformation, demand side management, resource acquisition, etc.? MEEA will only consider applications that incorporate energy efficiency approaches. [Maximum earned points: 10]

Inspiring Efficiency IMPACT Award Application/Nomination Form



How has this program or policy supported national programs including, but not limited to, ENERGY STAR, Rebuild America, USGBC, LEED, and CEE specifications and standards? How has this program or policy supported regional coordination? [Maximum earned points: 15]

What is the program's cost-effectiveness, keeping geographic scope in mind? For example: kWhs saved versus total program cost. How did you quantify the cost-effectiveness? [Maximum earned points: 10]

Were initial project goals met? Within the timeframe projected? Within the budget projected? [Maximum earned points: 10]

Where did the program, idea, campaign or strategy first originate? Has it spread beyond its original geographic area to impact the larger region? [15 maximum earned points – more points are given for Midwest origination]

Inspiring Efficiency IMPACT Award Application/Nomination Form



Why do you believe your application deserves to receive the MEEA Inspiring Efficiency Award for Impact? [Maximum earned points: 10]

Additional space for answers.