



# Inspiring Efficiency Awards *Tips for Writing a Winning Application*

August 14, 2019



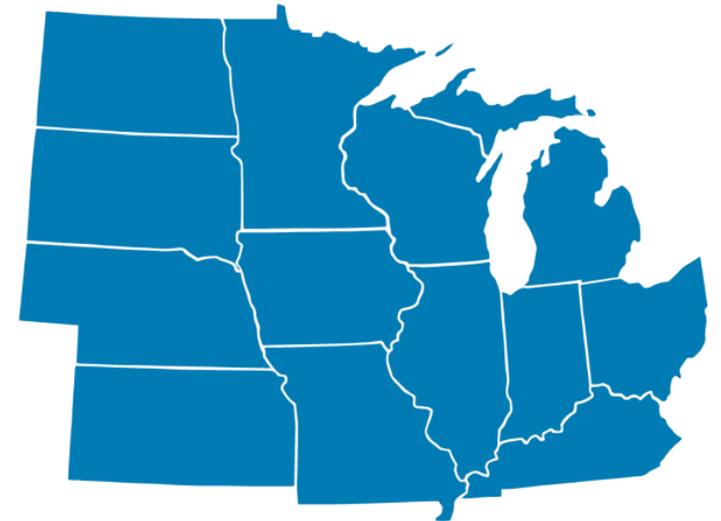
# About MEEA

## *The Trusted Source on Energy Efficiency*

We are a nonprofit membership organization with **160+ members**, including:

- Utilities
- Research institutions
- State and local governments
- Energy efficiency-related businesses

As the key resource and champion for energy efficiency in the Midwest, MEEA helps a diverse range of stakeholders understand and implement cost-effective energy efficiency strategies that provide economic and environmental benefits.



# Inspiring Efficiency Awards Workshop

## *Introductions*

- Review Committee Members  
Presenting:
  - Kelly Mulder, ILLUME
  - Sean Sullivan, MEEA
  - Jen Rhodes, MEEA

# Inspiring Efficiency Awards

*About the 2020 IEAs*

- 16<sup>th</sup> Annual Inspiring Efficiency Awards
- Presented at Dinner & Gala during the Midwest Energy Solutions Conference
  - Thursday, February 27, 2020
- Five categories
  1. Education
  2. Marketing
  3. Impact
  4. Innovation
  5. Leadership

# Inspiring Efficiency Awards

## *About the IEAs*

- Visit [meeaconference.org/awards](http://meeaconference.org/awards) to apply
- Application deadline: **September 13, 2019**
- Applicants **do not** need to be MEEA members or based in the Midwest
  - Program results must be shown in at least one of MEEA's 13 states
- May nominate same program in multiple categories, however, can only win once

# Inspiring Efficiency Awards

## *Review Committee*

- Composed of MEEA members, staff and board members
- Review based on rubric and point system
- Conflicts of interest: Review committee members are not placed in same category as their company or any program their company was involved with
- If interested in joining, contact [awards@mwalliance.org](mailto:awards@mwalliance.org)

# Inspiring Efficiency Awards

## *General Tips*

- Metrics listed on application
  - Allows for an apples-to-apples comparison
- Spelling and grammar
- Transparency and clarity
- If applying for multiple awards, tailor your application toward that category
- Apply with programs that have **measurable data** and **proven success**
- Supplemental samples help with context

# Inspiring Efficiency Awards

## *Updated Guidelines & Format*

- Each application has an **updated description** and guidelines to help clarify distinctions between categories
- Organization Information
  - Questions are not weighted but are **required**
  - Be **transparent** to help reviewers avoid conflicts of interest
  - Synopsis is included in the IEA Program, note if you **do not** want it included
- Background Information
  - Describe goals, timeframe, scale, budget and target audience to give reviewers detailed overview of the program, campaign or strategy

# Award Categories

## *Education*

- Presented to the nominee that **increased knowledge** of and **action on** energy efficiency amongst policy makers, stakeholders and customers through a local campaign or strategy
- Must describe how their campaign or strategy has raised industry, state or local value in energy efficiency
  - Highlight case studies or educational stories to help bring your application to life
  - Share examples of educational components

# Award Categories

## *Education*

- **Distinct Qualities:** Whether unique to the industry or the region, what sets it apart?
- **Educational Impacts:** Include data on your educational reach and outcomes, as well as how it was successful in the region
- **Measured Outcomes:** Show what measurable data you have collected
- **Barriers Faced:** Explain initial barriers and how you were able to overcome them

# Award Categories

## *Marketing*

- Presented to the nominee that has engaged in or supported a successful marketing campaign or strategy to increase the **adoption or market penetration** of energy efficient products and/or altered public behaviors/practices in the Midwest
- Clearly share how the goals, metrics, outcomes and target audience of a marketing campaign or strategy
- Supplemental samples help reviewers see and understand the campaign
  - Give background or reference so reviewers understand what they're looking at

