

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?¹

<input type="checkbox"/>	Formulators/Product Manufacturers – Both Consumer and Industrial/Institutional (Complete items 1-5 in Section 2)
<input type="checkbox"/>	Purchasers and Distributors (Complete items 3-5 in Section 2)
<input type="checkbox"/>	Retailers (Complete items 3-5 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 4-5 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 (Complete items 4-5 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 <http://www.epa.gov/sbrefa/>

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:

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 well 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 families and the environment.

Making the Safer Choice Program's mission known to the widest possible audience is key to fully realizing the program's goals and potential. The purpose of the Partner of the Year award is to recognize stakeholders who have made exceptional contributions to advancing the Safer Choice Program's mission.

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-labeled products, and the program's mission to help safeguard human and environmental health 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-labeled 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. Your narrative should:

- Be no more than **five pages**, but may be accompanied by samples of specific promotions, advertisements, or other activities your organization of no more than 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-labeled 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.

In your Accomplishments Narrative, address the questions appropriate to your organization type:	
<p>Formulators/Product Manufacturers⁴ <i>Complete items 1-5</i></p> <p>Maximum score per question:</p> <p>1. 20 2. 30 3. 30 4. 10 5. 10</p>	<p>1. Participation in the Safer Choice Program (Applicants must address each of the following items.)</p> <ul style="list-style-type: none"> • Number of Safer Choice-labeled products and percentage change over previous year • Percentage of product line that is Safer Choice-labeled and percentage change over previous year. • Percentage of total sales that were Safer Choice-labeled and percentage change over previous year. • Information on <i>leadership in Safer Choice-labeled products, including a brief description of any safer chemistry innovations in the product design</i> (e.g., use of a green-chemistry-award-winning ingredient or chemistry that furthers other environmental goals like energy efficiency). <p>2. Use of the Safer Choice Label</p> <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-recognized 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; <i>location of the label on products or packaging is highly desired, e.g., eye-catching placement on the front of containers.</i> • Provide examples or pictures to illustrate Safer Choice label use. <p>3. Promotion and Use of Safer Choice-labeled Products</p> <ul style="list-style-type: none"> • Describe your efforts to promote or use Safer Choice-labeled products (e.g., featuring Safer Choice in exhibits at industry tradeshows, presentations and other communications; using Safer Choice-labeled products to clean homes, stores and facilities; advocating for use of labeled 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; <i>promotion of the label in mass media, e.g., TV commercials, is highly valued or at major sporting or other events with media coverage.</i> • Submit examples of print, radio, television, or direct-mail advertising, as appropriate. <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, testimony at government hearings, special events, press releases) • Submit noteworthy examples of outreach and advocacy efforts (e.g., innovative use of the Safer Choice label and messaging on
<p>Purchasers and Distributors; Retailers <i>Complete items 3-5</i></p> <p>Maximum score per question:</p> <p>3. 40 4. 40 5. 20</p>	
<p>Supporters; Innovators <i>Complete items 4-5</i></p> <p>Maximum score per question:</p> <p>Supporters 4. 75 5. 25</p> <p>Innovators 4. 25 5. 75</p>	

⁴ 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.

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.

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

- Describe your efforts/successes in developing safer chemicals for use in Safer Choice-labeled products (include number of chemicals in CleanGredients database or used in Safer Choice-labeled 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-labeled products? What activities illustrate your commitment to sustainable operations?)

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.