



THE PRINCE'S
MAYDAY
NETWORK



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The West Midlands **Low Carbon Economy Awards 2010**

Criteria and guidance notes

Application forms can be downloaded at: www.bitc.org.uk/westmidlands

Deadline for applications: 1 March 2010

The West Midlands **Low Carbon Economy Awards 2010**

1. Introduction

If your business, organisation or community is taking positive action to tackle climate change in the West Midlands, we want to hear from you!

We're looking for leading examples of low carbon initiatives which will inspire others to take action as we move towards a low carbon economy for our region. Following investment by Advantage West Midlands, companies across the region have already reduced their CO2 emissions by 300 000 tonnes, through initiatives such as carbon reduction and energy efficiency schemes. But we need to do more work – and faster - including finding the new low-carbon pioneers of the future.

That's why we're holding **The West Midlands Low Carbon Economy Awards** (formerly the West Midlands C+ Carbon Positive Awards.)

If your business, organisation or community is:-

- *Using innovative ways to reduce carbon and make cost savings*
- *Developing innovative new products and services which offer consumers low carbon solutions*
- *Growing business through diversifying existing products or services in the low carbon marketplace*
- *Engaging employees on programmes to reduce carbon emissions at home and at work*
- *An exemplary micro business undertaking low carbon work*
- * Engaging with your community or partnership to cut carbon emissions and reduce its carbon footprint*

Enter the West Midlands Low Carbon Economy Awards 2010 and win profile and recognition for your initiative.

The Awards are organised by Business in the Community (BITC), Sustainability West Midlands (SWM) and Midlands Environmental Business Council (MEBC).

The event forms part of the Prince's Mayday Network – the UK's largest group of businesses and organisations committed to taking collaborative action on climate change. The Network was founded by The Prince of Wales in 2007; it now has over 1,350 businesses and organisations signed-up to take action on pledges including measuring their carbon footprint and cutting carbon emissions.

Act now! Deadline for applications is 5pm on 1 March 2010.

2. Summary of Award Categories 2010

1. Carbon Reduction Cost Saving Award

For businesses/ organisations successfully making costs savings by finding innovative ways to cut carbon emissions and internally managing their carbon footprint

2. Most Promising New Low Carbon Product or Service Award

For businesses/ organisations that have developed innovative new products or services for the low carbon marketplace.

3. Business Growth or Diversification Award

For businesses/ organisations that have successfully diversified, adapted or grown business for their products or services in the low carbon marketplace.

4. Low Carbon Employee Engagement Award

For business/organisations that are engaging their employees on reducing carbon emissions.

5. Low Carbon Micro Award

For exemplary low carbon businesses with five or fewer employees

6. Low Carbon Communities Award

For communities that are successfully reducing their carbon footprint

7. Most Transferable Best Practice Award

The business, organisation or community that has demonstrated the most robust evaluation and demonstrable outcomes and whose learning can be best shared and adopted by others – shortlisted by the judges from entries

8. Low Carbon Pioneer 2010

The business, organisation or community that is having the greatest impact through action, influence or inspiration on the West Midlands – shortlisted by judges from entries

***For further information and support in completing your entry please contact:
Alison Maxam at Business in the Community on 0121 451 2227 or email
alison.maxam@bitc.org.uk.***

3. Conditions of entry

- **Eligibility:** The Awards are open to any business, organisation or community that is *located or operates within the West Midlands region* i.e. the counties of Shropshire, Staffordshire, Warwickshire and Worcestershire; the unitary authorities of Herefordshire, Stoke-on-Trent and Telford and Wrekin; and the seven metropolitan districts of Birmingham, Coventry, Dudley, Sandwell, Solihull, Walsall and Wolverhampton.

The award categories have specific entry criteria as follows:-

Award Categories	Category open to:
Carbon Reduction Cost Saving Award	a. Businesses/organisations with > 250 employees b. Businesses/organisations with < 250 employees
Most promising New Low Carbon Product or Service Award	a. Businesses/organisations with > 250 employees b. Businesses/organisations with < 250 employees
Business Growth or Diversification Award	a. Businesses/organisations with >250 employees b. Businesses/organisations with < 250 employees
Low Carbon Employee Engagement Award	a. Businesses/organisations with > 250 employees b. Businesses/organisations with < 250 employees
Low Carbon Micro Award	Businesses/organisations with \leq 5 employees
Low Carbon Communities Award	Individuals, community groups, charities, voluntary sector organisations, schools, local authorities, hospitals, public agencies and partnerships
Most Transferable Best Practice Award	Shortlisted by the judges from entries
Low Carbon Pioneer 2010	Shortlisted by the judges from entries

- **Multiple entries:** Applicants can apply for more than one category and any single application may be considered in more than one category (please indicate this on the application form).
- **Word count:** *Entries must not exceed 2,000 words*; this is the maximum allowance for words contained in the application form itself (excluding headings). All words beyond the maximum will be deleted by the assessors.
- **Closing date:** All entries must be received by 5pm on 1 March 2010.

- **Presentation of Awards:** The Awards will be presented w/c 3 May during a week-long programme of events for The Prince's Mayday Network 2010. Winners of two awards shortlisted by judges from all the entries (The Most Transferable Best Practice Award and Low Carbon Pioneer Award) will be announced and presented at Business in the Community's Awards for Excellence at Birmingham Town Hall on 9 June 2010
- **Entries from other relevant Awards** There are some existing local and regional award schemes that also attract carbon positive good practice. Organisers of existing schemes are invited to nominate any finalists or winners they believe deserve consideration by the Low Carbon award panel. In doing this they will raise awareness of existing award schemes and promote the region's reputation as one that is working together to lead the way in climate friendly living and working.

