



An Open Call for America's Most Energy Efficient Communities





IT ALL STARTS WITH COMMUNITY...

What if communities across the country came together in the spirit of friendly competition, to significantly raise the bar on energy efficiency?

Could they experience more than just financial benefits and actually play a leading role in solving a problem that has environmental, security, and social implications for our entire nation?

The reality is that **today, more than half of the total energy produced in the U.S. is wasted due to inefficiencies.** And while many communities have implemented more energy efficient practices, *large-scale adoption remains weak.*



...AND ENDS WITH INNOVATION

This is a “stuck” problem, and radically increasing energy efficiency rates requires innovative thinking from new sources.

The \$5 million Georgetown University Energy Prize is designed to challenge small to medium-size communities to rethink their energy use altogether, and implement creative strategies to reduce inefficiencies.

Competitors in the Prize—communities working together with their local governments and utilities—will need to demonstrate their ability to not only **reduce** energy usage, but **sustain** it over a two-year period with significant increases in adoption rates.



PRIZE AT A GLANCE

Mission: Tap the creativity and spirit of communities to improve America's energy efficiency.

Purse: \$5M plus possible cash prizes for second and third place communities.

Eligibility: All U.S. municipalities with populations between 5,000–250,000, which equates to:

- Over **65%** of American communities, home to more than **200 million U.S. residents.**
- **8,892 eligible communities**

Putting the Prize to Work: The \$5 million prize must be spent on energy efficiency programs that reward the entire community and help ensure their continuing, long-term implementation.



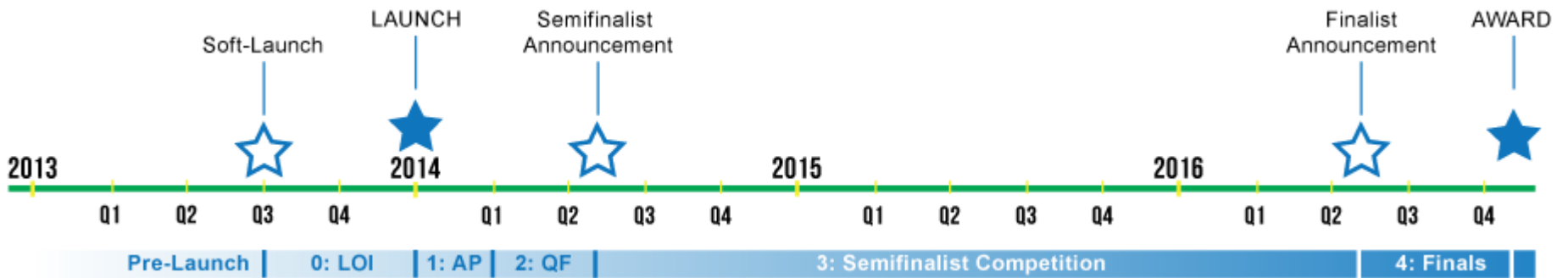
BENEFITS OF COMPETING

Thanks to partnerships with leading associations, agencies, and foundations, participating communities will have access to extensive financial opportunities and educational and technical resources, including:

- A **national platform to promote your role** of being at the forefront of energy efficiency.
- A **community liaison, provided by Deloitte**, to see you through the competition;
- An opportunity to apply for **seed grants and other resources** to get you started.
- Webinars, workshops, educational materials, and sample energy efficiency plans;
- **Technical assistance and direct resources** from **the U.S. Department of Energy**, as well as interaction with other U.S. federal agencies that are at the forefront of improving energy efficiency, including the **Environmental Protection Agency**, and **Department of Housing and Urban Development**;
- **K-12 education curriculum**, lesson plans, and activities for engaging local schools, teachers and students; and
- **Direct contact with Prize sponsors** who can provide support for community efforts.



COMPETITION TIMELINE



LETTER OF INTENT



By submitting a Letter of Intent, your community will immediately receive:

- A Deloitte consultant who will serve as a Community Liaison to help your community prepare for and compete in the Georgetown University Energy Prize
- Early access to technical assistance from Georgetown experts and experts provided by GUEP supporters and advisers
- Priority response to questions about the competition
- Early access to specialized promotional assistance to engage your stakeholders in utilities, local government, and community groups

JUDGING CRITERIA



Competitors—communities working together with their local governments and utilities—will need to demonstrate their ability to not only **reduce** energy usage, but **sustain** it over a two-year period with significant increases in adoption rates.

- All competing communities must develop a **long-term energy efficiency plan** and show its initial effectiveness and sustainability.
- Energy consumption measurements are limited to **energy supplied** directly to residential and municipal customers **by gas and electric utilities**.

JUDGING CRITERIA



Finalists will be ranked according to an “Energy Score” – a measurement of energy-saving performance relative to the community’s baseline over a 2 year period.

Finalist communities will also be judged on their ability to:

- **Spur innovative approaches** to decrease their energy usage.
- **Highlight best practices** for working with utilities, businesses, and local governments to create and implement plans for sustained energy efficiency.
- **Educate the public** and engage students in energy efficiency issues
- **Grow markets** for products and services that facilitate energy efficiency and renewable, clean energy production.

PRIMARY COLLABORATORS



OUTREACH ORGANIZATIONS



MAKING HEADLINES



“This competition is designed with smaller communities in mind...and can be **a rallying point for the local community** to come together and do something beneficial for the environment, for the citizens, and to find different ways to save energy – both gas and electricity.”

Brian Sloboda, National Rural Electric Cooperative Association’s Cooperative Research Network

<http://www.ect.coop/efficiency-conservation/energy-efficiency/energy-prize-can-unite-co-ops-towns/61235>



BRING US YOUR BEST IDEAS

Get your community started on the path towards a **better energy future** by visiting <http://guep.org/letter-of-intent>.

Learn how to **submit a Letter of Intent** which gets your community early access to expert technical and promotional assistance.