



2023 EPA Indoor airPLUS Leader Award

Rater Application

APPLICATION INSTRUCTIONS

Overview:

The Indoor airPLUS Leader Awards were created to recognize outstanding Indoor airPLUS Program partners who construct and verify Indoor airPLUS homes, designed and built for improved indoor air quality (IAQ). This annual award acknowledges market leading builders and raters that promote the benefits of enhanced IAQ protections and educate consumers on the value of safer, healthier, and more comfortable homes with the Indoor airPLUS label.

Benefits:

As an Indoor airPLUS Leader Award recipient your organization receives the following benefits:

- Customized Leader Award marketing material;
- 2023 Indoor airPLUS Leader Award winner banner;
- Physical award, presented at ceremony hosted at the EEBA High Performance Home Summit;
- Recognition and web linking on the EPA website;
- Email and social media promotion; and
- Opportunity to earn EPA's *Indoor airPLUS Leader of the Year Award* (awarded to just one builder and rater).

Eligibility:

To be considered eligible for the award, a rater must:

- Have verified and reported at least ten (10) Indoor airPLUS homes in the previous calendar year (2022).
- Be in good standing as an Indoor airPLUS partner and with EPA regarding compliance with all applicable regulations.
- Be in good standing with your applicable verification oversight organization.
- Submit a valid, complete application for the award.

Note, only one organization will be awarded per application. If your organization worked collaboratively with another Indoor airPLUS partner on a project or development and each organization wishes to be recognized as Indoor airPLUS Award winners (e.g., a rater along with a builder and/or developer partner working on a project together), each organization must submit individual applications.



What you need to submit:

- Complete all fields below. Responses to each narrative question must be typed.
- Submit at **minimum 7 high resolution images with descriptions** to be included in featured profiles of the winners. Assets should include one high resolution organization logo, three marketing and sales related materials, including social media, trainings (internal and external), and/or presentations at conferences, and three images of Indoor airPLUS measures clearly on display in homes under construction or finished. Supplemental materials such as additional photos or illustrative examples are strongly encouraged. See the [Media Submission Form](#) at the end of this application for more details.
- When finished, submit via email to Indoor_airPLUS@epa.gov. Once you have submitted the completed application, the Indoor airPLUS Program will provide a link to **your own online folder where you will be able to easily submit all images and supplemental materials.**

When you need to submit:

- **Applications are due by 8 pm EDT, June 8, 2023.**

What to expect after you submit:

- **Confirmation of Receipt:** A confirmation email will be sent to the email address listed in your application within 2 business days of its submission and will contain further instructions on how to access and submit all supplemental materials via your online folder. If you do not receive confirmation within this timeframe, please contact Indoor_airPLUS@epa.gov.
- **Notification:** You will be notified of the result of your application by August 7, 2023.

Ceremony Details: The Indoor airPLUS Leader Awards will be publicly announced on or before August 14, 2023 and will be formally presented during the [EEBA High Performance Home Summit](#), October 10-12, 2023.

EPA will also be presenting the [Indoor airPLUS Leader of the Year Award](#) to just one outstanding builder and rater partner, selected from the pool of Leader Award winners. The winning builder and rater will be chosen based on their achievements with Indoor airPLUS in the previous year, showcased by the quality of their Indoor airPLUS Leader Award application. These two Indoor airPLUS Leader of the Year winners will be announced during the award ceremony at the EEBA Summit.

This is an excellent opportunity to showcase your great work at a nationally recognized conference for high performance building!

We strongly encourage you to review the Indoor airPLUS 2023 Leader Awards scoring criteria, located in the [Appendix](#), prior to completing your application.



Required Information:

Organization Name: _____

Contact Name: _____

Phone Number: _____ Email Address: _____

Physical Address (for award distribution):

Company Website: _____

Company Social Media Pages:

Facebook: _____

Twitter: _____

Other: _____

Number of Indoor airPLUS labeled homes verified in 2022: _____

Number of ENERGY STAR certified homes verified in 2022: _____

Number of Indoor airPLUS builder clients actively building and labeling Indoor airPLUS homes in 2022: _____

Number of builder clients who built their first Indoor airPLUS labeled home in 2022 (see scoring criteria): _____

New IAP Homebuilder organization names: _____

Number of Indoor airPLUS labeled homes verified in 2022 that qualify as affordable housing, if known: _____

Commitment to Continued Participation:

- ☐ By checking this box you acknowledge your intention to remain actively involved in the verification of at least one Indoor airPLUS home in the next 12 months.



