



Safer Choice Partner of the Year Awards 2018

Instructions for Application Form

EPA developed the Partner of the Year Awards to recognize the leadership contributions of Safer Choice partners and stakeholders who have shown outstanding achievement in the design, manufacture, promotion, and use of Safer Choice-certified products over the past year.

The 2018 Partner of the Year Awards will be the fourth annual event, with recognition for Safer Choice stakeholder organizations from five broad categories: (1) Formulators/Product Manufacturers of both Consumer and Institutional/Industrial (I/I) products, (2) Purchasers and Distributors, (3) Retailers, (4) Supporters (e.g., non-governmental organizations, including environmental and health advocates, trade associations, academia, sports teams, and others), and (5) Innovators (e.g., chemical manufacturers, technology developers, and others). Within these categories, Safer Choice may elect to give an additional award in the subcategories of "small business" and "sustained excellence." Organizations that wish to apply in more than one award category must complete individual application packages for each award category.

To be eligible for recognition, candidates should complete this application and have it signed by an appropriate company or organization official (e.g., CEO, vice president for governmental affairs, division head, or other authorized signatory). Partners who apply should be in good standing with Safer Choice. All candidates will be screened for civil/criminal enforcement history.

EPA reserves the right to request at any time additional documentation to confirm that candidates have achieved the criteria for recognition. If documentation is requested but not received within a reasonable time, EPA may deny or withdraw recognition.

Application Process: The application is available online and may be filled out and emailed (preferred), or submitted in hard copy by mail or fax. Online applications can be electronically signed (or the signature page may be scanned and emailed) and sent to SaferChoice_Support@abtassoc.com.

If you choose to send a hard copy, the application may be mailed to the following address maintained by our contractor (EPA Contract No. EP-W-16-009):

Safer Choice Partner of the Year Awards
c/o Abt Associates Inc.
Attn: Klara Zimmerman
6130 Executive Boulevard
Rockville, MD 20852
Phone: 301-634-1722

Supplemental documents such as photos, pamphlets, copies of advertisements, videos, audio files, etc. may be sent with your application as PDF files (each file must be less than 10 MB and supplementary materials should not exceed 10 pages). If necessary, you can mail hard copies of supplemental material to the contractor address specified above.

All applications received will be considered public information, and no materials submitted will be returned. **All application materials must be received by June 27, 2018.**

Confirmation of Receipt: You will receive an email within one week confirming any materials you submit. It will be sent to the contact provided in the award application. If you do not receive confirmation within one week, please contact the Linda Rutsch at Rutsch.Linda@epa.gov or 202-343-9924.

Notification: You may be notified during summer 2018 of the status of your application.

Questions: Questions about eligibility, nomination procedures, or the Safer Choice program should be directed to Linda Rutsch at Rutsch.Linda@epa.gov or 202-343-9924.

Paperwork Burden Estimate

The public reporting and recordkeeping burden for this collection of information is estimated to average 15 hours per response, including the time for reviewing instructions, gathering information, and reviewing and completing the application. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. The OMB control number for this collection is 2070-0184. Approval expires on 03/31/2019.

Send comments on the Agency's need for this information, the accuracy of the provided burden estimates, and any suggested methods for minimizing respondent burden, including automated collection techniques to the Director, Collection Strategies Division, U.S. Environmental Protection Agency (2822T), 1200 Pennsylvania Ave., NW, Washington, D.C. 20460. Include the OMB control number in any correspondence. **Do not send the completed application to this address.**

Instructions by Section:

Section 1: Fill in Section 1 in the fillable PDF form with company information.

Section 2: Read the follow instructions, then fill in Section 2 in the fillable PDF form.

As part of its environmental mission, the Safer Choice program partners with businesses and others to reduce health and environmental risks by advancing the manufacture and use of safer products and technologies. Toward this end, the Safer Choice program increases awareness of the toxicological properties of chemicals through the replacement of chemicals of potential concern with safer alternatives. The Safer Choice program allows the use of its label on products that perform and contain the safest possible ingredients, as determined by expert evaluation of the best available science. The Safer Choice program recognition represents the highest level of achievement in formulating products that are safer for people and the environment.

