The Inspiring Efficiency EDUCATION Award will be presented to the organization that increased knowledge of and action on energy efficiency among policymakers, stakeholders, or target audience through an initiative or strategy.

The Education Award highlights an effort to raise awareness and promote learning of energy efficiency, building science principles, or related topics, as well as opportunities to train and expand the energy efficiency workforce. This can be through workforce development programs, community outreach programs, or advocacy efforts targeted at policymakers or stakeholders regarding policy and program plans.

*Please note that any marketing campaigns to increase participation in energy efficiency programs should apply in the* Marketing *category.*

**Application Guidelines**

Applicants should describe how their work has raised industry, state, or local awareness of the benefits of energy efficiency or related topics, expanded the workforce, or contributed to a better understanding of building science.

* The application should not exceed 5 pages total. You may attach up to 3 pages of additional materials (graphics, evaluation data, other creative materials, and program endorsements).
* The work being nominated must have taken place within the last two years.
* Please be aware that your application is typically the only way that reviewers learn about your work. Do not assume that your audience is an expert in specifics related to your work and efforts. Please be clear, honest, and transparent in your answers.

**How to Submit Your Application**

Application forms are due by **COB (5 p.m. CDT) on Friday, August 29, 2025**. Please PDF your application and email it with any supplemental materials to Haley O’Rourke at [awards@mwalliance.org](mailto:awards@mwalliance.org). Write “IEA Education Award Application” in the subject line.

Questions about the nomination process may be directed to the email address above or by phone at 312-784-7265.

**Required Organization Information**

1. Organization or initiative applying for this award (please list how you would like it to appear in the awards program):
2. Contact Information (person to notify on status of application)

Name:

Address:

City, State, Zip:

Phone:

Email:

Website:

1. Please be transparent and share all companies and participating organizations that contributed to this program. This will help ensure that there is no conflict of interest in the Inspiring Efficiency Awards Review Committee and allow for a balance across categories.
2. Please describe the initiative or strategy you are nominating for the Inspiring Efficiency Education Award in 125 words or less. (This will give the reviewers an overview of the application and be used in the Inspiring Efficiency Awards program.)
3. We want to ensure that all the nominees are recognized, so we will be including a synopsis of all nominations and contact information in the Inspiring Efficiency Awards program, which will be posted on the MEEA Conference website. Please check the box if you **do not want** this application to be included.

**Application Questions**

1. What were the goals, timeframe, scale, and budget for the program or strategy? Who was the target audience?
2. What makes this educational program or strategy unique and how does that contribute to its success?
3. What were the outcomes of the nominated work? Demonstrate how your work increased knowledge of energy efficiency or related topics, impacted stakeholders’ understanding of the benefits of energy efficiency, or created workforce opportunities.
4. Explain the details of this program or strategy. Share applicable items related to partnerships and collaboration, recruitment of participants or target audience, curriculum/resource development, and other relevant details.
5. What barriers did you face implementing your program or strategy and what lessons did you learn?

**Additional Questions**

The following questions are not being weighted but reviewers will take the responses into consideration when reviewing the overall application.

1. Please note any considerations made to diversity, equity, and inclusion.
2. Is this a replicable/scalable model useable by other organizations or for other topic areas? How has this been accomplished or could be completed? If it is not replicable, please describe the unique aspects, location, or other factors associated with this effort that make it specific to a particular location or service territory.