**2020 Green Power Leadership Awards**

**U.S. EPA Partner Award Application**

**Instructions**

1. **Ensure Eligibility**

An applicant (or organization nominated for an award by a third party) is eligible if the following requirements are met:

* Applicants are either currently or will become an EPA Green Power Partner by March 30, 2020.
* Only an organization’s U.S.-based operations and facilities are eligible.
* Only eligible green power generated from U.S.-based renewable energy resources will be considered. Please review the [Partnership Requirements](https://www.epa.gov/greenpower/green-power-partnership-requirements) for more information.
* Applicants’ eligible green power must have been purchased or from an operational on-site green power generator by March 30, 2020. The green power purchase is considered complete when delivery is executed or commercial operation has commenced.
* Previous winners are eligible; however, only their incremental green power use and activities since their last award are evaluated.

**Please note:** Eligibility will be verified during the review process, and finalists will need to pass an EPA compliance screen to be selected.

1. **Complete Application and Data Form**

Organizations applying for a Green Power Leadership Award must complete both this application AND the Green Power Use Data Form. Organizations should submit only one combined application and data form, even if they are applying for multiple award categories.[[1]](#footnote-2) Applicants will be evaluated on their written responses in this application, as well as the data supplied in the Green Power Use Data Form. *Please note that submitting the Green Power Use Data Form is not a replacement for the partnership’s requirement of submitting an annual report.*

Third parties may nominate an organization for an award, however, the organization being nominated MUST be copied on the application submittal via email. We also strongly advise third-parties to consult with nominees to accurately capture their full contribution to the green power marketplace, not solely the nominating organization’s or provider’s experience with them. *Note: only Partners can request that EPA share green power use data.*

Please complete all sections of the form:

* **Review EPA Partner Award Categories**
* **Contact Information**
* **Green Power Use Data Form\***
* **Green Power Use Essay Questions**
* **Communications and Stakeholder Activities**
* **Green Power Leadership Award Applicant Profile**

1. **Submit Materials to** [**GPLA@epa.gov**](mailto:GPLA@epa.gov)

**Required**

* A completed GPLA application
* Green Power Use Data Form\*
* Please email [GPLA@epa.gov](mailto:GPLA@epa.gov) to obtain a Green Power Use Data Form to submit in conjunction with your application. EPA will provide interested Partners a pre-populated Green Power Use Data Form, which includes the most recent data the Partner submitted to EPA. Review the *Green Power Use Data Form* section in this application for more information.

**Optional**

* Supplemental materials (see instructions under *Communications Activities*).

After the award application and green power use forms are submitted, EPA will confirm receipt and follow up with questions, if necessary.

1. **Questions?** Email [GPLA@epa.gov](mailto:GPLA@epa.gov) or contact Rebecca Taylor at 202-564-5211 or [taylor.rebecca@epa.gov](mailto:taylor.rebecca@epa.gov).

|  |
| --- |
| **Deadline** |
| **Monday, March 30, 2020 (11:59 p.m. Eastern Time)**  Applications will be accepted beginning February 14, 2020 |

Application Form - EPA Partner Award Categories

Please **check** the award category for which the organization is applying.   
Applicants may apply for more than one award by checking more than one category.

**Excellence in Green Power Use Award:** Recognizes Partners that distinguish themselves by using green power through any supply options in amounts that exceed the [minimum benchmark requirements](https://www.epa.gov/greenpower/partnership-green-power-use-requirements), or where the applicant can demonstrate a distinct market impact through innovation, communications, and stakeholder engagement. Winning applicants in this category perform better than what GPP minimally requires and offer a compelling example to their sector or regional peers. 

**Direct Project Engagement Award:** Recognizes Partners that distinguish themselves through direct project engagement using a variety of financing structures to access green power. Eligible direct project engagements include on- and off-site self-generation, on- and off-site physical power purchase agreements (PPAs), on- and off-site financial power purchase agreements, shared renewable projects, and utility green tariffs. Direct project engagement activities will be evaluated based on their direct impact and contribution to the transformation of the market, such as development of new projects, long-term commitments with eligible projects, etc. An applicant’s contractual relationship to the project shall be for no fewer than five (5) years. Self-generation shall be considered a 20-year contract term.

