



Annual EPA Indoor AirPlus Leader Award

Verification Organization 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 label.

Benefits:

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

- Customized Leader Award marketing material.
- Indoor AirPlus Leader Award winner 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 verification organization must:

- Have verified and reported at least one Indoor AirPlus home in the previous calendar year.
- 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 home certification 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 verification organization 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 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 just one outstanding verification organization partner, selected from the pool of Leader Award winners. The winning verification organization 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. 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 Indoor AirPlus labeled homes verified in the previous calendar year: _____

Number of Indoor AirPlus builder clients actively building and labeling Indoor AirPlus homes in the previous calendar year: _____

Number of builder clients who built their first Indoor AirPlus labeled home in the previous calendar year (see scoring criteria): _____



Narrative Questions (Responses must be typed):

1. Describe outreach strategies you have engaged in the previous calendar year to encourage Indoor AirPlus participation from builders. What lessons have you learned to help clarify such strategies in future recruitment efforts?

2. What Indoor AirPlus requirements have proven most difficult to verify, and why?

3. When builders have challenges complying with IAP requirements, what approaches have you used to assist the builders? Please describe the challenges including specific specifications.

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.

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

- Home inspections.
- Technical trainings.
- IAQ testing and monitoring reports.
- Measures installed in a home that the verification organization provided consultation or support in its inclusion.

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

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.

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 there are a wide variety of business models for verification organizations, 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 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 the previous calendar year.	30
Indoor AirPlus web presence (company website, social media, etc.)	20
Use of Indoor AirPlus brand in company marketing, education, and outreach (mass email, marketing and training materials, podcasts, etc.). Includes required marketing asset submissions.	30
Strength of Narrative Questions	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.

Number of builder clients who built their first Indoor AirPlus labeled home in the previous calendar year.

- 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. Verification organizations who have excelled in this area with Indoor AirPlus labels for new builders will earn the most points.

Date of final verification must fall in the previous calendar year.

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 – Verification organizations 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 verification organizations who post related content evenly throughout the year.
- Posts that include content specific to Indoor AirPlus, not just IAQ. For example, a post about Indoor AirPlus homes being constructed, verified, or have become recently occupied.

Examples of Indoor AirPlus in marketing, education, and outreach

- The applicant uses the Indoor AirPlus certification and mark as marketing tools in recruiting builders to the program.
 - Marketing examples include 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.
- Verification organization 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.
- Verification Organization provides evidence of concerted outreach efforts to grow market share of Indoor AirPlus labeled homes, including distribution of marketing materials 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 used by your company only in the previous calendar year.

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.
- Images of Indoor AirPlus measures can include images from home inspections, technical trainings, and/or IAQ testing or monitoring reports.
- Sales and marketing materials assets 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 they would like us to consider towards their score.
- 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.
 - Energy modeling and/or monitoring results.

