



Building Healthier and Safer Homes

Annual EPA Indoor AirPlus Leader Award

Builder 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 verification organizations that promote the benefits of enhanced IAQ protections and educate consumers on the value of healthier and safer homes with the Indoor AirPlus certification.

Benefits:

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

- Customized Leader Award marketing material.
- Indoor AirPlus Leader Award winner website banner.
- Physical award provided.
- Recognition and web linking on EPA's website.
- Email promotion.
- Opportunity to earn EPA's *Indoor AirPlus Leader of the Year Award* (awarded to just one builder and verification organization).

Eligibility:

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

- Have built at least one Indoor AirPlus certified home in the previous calendar year.
- Be in good standing as an Indoor AirPlus partner and with EPA regarding compliance with all applicable regulations.
- Submit a valid, completed 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 Leader Award winners (e.g., both a builder and 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 media assets with descriptions** to be included in featured profiles of the winners. Assets should include:
 - One high resolution organization logo.
 - Three images of Indoor AirPlus measures clearly on display in homes under construction or finished.
 - Three sales and marketing related materials, including social media, trainings (internal and external), and/or presentations at conferences.
 - Supplemental materials such as additional photos or illustrative examples are encouraged.

See the [Media Submission Form](#) at the end of this application for more details.

- Submit the application and assets via email to Indoor_AirPlus@epa.gov. Note that individual messages must not exceed a size of 70 MB. You may submit a series of messages if needed due to the file size of your images and supplemental materials.

When you need to submit:

- See www.epa.gov/iap for submission deadline.

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. If you do not receive confirmation within this timeframe, please contact Indoor_AirPlus@epa.gov.
- **Notification:** You will receive your application decision by email at the address you provide.

EPA will also award the Indoor AirPlus Leader of the Year Award to **one** outstanding builder partner, selected from the pool of Leader Award winners. The builder winner may be selected from any of the builder categories. The winning builder will be chosen based on their achievements with Indoor AirPlus in the previous calendar year, showcased by the quality of their Indoor AirPlus Leader Award application. The Indoor AirPlus Leader of the Year winners will be announced through an email sent to all Indoor AirPlus stakeholders and an announcement published on the Indoor AirPlus website.

This is an excellent opportunity to showcase your great work!

We strongly encourage you to review the Indoor AirPlus 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:

Number of homes built in the previous calendar year (total volume constructed): _____

Number of Indoor AirPlus certified homes built and verified in the previous calendar year (see scoring criteria):

Select application category: ☐ Small Builder (<30 homes) ☐ Large Builder (≥30 homes) ☐ Corporate Builder

Note: The Corporate Builder category requires:

1. At least two total divisions within the organization, and
2. All divisions within the organization are eligible for an Indoor AirPlus Leader Award.
 - a. Divisions must each have individual Indoor AirPlus partnerships, and have built at least one Indoor AirPlus home in the previous calendar year.

When completing the form above, Corporate Builder applicants must include the total volume constructed and total number of certified homes for all Indoor AirPlus builder partner divisions.



Narrative Questions (Responses must be typed):

1. Describe how you sell and market the Indoor AirPlus program and how you educate clients on ways their home can be healthier and safer with improved indoor air quality. Provide specific examples of your marketing materials and sales approaches, including their reach and impact.

2. a) Has your organization made the Indoor AirPlus 100% Commitment, intending to build all your homes this current year to be IAP certified? ☐ YES ☐ NO
Note: The 100% Commitment is not a requirement to be awarded the Leader Award.
b) If yes, how have you leveraged this designation?
c) If no, what barriers are you encountering in building all your homes to Indoor AirPlus?

3. How do you train and educate your team about the importance of indoor air quality, and how does this knowledge influence your company culture?

Media Submission Form

This form is required by all applicants, including Repeat Award Recipients. For your application to be considered, provide at minimum **7 media assets, including:**

- One high resolution organization logo.
- Three images of Indoor AirPlus measures clearly on display in homes under construction or finished.
- Three sales and marketing related materials, including social media, trainings (internal and external), and/or presentations at conferences.

Supplemental materials such as additional photos or illustrative examples are encouraged.

Example images of Indoor AirPlus measures can be, but are not limited to:

- Air sealing measures (Describe key air sealing techniques, materials used, and final air change rate).
- Heating/cooling (Describe HAC system type and fuel, AFUE, SEER, duct type, location of air handler(s), and filter locations, dimensions, and MERV Rating).
- Radon protections and/or summary of testing results.
- Ventilation strategy –
 - Whole dwelling (Describe overall strategy (e.g., balanced, central supply, integrated supply/exhaust, exhaust-only), equipment type, and location).
 - Local exhaust (Describe exhaust fan features and controls for bathrooms and kitchens).