**Green Power Partner of the Year Award:** Recognizes Partners that distinguish themselves through their green power use, leadership, overall strategy, and impact on the green power market. Winning applicants should represent a beacon for other organizations to follow, represent best in class in terms of market impact, and have a compelling story that is both unique and replicable to a wider set of market participants. This category is the highest organizational honor in EPA’s Green Power Leadership Awards and the applicant’s activities should be commensurate with this level of recognition.

**Sustained Excellence in Green Power Award:** Recognizes continual leadership in advancing green power development. This award category recognizes a combination of “sustained” green power use coupled with “excellence” in procurement size and diversity of supply. Successful applicants shall also demonstrate a similar level of sustained excellence in terms of communications and market engagement related to their use of green power. To qualify, applicants must have won at least three (3) previous Green Power Leadership Awards—including:

* one “Direct Project Engagement” (previously known as On-site Generation) Award, and
* one “Partner of the Year” Award.

Applicants shall demonstrate excellence by using at least 100 percent green power for their organization-wide electricity use. Partners must also have maintained 100 percent green power use for at least three years prior to applying for this award. **Organizations can only receive a Sustained Excellence award once every three years, over which time applicants must maintain continued sustained excellence activities.**

Note: For the Green Power Community of the Year Award, please use the separate Green Power Community application.

**Applicant Contact Information**

*Note: Please fill out the fields below with contact information for the organization applying for or being nominated for an EPA Green Power Leadership Award*

|  |  |  |
| --- | --- | --- |
| **Organization** | | |
| **Contact Name** | | |
| **Title** | | |
| **Address (Street 1)** | | |
| **Address (Street 2)** | | |
| **City** | **State** | **Zip** |
| **Phone** |  | |
| **Email** | | |
|  | | |

**Submitter Contact Information**

*Note: Please fill out the contact information below if a third party is submitting an*

*application for another organization*

If same as contact information above, check here and skip:

|  |  |  |
| --- | --- | --- |
| **Organization** | | |
| **Contact Name** | | |
| **Title** | | |
| **Address (Street 1)** | | |
| **Address (Street 2)** | | |
| **City** | **State** | **Zip** |
| **Phone** |  | |
| **Email** | | |
| **Relationship to Applicant** | | |

**Applicant’s Communications/Public Relations Contact**

If same as applicant contact information, check here and skip:

|  |  |
| --- | --- |
| **Contact Name** | |
| **Title** | |
| **Phone** |  |
| **Email** | |

Green Power Use Data Form

Please contact [GPLA@epa.gov](mailto:GPLA@epa.gov) to obtain a Green Power Use Data Form to submit with the application and other award materials. The written application and data form should be submitted together. Additional details and instructions are included in the form.

*Note: Applicants who are already an EPA Green Power Partner must request a pre-populated Green Power Use Data Form*.

Green Power Use Essay Questions

Applicants’ essays must focus on green power activities reported to EPA in the Green Power Use Data Form. For past winners, the focus must be on the incremental green power use and activities since they were last awarded.

All green power projects and usage included in these essays must align with the information submitted in the Green Power Use Data Form. EPA strongly encourages Partners to have completed the Green Power Use Data Form prior to answering the essay questions.

EPA will only recognize green power use and activities that have previously not been recognized. Partners are strongly urged to explain in essay responses the amount of green power and activities undertaken since their last award, if applicable.

* Previous GPLA winners must report their incremental green power use since their last award (as EPA cannot recognize an organization for activities for which they have previously been recognized).
* Partners that have not previously won a Green Power Leadership Award may report their historical use of eligible green power in its entirety (since joining the Green Power Partnership).

Applicants should contact [GPLA@epa.gov](mailto:GPLA@epa.gov) (or their assigned account manager) prior to developing answers to the essay questions if they are unsure of the eligibility OR relevance of their green power use.

Please note: if the applicant is selected as an award winner, EPA will use the content of these essay answers to write the applicant’s award winner profile. Please make sure all of the information provided is as accurate as possible and the description of green power activities reflect the information in the Green Power Use Data Form, as well as activities since the applicant last won a Green Power Leadership Award. Accuracy of information is required in order to receive an award.