# Award Categories

## *Marketing*

- **Unique Messaging:** What aspects of this campaign or strategy set it apart? Show that the marketing efforts were unique and successful
- **Market Outcomes:** How has your campaign or strategy influenced the market? Share how it increased market penetration or altered behavior
- **Engagement Metrics:** Use data to share marketing campaign and reach
- **Measurable Results:** Show how the campaign or strategy contributed to energy savings or non-energy benefits

# Award Category Comparison

## *Education and Marketing*

CATEGORY	EDUCATION	MARKETING
WHAT	Local campaign or strategy	Marketing campaign or strategy
TARGET MARKET	Policy makers, stakeholders and customers	Customers
DESIRED RESULTS	Increased knowledge of and action on energy efficiency	Increase the adoption or market penetration of energy efficient products and/or altered public behaviors/ practices in a positive way

# Award Categories

## *Impact*

- Presented to the nominee that has made a **significant** and **measurable** impact through a program, campaign or strategy to reduce energy consumption (or resulted in a quantifiable positive impact on health, emissions reductions, energy burden or other societal impact) based on their target market
- Can be presented to projects in the residential, commercial, institutional, agricultural and industrial sectors

# Award Categories

## *Impact*

- **Uniqueness:** Describe the target audience (and actual market, if different) that was affected
- **Total Impact:** Share the big picture. Describe benefits in energy reduction as well as societal impacts
- **Measurable Data and Results:** Evaluated savings and tracked results are strongly preferred
  - If results have not been independently evaluated: Need to clearly show demonstrated measurable data
- **Significance of Impacts:** Share why you believe these results were significant for the target audience

# Award Categories

## *Innovation*

- Presented to the nominee that has developed and implemented a successful **new and innovative** program, campaign or strategy or has implemented a program in a new and innovative way
- The concept may have been implemented elsewhere, the applicant will need to clearly detail why the program, campaign or strategy is **unique to the region and the marketplace** in this instance
- Please focus on **innovation versus repetition.**

# Award Categories

## *Innovation*

- **Set it apart:** Why is it unique to the industry or the region? Establish innovation and creative thinking and how it has differed from past approaches
- **Innovative:** Describe what is new, different and innovative in markets, approach, technology, program design
- **Measurable Results:** Should still have data to show that new ideas created positive change, energy savings and non-energy benefits
- **Barriers Faced:** What initial hurdles did you have to overcome
- **Replicability:** How can this innovative idea be recreated in other markets or regions? If it can't, explain why it is unique to target market

# Award Category Comparison

## *Impact and Innovation*

CATEGORY	IMPACT	INNOVATION
<b>WHAT</b>	Any program, campaign, or strategy	<u>New and innovative</u> program, campaign, or strategy or a program implemented successfully in <u>a new and innovative way</u> .
<b>DESIRED RESULTS</b>	Reduced energy consumption (or resulted in a quantifiable positive impact on health, emissions reductions, energy burden, or other societal impact) based on target market	<u>Developed and implemented a successful</u> innovative program, campaign, or strategy OR in a new way

# Award Categories

## *Leadership*

- Presented to the **organization or individual** who has served as a strong leader in support of energy efficiency in their city, state, region, company or community
- Candidates may include state and local political leaders, regulatory officials, legislators, state agency directors, corporations or other policymakers who have **been exceptional in their support of energy efficiency**

# Award Categories

## *Leadership*

- **Advocate for Energy Efficiency:** Share how your nominee has pushed for EE
  - Can be in different scopes: In their community, region, in legislation, in new markets, etc.
- **Vision for Future of EE:** How does the candidate see EE evolving and how have they worked to make this a reality?
- **Supporting Documents:** Letters of support help make the case and give depth to nominations

# Inspiring Efficiency Awards

## *Resources*

Visit [www.meeaconference.org/awards](http://www.meeaconference.org/awards) for...

- Application materials
- Information about past winners
- Category descriptions
- Info about upcoming IEA Winners webinar series

# Webinar Series

## *Meet the Inspiring Efficiency Award Winners*

- **Meet the Inspiring Efficiency Award Winners: Marketing & Innovation**

Thursday, September 5  
12 p.m. (CDT)

- **Meet the Inspiring Efficiency Award Winners: Education**

Wednesday, September 11  
2 p.m. (CDT)





Questions?

## **Review Committee Presenters**

- Kelly Mulder, ILLUME
- Sean Sullivan, MEEA
- Jen Rhodes, MEEA



Thank you!

*Jen Rhodes*

*Midwest Energy Efficiency Alliance*

*awards@mwalliance.org*