See the [Scoring Criteria](#) section for further examples on marketing and outreach.

This is your opportunity to showcase the ways you achieve Indoor AirPlus certification for your homes through innovative construction techniques, attention to detail, and commitment to IAQ.

Please list each media asset you are submitting with a short description in the field below:

Appendix

i. Scoring Matrix

Scoring Criteria:	
EPA recognizes that small and large/corporate builders have different approaches to marketing and promotion. As such, EPA will evaluate applications while considering reasonable expectations based on size and corporate structure. Applications submitted for the Indoor AirPlus Leader Award will be scored based upon the following criteria.	
Criteria	Maximum Points
Percentage of total volume constructed that are Indoor AirPlus certified (e.g., 60% participation = .6 X 30 points possible = 18 points)	30
Indoor AirPlus web presence (website, social media)	20
Approach to Indoor AirPlus marketing, education, and outreach	20
Strength of Narrative Questions	10
Indoor AirPlus Media Submission	20
BONUS	10
Total (110 possible w/ bonus)	100

ii. Scoring Criteria

Criteria Details: Below are additional details describing how EPA will be reviewing and scoring these applications.

Percentage of total volume constructed

- Builders are encouraged to offer Indoor AirPlus as a standard across all homes, streamlining the construction process and simplifying the message to the consumer. Maximum points are awarded only for 100% participation. See breakdown of point structure in the scoring matrix above.

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.
 - Links to the Indoor AirPlus website.
 - Homeowner testimonials and/or videos about their experience in Indoor AirPlus homes.
 - 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 – Builders are encouraged 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 previous calendar year – higher scores will be given to builders who post related content evenly throughout the year.
 - Posts that include content specific to Indoor AirPlus, not just IAQ. For example, a post that says, “Per Indoor AirPlus specifications, all of our homes are built with



HVAC systems that are equipped to handle MERV 13 filtration” would score higher than one that says, “All of our homes are built with HVAC systems that are equipped to handle MERV 13 filtration.”

Examples of Indoor AirPlus in marketing, education, and outreach

- The applicant uses the Indoor AirPlus certification and program marks as marketing tools to promote healthier homes to consumers. **For Example:**
 - Traditional advertising such as radio, TV, print, direct mail, newsletters, or billboards/transit signage.
 - Onsite promotions such as outdoor signage (yard signs, flags, banners), in-model displays, videos, trade show promotion, or Indoor AirPlus-themed community events.
 - Fact sheets, case studies, testimonials, or other materials explaining the benefits of an Indoor AirPlus home to the resident.
 - NOTE: Please describe and upload marketing examples that have been used by your company only in the previous calendar year.
- Builder provides training activities for construction staff, trade contractors, real estate agents, or other stakeholders on best practices for design, construction, and implementation of Indoor AirPlus features. **For example:**
 - Encouraging staff to attend external training programs and conferences relating to healthy homes and IAQ.
 - Holding in-house training or educational sessions for staff to learn more about building for IAQ.
 - Encouraging staff to register for, view, and actively participate in Indoor AirPlus-hosted webinars.
- Builder provides educational material focusing on the importance of IAQ, the Indoor AirPlus features included in their home, and strategies for long-term maintenance. **For example:**
 - Use of the “Discover Indoor AirPlus Homes” co-brandable resource.
 - Events and presentations with the goal of educating about Indoor AirPlus and IAQ.
 - Resources on home maintenance and upkeep to help maintain improved IAQ.
 - Original material created by the builder to educate on IAQ and/or the Indoor AirPlus program.
 - Outside material used by the builder to educate on IAQ and/or the Indoor AirPlus program.

Review of Narrative Questions

- Only typed responses will be reviewed. Fully address each part of the question and provide any potential supplemental materials that support your responses.
- 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 high resolution organization logo.



- Three images of Indoor AirPlus measures clearly on display in homes under construction or finished.
- Three sales and marketing materials, including social media, trainings (internal and external), and/or presentations at conferences.
- Supplemental materials such as additional photos, graphics, or other images are strongly encouraged.
- The images of Indoor AirPlus measures can be from the same or multiple homes.
- Sales and marketing materials can include trainings (internal and external), and/or presentations at conferences. 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)

- Applicants are encouraged to submit additional examples and materials to count towards their score.
- Examples of bonus materials include, but are not limited to:
 - Informational or promotional video related to Indoor AirPlus.
 - Information packets for your Indoor AirPlus homes.
 - Letters of recommendation from verification organization or trades about your Indoor AirPlus homes.
 - IAQ testing or monitoring results.
 - Energy modeling and/or monitoring results.