The purpose of the Partner of the Year Awards is to recognize the leadership contributions of Safer Choice partners and stakeholders who have shown outstanding achievement in the design, manufacture, promotion, and use of Safer Choice-certified products over the past year.

Evaluation criteria:

Criteria for evaluating applications for this award are listed below. Partner of the Year Awards are based on activities that increase awareness of the Safer Choice program, Safer Choice-certified products, and the program's mission to help safeguard human health and the environment through safer chemistry. While general education on the importance of safer chemicals is valued, your application should focus on your specific activities and accomplishments to promote the use of Safer Choice-certified products and your actions to advance the program.

Please describe your company or organization's activities and accomplishments in furthering the Safer Choice program's mission.

- Please use the fillable PDF to fill out each section that is relevant to your applicant category (see the table on following page). Note that the font of the fillable sections will shrink as you enter more text - please make sure that it is large enough to read. You may also submit samples of specific promotions, advertisements, or other activities of no more than an additional ten pages.
- Describe your company or organization's recent activities and accomplishments in as much detail as possible. Be sure to provide **measurable results** in your written statement—e.g., number of Safer Choice-certified products sold, people reached, ad impressions run, signs posted, newsletters distributed, etc.
- Cumulative accomplishment statements may be included in the Accomplishments Narrative, but data specific to the **past year's activities must be highlighted** (e.g., number of users/subscribers, percentage of products carrying the Safer Choice label compared to the prior year).
- Use the information elements listed in the table below to guide development of your narrative.

In addition, each applicant will be screened for their history of civil or criminal enforcement actions. Results of this screening will be factored into the winner selection process.

Section 3: Please have the appropriate company or organization official (e.g., CEO, vice president for governmental affairs, division head, or other authorized signatory) sign on the last page of the fillable PDF to verify the accuracy of the application.

Table 1. In your Accomplishments Narrative, address the questions appropriate to your organization type:	
Formulators/Product Manufacturers¹ <i>Complete items 1-5</i> Maximum score per question: 1. 20 2. 30 3. 30 4. 10 5. 10	1. Participation in the Safer Choice Program (Applicants must address each of the following items.) <ul style="list-style-type: none"> • Number of Safer Choice-certified products and percentage change over previous year. • Percentage of product line that is Safer Choice-certified and percentage change over previous year. • Percentage of total sales that were Safer Choice-certified and percentage change over previous year. • Information on leadership in Safer Choice-certified products, including a brief description of any safer chemistry innovations in the product design (e.g., use of a green-chemistry-award-winning ingredient or chemistry that furthers other environmental goals like energy efficiency). 2. Use of the Safer Choice Label <ul style="list-style-type: none"> • Confirm that the Safer Choice label is used appropriately on products, packaging, website and other materials (N.B., the label must appear with the Safer Choice tag line and web address. Consult the Safer Choice Labeling Guide for guidance on proper label use.) • Indicate the percentage of Safer Choice-certified products that carry the Safer Choice label and the location of the label on containers (front, back or cap). • Provide information on labeling that goes beyond the basic requirements; location of the label on products or packaging is highly desired, e.g., eye-catching placement on the front of containers. • Provide examples or pictures to illustrate Safer Choice label use. 3. Promotion and Use of Safer Choice-certified Products <ul style="list-style-type: none"> • Describe your efforts to promote or use Safer Choice-certified products (e.g., featuring Safer Choice in exhibits at industry tradeshows, presentations and other communications; using Safer Choice-certified products to clean homes, stores and facilities; advocating for use of certified products) • Indicate if you have led or participated in cooperative promotions of the Safer Choice label, such as in-store or web-based notices or advertising. • For each significant promotion or use, include information on the role of participants and the duration, reach, and outcomes; promotion of the label in mass media, e.g., TV commercials, is highly valued or at major sporting or other events with media coverage. • Submit examples of print, radio, television, or direct-mail advertising, as appropriate.
Purchasers and Distributors; Retailers <i>Complete items 3-5</i> Maximum score per question: 3. 40 4. 40 5. 20	
Supporters; Innovators <i>Complete items 4-5</i> Maximum score per question: Supporters 4. 75 5. 25 Innovators 4. 25 5. 75	

¹ All current Safer Choice partners may apply. Please note that to be eligible for the Partner of the Year Award, partners must be in compliance with all applicable requirements in the Safer Choice Partnership Agreement.

