

Table of Contents

Recognize Achievements	2
Internal Recognition	3
External Recognition	4

Recognize Achievements

Providing and seeking recognition for energy management achievements is a proven step for sustaining momentum and support for your program.

Providing recognition to those who helped the organization achieve these results motivates staff and employees and brings positive exposure to the energy management program.

Receiving recognition from outside sources validates the importance of the energy management program to both internal and external stakeholders, and provides positive exposure for the organization as a whole.

Key steps in providing and gaining recognition include:

- [Providing internal recognition](#) - to individuals, teams, and facilities within your organization.
- [Receiving external recognition](#) - from government agencies, the media, and other third party organizations that reward achievement.

In Practice

Recognizing ENERGY STAR Award Winners

In 2003, eight ENERGY STAR partners were recognized by the U.S. EPA for their leadership in energy management and corporate commitment to energy efficiency. To help publicize the achievements of these and other ENERGY STAR Award winners in other categories, the U.S. EPA developed a full page color public service announcement (PSA) that ran in major publications, such as TIME, Newsweek, Business Week, and Fortune. As one energy manager noted, "It was great for me and my energy team to see this ad and know that millions of people might now be aware of our work."

[2003 ENERGY STAR Award Public Service Announcement](#)  (904 KB)

Internal Recognition

Recognizing the accomplishments of individuals and teams is key to sustaining support and momentum for energy management initiatives. Rewarding particular efforts sets the example for what constitutes success and helps motivate employees through increased job satisfaction. Recognition can strengthen the morale of everyone involved in energy management.

Key steps:

Determine recognition levels

The decision about who should receive recognition in your organization will likely be shaped by the purpose for providing recognition and your organizational culture. Common recognition levels include:

- **Individual** - Acknowledges the contributions and accomplishments of specific people.
- **Teams** - Recognizes the achievements of teams, departments, and other distinct groups within the organization.
- **Facility** - Rewards the accomplishments or performance of an entire facility.

Establish recognition criteria

Create criteria for recognition and communicate these criteria and any process eligibility requirements. Recognition criteria might include thresholds of achievement such as:

- Offered the best energy savings ideas
- Achieved the greatest energy use reduction
- Increased savings by X amount

Determine recognition type

There are a variety of ways to provide recognition and rewards. Depending on the purpose of the recognition program and your organizational culture, forms of recognition can range from formal acknowledgements and certificates, to salary increases and cash bonuses, to simple forms of appreciation such as coffee mugs or energy program shirts.

Suggestions

- Ask senior management to provide the recognition.
- Use a formal means for providing recognition, such as an award ceremony.
- Use progress evaluations to inform the recognition process.

External Recognition

Good work deserves to be acknowledged. Recognition from a third party can provide validation for an organization's energy management program. Not only does it provide satisfaction to those involved in earning the recognition, but it can also enhance an organization's public image. A solid reputation contributes to your competitive advantage by making your organization more attractive to customers, students, current and potential employees, lenders, business partners and other stakeholders.

Before seeking recognition from external groups, you may want to determine the most appropriate avenues to pursue. A few ways to gain recognition for your organization's energy management efforts may be:

- **Partnership programs** - Participate in established groups, such as government agencies, trade associations, or regional energy conservation groups to demonstrate commitment to achieve results.
 - Learn more about the [ENERGY STAR partnership](#)
- **Performance standards** - Meet widely recognized standards of performance, such as those established by ENERGY STAR, that reflect superior performance.
 - Read about the [ENERGY STAR building label](#)
- **Achievement awards** - Surpass a variety of predetermined criteria, often both qualitative and quantitative, that identify superior energy management programs.
 - See if you are eligible for an [ENERGY STAR Award](#)
- **Public reporting** - Report progress publicly and to targeted stakeholders that monitor and critique energy performance to let you gain their support or good will.

There are a variety of government programs, industry associations, and other organizations that recognize environmental achievements through energy management.

Examples include:

- Professional associations
- Trade associations
- Federal and State Government Agencies
- Non-profit organizations
- Regional energy programs
- Other federal agencies
- Socially responsible investment funds