Narrative Questions:

1. What value proposition do you use when trying to get a builder to participate in the Indoor airPLUS Program or to commit to 100% Indoor airPLUS? For builder partners already committed what role did you play (if any) in their decision? What key messages about Indoor airPLUS do you find builders to be most receptive to?

2. For your builder clients that have NOT made the Indoor airPLUS 100% Commitment for 2023, what barriers do you feel are preventing them from committing?



3. (a) What do you think is the most impactful IAQ feature that your builders are including in their homes?
(b) What features or practices would you like to see more of from your builders?

4. How can EPA help you and your builder partners market and promote your work in providing healthier homes? Please feel free to describe potential improvements or additional marketing tools that would be helpful in your efforts.



Media Submission Form

This form is required by all applicants, including Repeat Award Recipients. Please provide **at minimum 7 media assets, including one (1) high resolution organization logo, three (3) marketing and sales related materials, and three (3) Indoor airPLUS measures clearly on display in homes. Supplemental materials such as additional photos or illustrative examples are encouraged.** These details and images will be used to create profiles of the winners. This is your opportunity to showcase the ways your organization helps clients achieve Indoor airPLUS certification through innovative construction techniques, attention to detail, and commitment to IAQ.

Examples of Indoor airPLUS measures can be, but are not limited to, images from home inspections, technical trainings, IAQ testing and monitoring reports, or measures installed in a home that the Rating organization provided consultation or support in its inclusion.

Examples of marketing assets can include, but are not limited to, marketing and sales materials, social media, trainings (internal and external), and/or presentations at conferences. See the [Scoring Criteria](#) section for further examples on marketing and outreach.

***Required Asset 1 – File Name**

Description of asset/feature(s) shown in image:

***Required Asset 2 – File Name**

Description of asset/feature(s) shown in image:

***Required Asset 3 – File Name**

Description of asset/feature(s) shown in image:

***Required Asset 4 – File Name**

Description of asset/feature(s) shown in image:

***Required Asset 5 – File Name**

Description of asset/feature(s) shown in image:

***Required Asset 6 – File Name**



Description of asset/feature(s) shown in image:

***Required Asset 7 – File Name**

Description of asset/feature(s) shown in image:

Optional Asset 8 – File Name

Description of asset/feature(s) shown in image:

Optional Asset 9 – File Name

Description of asset/feature(s) shown in image:

Optional Asset 10 – File Name

Description of asset/feature(s) shown in image:



Appendix

i. Scoring Matrix

Scoring Criteria:	
EPA recognizes that there are a wide variety of business models for rating companies, leading to different approaches to Indoor airPLUS program promotion. As such, EPA will evaluate applications while considering reasonable expectations based on size and corporate structure. Applications submitted for the 2023 Indoor airPLUS Leader Award will be scored based upon the following criteria.	
Criteria (see details below)	Maximum Points
Number of builder clients who built their first Indoor airPLUS labeled home in 2022.	30
Indoor airPLUS web presence (company website, social media, etc.)	20
Use of Indoor airPLUS brand in company marketing, education, and outreach (mass email, collaterals, training materials, podcasts, etc.). Attach examples and links.	30
Strength of Narrative Questions	20
BONUS	10
Total (110 possible w/ bonus)	100

ii. Scoring Criteria

Criteria Details:

Number of builder clients who built their first Indoor airPLUS labeled home in 2022.

Indoor airPLUS verifiers have a unique opportunity to support the program by recruiting new builders and helping them understand and implement the program specifications to earn the label. The four rating companies who have excelled in this area with the most Indoor airPLUS labels for new builders will earn the following points.

Date of final verification must fall in calendar year 2022. Please submit a dated final verification checklist for each builder's "first IAP labeled home". Each builder division is counted separately for corporate builders.

