The Inspiring Efficiency INNOVATION Award will be presented to the nominee who has developed and implemented a successful new and innovative program, campaign, or strategy or has implemented a program in a new and innovative way.

Programs nominated in this category may exist elsewhere, but the concept of bringing an existing program to the Midwest will not be considered innovative on its own. Please share aspects of program implementation that create a unique or new offering to customers.

**Application Guidelines**

Applicants will need to be specific in why their program or offering is innovative and what need it is addressing within the region, target market, or program portfolio.

* 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 Innovation 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/campaign 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 Innovation 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, campaign, or strategy? What was the target audience?
2. What distinguishes this program, campaign, or strategy and how does that contribute to its success? How does this nomination emphasize creative thinking and breaking from other tried-and-true methods to address a market need?
3. What is innovative about your program, campaign, or strategy related to its program design, implementation, or audience within the region or the marketplace?
4. Were there measurable energy savings and non-energy benefits of this innovation? How were these results determined?
5. What barriers did you face implementing your program, campaign, or strategy and what lessons did you learn?
6. 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.

**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.