4. Application procedure

- All entries must be completed using the official entry form, which is included as a separate document. You can download further copies from: www.bitc.org.uk/westmidlands.
- Please email your completed form to alison.maxam@bitc.org.uk or send to: Alison Maxam, Business in the Community, 83 Bournville Lane, Birmingham B30 2HP. Please also send a JPEG that represents your Low Carbon Award application, along with a JPEG of your business/and or programme's logo. Please do not send any other documents or information.
- Deadline for applications: 5pm on 1 March 2010.

For further information and support in completing your entry please contact:
Alison Maxam on 0121 451 2227 or email alison.maxam@bitc.org.uk.

5. Assessment guidance and criteria

Guidance on assessment

Assessors will take into account the carbon hierarchy (see below) for all applications i.e. carbon offsetting measures count only after all other measures have been considered.

The Carbon Hierarchy:

1. *Reduce carbon emissions*
2. *Maximise energy efficiency*
3. *Use clean, renewable sources of energy*
4. *Offset unavoidable emissions using a quality scheme*

Overarching Criteria

Overall the judges will be looking for and will take account of the following criteria:

- Evidence that the business, organisation, partnership or community has thought through how the carbon reducing activity would benefit its overall objectives
- Evidence that the activity/programme is well managed and resourced
- Evidence that many/all of those in the organisation have been encouraged to become involved with the carbon reducing activity
- Evidence of the impact of the activity/programme both on the environment and the business.

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alison.maxam@bitc.org.uk.**

6. Award Category Descriptions

1. Carbon Reduction Cost Saving Award

For business/organisations successfully making cost savings through finding innovative ways to cut their carbon emissions and internally managing their carbon footprint.

There will be two categories of entry:-

- a. Businesses/organisations with > 250 employees
- b. Businesses/organisations with < 250 employees

Businesses/organisations must show evidence of delivering on one or more of the carbon hierarchy aims:

The Carbon Hierarchy:

1. *Reduce carbon emissions*
2. *Maximise energy efficiency*
3. *Use clean, renewable sources of energy*
4. *Offset unavoidable emissions using a quality scheme*

In addition, businesses/organisations need to provide evidence of carbon reduction activities and costs savings in *at least two* of the following:

- Carbon emissions in office buildings/wider premises
- Carbon emissions from process improvements
- Carbon emissions from travel/transport including staff commuting to/from work
- Carbon emissions of employees as a result of internal campaigning and awareness raising
- Carbon emissions from purchasing/procurement including measures to actively encourage their suppliers to reduce the carbon footprint of their operations.

2. Most Promising New Low Carbon Product or Service Award

This award is for businesses/organisations that have developed innovative new products or services for the low carbon marketplace.

There will be two categories of entry:

- a. Businesses/organisations with > 250 employees
- b. Businesses/organisations with < 250 employees

Businesses/organisations need to:

- Demonstrate innovation through the development of a product, service or prototype that significantly reduces carbon emissions
- Evidence how these low carbon products and services benefit both the business and the consumer

3. Business Growth or Diversification Award

This award is for businesses/organisations that have successfully diversified, adapted or grown business for their existing products or services in the low carbon marketplace.

There will be two categories of entry:

- a. Businesses/organisations with > 250 employees
- b. Businesses/Organisations with < 250 employees

The businesses/organisation needs to:

- Demonstrate how it has reviewed its products and services before making a decision to offer more low carbon options (this could include eliminating high carbon options)
- Demonstrate how it has grown its business in the low carbon marketplace
- Detail the process of developing both of the above
- Evidence how these low carbon products and services benefit both the business and the consumer

4. Low Carbon Employee Engagement Award

This award is for businesses/organisations that are engaging their employees on the low carbon agenda both at home and at work

There will be two categories of entry:

- a. Businesses /organisations with > 250 employees
- b. Businesses/Organisations with < 250 employees

Businesses/organisations need to:

- Detail their employee engagement programmes for encouraging staff to take action on reducing carbon emissions at home and at work
- Detail the process of developing the programmes

- Demonstrate creative / innovative ideas which can be shared at all levels
- Detail the process of monitoring the performance of the programmes
- Detail the evidence of any outputs and outcomes achieved as a result of employee action

5. Low Carbon Micro Award

This category is for exemplary low carbon businesses with five or fewer employees. The business must show evidence of delivering on one or more of the carbon hierarchy aims:

The Carbon Hierarchy:

- 1. Reduce carbon emissions*
- 2. Maximise energy efficiency*
- 3. Use clean, renewable sources of energy*
- 4. Offset unavoidable emissions using a quality scheme*

6. Low Carbon Communities Award

This award is for communities that are successfully reducing their carbon footprint.

Organisations, schools, partnerships and individuals need to:

- Demonstrate evidence of positive awareness raising and engagement with the community on reducing carbon emissions.
- Show what practical help was made available to the community as well as the community response and how the community has benefitted.

7. Most Transferable Best Practice Award

Shortlisted by the judges from all the above entries, this award will demonstrate the most robust evaluation and demonstrable outcomes and whose learning can be best shared and adopted by others.

8. Low Carbon Pioneer

Shortlisted by the judges from all the above entries, this award is for the business, organisation or community that is having the greatest impact through action, influence or aspiration on the West Midlands region.