1 st place	30 points
2 nd place	20 points
3 rd place	15 points
4 th place	10 points



Indoor airPLUS web presence

- Website: a strong web presence can include but is not limited to the following:
 - The Indoor airPLUS logo featured on the company website as an indicator of partnership;
 - A description of the Indoor airPLUS program features and benefits;
 - Link(s) to Indoor airPLUS web page(s);
 - A page dedicated to Indoor airPLUS and/or healthy homes and IAQ;
 - Videos, publications, and other media referencing Indoor airPLUS;
 - Relevant keyword tags for improved search engine optimization (SEO).
- Social Media: Raters are encouraged to follow and interact with EPA social media accounts, and to post their own Indoor airPLUS content regularly. Applicants will be scored on:
 - The number of posts related to Indoor airPLUS and/or healthy homes and IAQ;
 - The distribution of their posts across the calendar year – higher scores will be given to raters who post related content evenly throughout the year;
 - Posts that include content specific to Indoor airPLUS, not just IAQ. For example: posts or tweets about Indoor airPLUS homes being constructed, verified, or recently occupied;
 - Interactions with the Indoor airPLUS social media posts: the number of likes, comments, shares, and retweets will impact your score.

Examples of Indoor airPLUS in marketing, education, and outreach

- The applicant utilizes the Indoor airPLUS label as a marketing tool in recruiting builders to the program.
 - Marketing examples include collaterals, fact sheets, case studies, testimonials, or other materials explaining the benefits of building an Indoor airPLUS home to the builder (i.e., outlining the growing consumer demand for IAQ and healthy housing).
 - Hosting training programs and presentations related to Indoor airPLUS and IAQ as a method to recruit builders to the program.
- Rating company provides training activities for builder client(s) on best practices for design, construction, and verification processes, as well as sales, marketing, or promotion of Indoor airPLUS.

For example:

- Encouraging staff and builder clients to attend external training programs and conferences relating to healthy homes and IAQ;
 - Holding in-house training or educational sessions for staff and builder clients to learn more about construction best-practices and techniques for IAQ or specific Indoor airPLUS requirements;
 - Encouraging staff and builder clients to register for, view, and actively participate in Indoor airPLUS-hosted webinars.
- Rating company provides evidence of concerted outreach efforts to grow market share of Indoor airPLUS labeled homes, including distribution of collaterals or program resources, promotion at trade shows, or coordination with designers, trade contractors, real estate agents, housing finance agencies, and/or other stakeholders. **For example:**
 - Hosting educational events, such as presentations, community films, or gatherings with the goal of educating stakeholders and others about Indoor airPLUS and IAQ;
 - Meeting and partnering with local industry professionals with a shared goal of promoting Indoor airPLUS and building for IAQ.



- NOTE: Please describe and upload marketing examples that have been utilized by your company only since the last award cycle.

Review of Narrative Questions

- Please respond to the Narrative Questions in the text boxes provided above, fully addressing each part of the question. Provide any supplemental materials to your answers in your online folder referenced above.
- Please note applications that highlight the use of new and innovative approaches to promote Indoor airPLUS are viewed favorably during the application scoring process.

Media Submission Form Response

- This form is required by all applicants, including Repeat Award Recipients.
- Provide at minimum 7 media assets, including one (1) high resolution organization logo, three (3) marketing and sales related materials, and three (3) Indoor airPLUS measures clearly on display in homes. Supplemental materials such as additional photos, graphics, or other images are strongly encouraged.
- Technical assets can include images from home inspections, technical trainings, and/or IAQ testing or monitoring reports.
- Images from home inspections can be from the same or multiple homes. Images that specifically showcase Indoor airPLUS related features or construction specifications are preferred.
- Marketing assets can include marketing and sales materials, trainings (internal and external), and/or presentations at conference. See the preceding sections for further examples.
- Use the space provided on the form to provide any relevant context for each image. It does not need to be overly detailed but sufficient to clearly understand the reason it was submitted.

Bonus Materials (MAX 10 extra points)

- Did we miss something you'd like us to consider? Applicants are encouraged to submit additional examples and materials they would like us to consider towards their score.
- Please provide any supplemental materials in your online folder. Examples of bonus materials include, but are not limited to:
 - Informational or promotional video related to Indoor airPLUS;
 - Technical or informational packets for your Indoor airPLUS builder partners;
 - Letters of recommendation from builder or trades about your Indoor airPLUS homes;
 - IAQ testing or monitoring results; and/or
 - Energy modeling and/or monitoring results.

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