The Inspiring Efficiency IMPACT Award will be presented to the organization that has made a significant and measurable impact through a project, program, 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 the target market.

It is important to include quantifiable results to highlight direct effects on targeted energy consumers and to be able to accurately review the application. Share related metrics and specify if program results have been evaluated.

**Application Guidelines**

Nominated programs can be from the residential, commercial, institutional, agricultural, or industrial sectors. Quantifiable results will vary depending on the target market so applicants should describe how their project, program, or strategy has made an impact on intended energy consumers.

* 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 Impact Award Application” in the subject line.

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

**Required Organization Information**

1. Organization/program or strategy being nominated or 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 campaign you are nominating for the Inspiring Efficiency Impact 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 project, program, or strategy? Who was the target energy consumer group?
2. What distinguishes this project, program, or strategy and how does that contribute to its success? How does this nomination differ from other efforts to increase the impact of the program to target energy consumers in this instance?
3. How has your project, program, or strategy made a significant impact either by reducing energy consumption or by having a positive impact on health, emissions reductions, energy burden, or other societal impacts?
4. What are the measurable and significant impacts of the project, program, or strategy related to energy savings and non-energy benefits? How were these impacts determined?
   1. Have these results been independently evaluated?
5. What is the basis for determining the significance of impacts and other performance metrics?
6. What barriers did you face implementing your project, program, or strategy and what lessons did you learn?

**Additional Questions**

The following questions are not being weighted, but reviewers will take the answers 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.