	<p>4. Communications on Safer Choice to Consumers and End-Users</p> <ul style="list-style-type: none"> • Describe your Safer Choice-themed outreach or advocacy activities and messaging (e.g., public relations efforts, special events, press releases). • Submit noteworthy examples of outreach and advocacy efforts (e.g., innovative use of the Safer Choice label and messaging on your organization's website; brochures or other media with Safer Choice messages and label; development of technology or a computer application that educates the public on and promotes the use of safer products.) • Include information on size of audiences, frequency, and reach, and pictorial examples like Web shots or ads. <p>5. Innovations in Safer Chemistry and Other Efforts to Advance Safer Choice and Environmental Protection</p> <ul style="list-style-type: none"> • Describe your efforts/successes in developing safer chemicals for use in Safer Choice-certified products (include number of chemicals in CleanGredients database or used in Safer Choice-certified products). • Discuss your leadership of or participation in activities related to new or existing Safer Choice projects (beyond safer product labeling). • Provide examples of your organization's commitment to chemical-risk-reduction activities or other environmental and health protection/stewardship initiatives (e.g., to what extent have you used chemicals listed in CleanGredients in your non-Safer Choice-certified products? What activities illustrate your commitment to sustainable operations?)
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Fillable PDF Form

SECTION 1a:

Enter requested information for the authorized representative.

Organization Name	
Contact Name	
Address	
City, State, Zip	
Phone	Fax
Email	
Website	

SECTION 1b:

Under which award category are you applying? Check one.¹

<input type="checkbox"/>	Formulators/Product Manufacturers – Both Consumer and Industrial/Institutional (Complete items 2.1-2.5 in Section 2)
<input type="checkbox"/>	Purchasers and Distributors (Complete items 2.3-2.5 in Section 2)
<input type="checkbox"/>	Retailers (Complete items 2.3-2.5 in Section 2)
<input type="checkbox"/>	Supporters – e.g. non-governmental organizations, including environmental and health advocates, trade associations, academia, sports teams, and others who promote Safer Choice and the development and use of safer product formulations (Complete items 2.4-2.5 in Section 2)
<input type="checkbox"/>	Innovators – e.g., chemical manufacturers, technology developers, and others who create innovative ways to advance the goals of the Safer Choice program (Complete items 2.4-2.5 in Section 2)

SECTION 1c:

Indicate whether your organization is a small business.²

<input type="checkbox"/>	Yes
<input type="checkbox"/>	No

SECTION 1d:

Indicate whether your organization should be considered for “sustained excellence.”³

<input type="checkbox"/>	Yes
<input type="checkbox"/>	No

¹ If submitting multiple applications, please provide justification for belonging to multiple categories.

² To qualify as a small business, your business must meet the criteria in the Regulatory Flexibility Act/Small Business Regulatory Enforcement Fairness Act (RFA/SBREFA). For more information, please visit <https://www.epa.gov/reg-flex>.

³ Those that have been promoting Safer Choice for several years or have previously won the Partner of the Year Awards would be considered eligible candidates.

SECTION 2: Refer back to Table 1 in the instructions section for guidance.

2.1. Participation in the Safer Choice program

Formulator-Product Manufacturer (20 points)

If your award category is not listed above, do not fill out this section.

2.2. Use of the Safer Choice Label

Formulator-Product Manufacturer (30 points)

If your award category is not listed above, do not fill out this section.

2.3. Promotion and Use of Safer Choice-certified Products

Formulator-Product Manufacturer (30 points)

Purchasers and Distributors (40 points)

Retailers (40 points)

If your award category is not listed above, do not fill out this section.

