

CALL FOR ENTRIES



Green Apple environment awards

for **Public Utilities**

Accredited
Feeder
Scheme



EUROPEAN BUSINESS
AWARDS FOR
THE ENVIRONMENT

Entries invited from:

- **Gas companies**
- **Telecommunication companies**
- **Water companies**
- **Electricity companies**
- **Support industries, etc.**

**NO
ENTRY FEE**

Get the recognition you deserve for helping the environment

WHAT ARE THE GREEN APPLE AWARDS?

The Green Apple Environment Awards were established in 1994 as an annual campaign to recognise, reward and promote environmental best practice around the world.

They are **FREE TO ENTER** and open to anyone who is helping the environment.

The Green Apple Awards was one of the first campaigns to be accepted as an RSA-accredited feeder scheme into the European Business Awards for the Environment, so Green Apple Award winners are automatically considered to represent their country in the Brussels-led EBAs.

There are still only a few UK schemes that have this honour.

Our aim is to encourage as many people as possible to do whatever they can to benefit the environment.

WHO CAN ENTER?

Anyone who is improving their environmental performance or making a positive impact on the environment. Previous winners include many household names from the public utilities sector, including BT, RWE npower, Anglian Water, DRAX, Veolia, Centrica, Severn Trent and many others.

HOW TO ENTER

Simply complete the two-page entry form, and use up to 1000 words to go into more detail on why you should win a Green Apple Award.

IF POSSIBLE, please also send a digital version together with your paper entry.

Entries used to be accepted by email until the system was abused – so entries now have to be sent by post to:

Green Apple Awards
The Mill House,
Mill Lane
Earls Barton
Northampton NN6 0NR

HOW MANY ENTRIES CAN I SUBMIT?

No overall limit, but no more than two in any one category.

TIMETABLE

- ◆ Entries close February 28
- ◆ Acknowledgements sent within 10 days of receipt
- ◆ Judging in March
- ◆ Notification by April 10
- ◆ Presentation ceremony in June at the Tower of London.

WHAT YOU CAN WIN

- ◆ We will be presenting Gold, Silver and Bronze trophies in each category and the highest scorers will be announced as Green Champions.
- ◆ Winners will be given free £110 tickets for the prizegiving ceremony and presented with a personalised Green Apple trophy.
- ◆ You will also be given a draft press release to publicise your success, and free use of the Green Apple Winner logo. *Just Google 'Green Apple Environment Awards' to see the acres of media coverage devoted to our winners.*
- ◆ You will probably also see yourself on television as we are currently negotiating to have the whole winners ceremony filmed and broadcast.
- ◆ You will have the chance to represent your country in the European Business Awards for the Environment.
- ◆ The highest overall scorer across all sectors will win a free holiday - a week for two in AquaCity, Slovakia, which was voted the world's greenest resort in the World Travel Awards.
- ◆ You will also have the opportunity to become a National Green Hero.

We present National Green Hero wall shields at the House of Commons, and they are awarded to winners who 'help others to help the environment'.

THE GREEN APPLE ENVIRONMENT AWARDS

for **Public Utilities**

You can help others by having your winning paper published in The Green Book, the world's only annual work of reference on environmental best practice. We distribute this around the world - free of charge to environment professionals, reference libraries, universities, the media, etc., etc.

WHO RUNS THE GREEN APPLE AWARDS?

The Green Apple Awards are run by The Green Organisation - an independent, non-political, non-activist, non-profit environment group dedicated to

recognising, rewarding and promoting environmental best practice around the world.

THE AIMS OF THE GREEN APPLE AWARDS

- ◆ To improve environmental performance
- ◆ To encourage the efficient use of resources.
- ◆ To enhance the competitiveness of organisations.
- ◆ To support the wider goals of sustainable development, including social benefits through community and staff involvement.
- ◆ To help Green Apple Award winners to benefit from their environmental endeavours.

CONTACT

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ENTRIES CLOSE FEBRUARY 28, EVERY YEAR

GREEN APPLE ENVIRONMENT AWARDS FOR PUBLIC UTILITIES

PERPETUAL APPLICATION FORM – VALID ANY YEAR

If you need additional Application Forms, photocopies of this form are acceptable.

PLEASE BE SURE TO COMPLETE ALL SIX SECTIONS

This completed form should be attached to your separate written submission, which must not exceed 1,000 words.

COMPANY NAME:

ADDRESS:

TEL: EMAIL:

SUBMITTED BY (INDIVIDUAL'S NAME):

CATEGORIES

GAS COMPANIES TELECOMMUNICATIONS COMPANIES WATER COMPANIES ELECTRICITY COMPANIES OTHER

COMPANY SIZE

SMALL (up to 50 employees) MEDIUM (50-250 employees) LARGE (250+ employees)

NO ENTRY FEE

SYNOPSIS

Please remember that you can enlarge on the points below in your accompanying 1,000-word written submission.

SECTION 1

PROJECT TITLE

SECTION 2

The Green Apple Awards are an accredited feeder scheme into the European Business Awards for the Environment.

Would you like your application to be put forward as a potential UK entry? Yes No

SECTION 3

Has this project ever been nominated previously for a Green Apple Environment Award? Yes No

If 'yes', what is different about this submission?

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SECTION 4

PROJECT AIM (200 words maximum)

NB: It is not sufficient to write 'See attached' or cross refer. Incomplete entries will not be considered.



PLEASE ALSO COMPLETE SECTIONS 5 & 6 ON NEXT PAGE

SECTION 5












PROJECT ACHIEVEMENTS (200 words maximum)

NB: It is not sufficient to write 'See attached' or cross refer. Incomplete entries will not be considered.



SECTION 6. YOUR WRITTEN SUBMISSION

On separate sheets of paper please describe your project in no more than 1,000 words and without cross-reference to ancillary material. Please cover the following aspects of your project, as these will form the basis of assessment by the judges.

-  What did the project involve doing?
-  Why did you do it?
-  What did it cost and where did the money come from?
-  If quantifiable, what did the project achieve in terms of sustainable development, economy, environment and/or equity?
-  Who and what benefited?
-  Longer term benefits?
-  Was there anything innovative about the project?
-  Can other organisations/communities benefit from implementing your methods?
-  What did you learn from the project and are you planning any further development?
-  Please also be sure to provide details of any relevant accreditation or awards gained.
-  State if any enforcement action has ever been taken against the organisation, together with any measures adopted to prevent this happening again.



What are the judges looking for?

We are basically looking for projects that demonstrate...

1: ENVIRONMENTAL BENEFIT

Does the entry clearly identify environmental benefit?

2: SOCIAL BENEFIT

Have communities, workers or areas benefited?

3: ECONOMIC BENEFIT

Have reductions or savings been achieved?

4: INNOVATION

Does the entry demonstrate new/novel solutions to existing problems?

5: COMMITMENT TO ACHIEVE BY SENIOR PERSONNEL

Have staff demonstrated their commitment?

6: QUANTITATIVE EVIDENCE OF IMPACT

Are the theories supported by measurable improvements?

7: FUTURE FURTHER DEVELOPMENT PLANS

How do you intend to move forward?

8: POSSIBLE ADOPTION BY OTHERS

Can others replicate the procedures?

Entries are invited, even if you cannot 'tick all of the boxes' as we are keen to learn about environmental endeavours on all levels. For your guidance, The Green Apple Awards adopt the Bruntland Report definition of 'sustainable development' – "That it meets the needs of the present without compromising the ability of future generations to meet their own needs."

DON'T FORGET to include your written submission of up to 1,000 words and a duplicate electronic copy if possible

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