*Please continue to the next page to review questions and provide answers.*

1. Why is the applicant worthy of national recognition for its green power usage? How has the applicant demonstrated leadership within its industry by using green power? For example, discuss how the applicant’s procurement supports new supply or represents a leading long-term commitment, or how the applicant’s green power use has increased. Please be sure the information and data provided below reflects that included in the data form. (300-word maximum)

1. Please discuss any innovative strategies the applicant used to procure green power. For example, discuss the unique structure of the applicant’s green power product, or how the applicant used a creative financing structure to complete the procurement. (300-word maximum)

**Please refer to the awards category descriptions on page 3 to better align your essay/response.**

Communications and Stakeholder Activities

On the next page, please elaborate on communications activities that have a direct connection to the applicant’s green power use. All selected activities should align with the information included in the applicant’s Green Power Use Data Form, or since the applicant last won a Green Power Leadership Award. Activities could include, but are not limited to, the following:

* Press releases and other media outreach
* Social media outreach
* Press conferences, announcements, dedication events
* Promotion of ranking on EPA Top Partner list, or previous GPLA win, if applicable
* Promotion of green power use and partnership on website (supply details, including web analytics if available)
* Paid print, radio, television advertising, or public service announcements
* Marketing collateral (brochures, catalogs, flyers)

**Submit supplemental materials (encouraged but not required)**. If possible, please provide relevant supplemental materials supporting your communication and outreach activities in one (1) PDF file. Please include the applicant’s name in the file name. The supplemental materials should relate to your ***communications and stakeholder activities***, as detailed below. Please also include links to press releases, mentions of the Green Power Partnership and the Partner Mark, sustainability reports, and other relevant promotional activities as appropriate. *Note that materials may be emailed to* [*GPLA@epa.gov*](mailto:gpla@erg.com) *if less than 20 MB in size. If larger, please contact Rebecca Taylor at* [*taylor.rebecca@epa.gov*](mailto:taylor.rebecca@epa.gov) *or 202-564-5211.*

*Please continue to the next page to review questions and provide answers.*

How has the applicant communicated its green power use for the activities detailed in this application and who was the audience? What has been the market impact of these activities? Please detail communications and outreach activities that your organization has engaged in to promote your green power use.

In addition, how does the applicant build awareness about green power and its participation in the Green Power Partnership in general? How has the applicant marketed their engagement with the Green Power Partnership? What steps, if any, does the applicant take to encourage stakeholders to use green power? Please include details about your activities, including quantifiable impacts if known.

Please be sure these communications activities are tied to the information included in the Green Power Use Data Form.

(350-word maximum.) Please note: EPA strongly encourages each award winner to attend the ceremony in person, issue a press release, promote its status as an award winner on social media and other relevant channels, and post notice of the award on its website. The Green Power Leadership Awards ceremony will take place during the [2020 Renewable Energy Markets conference](https://www.renewableenergymarkets.com/).

**Green Power Leadership Award**

**Applicant Profile**

The Green Power Partnership’s website features profiles of all Green Power Leadership Award winners going back to 2001. Please write a profile describing the applicant’s green power use activities as reflected in the Green Power Use Data Form, or since the applicant last won a Green Power Leadership Award. This profile will be featured on the Partnership’s website if the applicant is selected as a 2020 Green Power Leadership awardee. The green power use information described in this profile should reflect the green power activities detailed in the applicant’s Green Power Use Data Form.

[Please refer to previous award winner profiles on the Green Power Partnership website to better understand length and tone.](https://www.epa.gov/greenpower/green-power-leadership-awards#current-winners) The profile should focus directly on accomplishments that align with these specific awards criteria: the applicant’s green power leadership, detailing green power use and its impact on the market; any innovative and creative procurement methods and communications activities; and other information deemed relevant. Please do not include information on sustainability activities not related to green power use (e.g., recycling). If applying for a specific award, please tailor profile to that award category. (300-word maximum)

1. Organizations may submit a Green Power Leadership Award application on their own behalf, OR third parties may nominate an organization for an award. Use this application in either instance. The term “applicant” is used in both instances. [↑](#footnote-ref-2)