2.4. Communications on Safer Choice to Consumers and End-Users

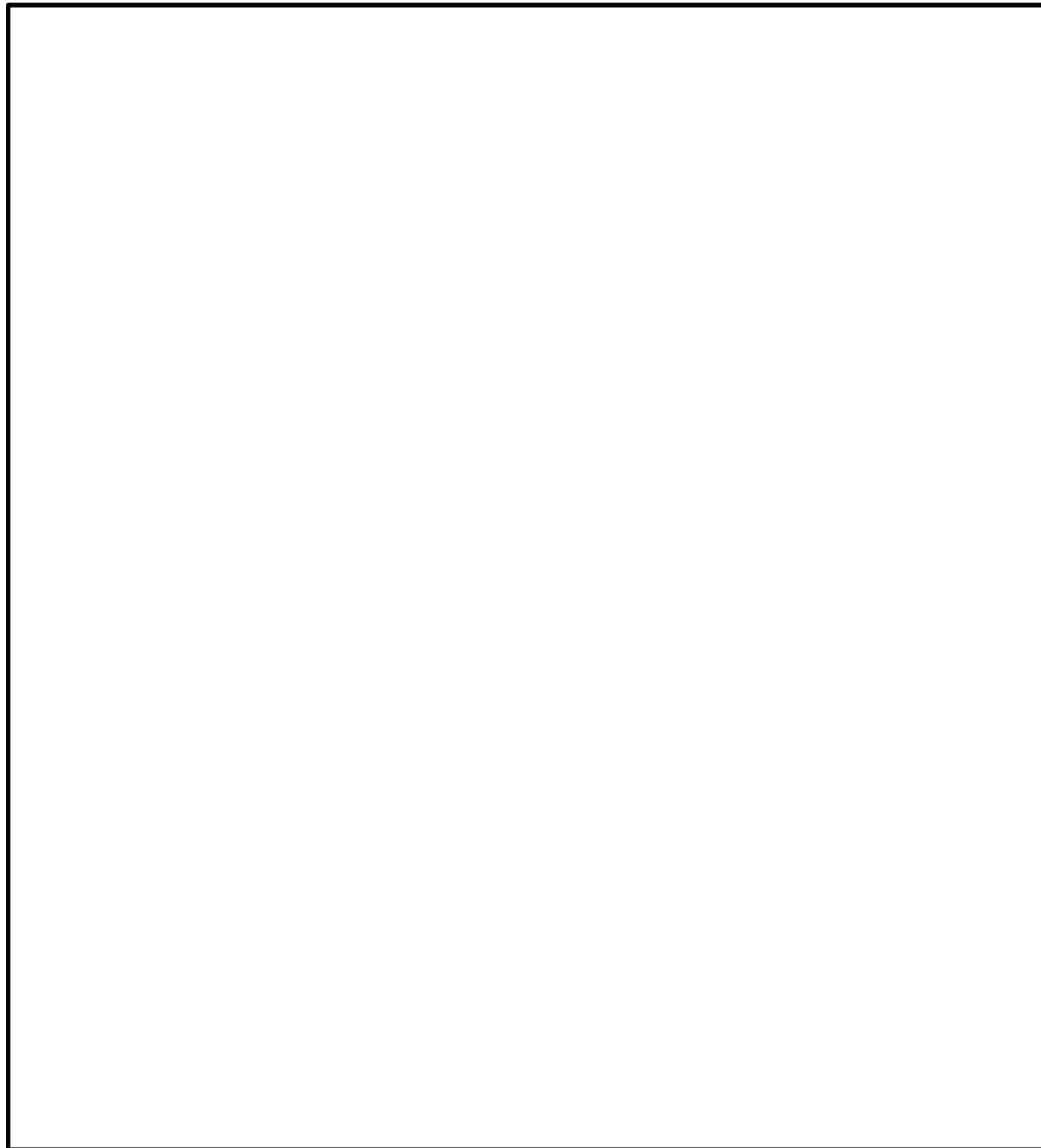
Formulator-Product Manufacturer (10 points)

Purchasers and Distributors (40 points)

Retailers (40 points)

Supporters (75 points)

Innovators (25 points)



2.5. Innovations in Safer Chemistry and Other Efforts to Advance Safer Choice and Environmental Protection

Formulator-Product Manufacturer (10 points)

Purchasers and Distributors (20 points)

Retailers (20 points)

Supporters (25 points)

Innovators (75 points)

SECTION 3:
Certification of
Application

Please have the appropriate company or organization official (e.g., CEO, vice president for governmental affairs, division head, or other authorized signatory) sign here to verify the accuracy of the application.

Signature of Authorizing Official	Date
Printed Name and Title	Date

I hereby affirm that the contents of this application are true and accurate to the best of my knowledge, and that I am a representative of the company or organization named above and am duly authorized to sign on its behalf.