



**GREEN
AWARDS
2012**

**Entry
Guide**



GREEN AWARDS 2012

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Welcome to the Green Awards 2012

The Green Awards 2012 are open for entries.

As with previous years, and to encourage as many entries as possible, there is no charge to enter the Green Awards 2012.

We know from feedback that gaining recognition through the Green Awards both impresses customers, who increasingly require their suppliers to have the highest green credentials, and recognises the efforts of colleagues and other stakeholders in tackling climate change and other environmental issues.

This year there will once again be no paper entries, all entries must be submitted online. Also, this year will see a questionnaire which will form part of the entry. Please fill in each relevant online section as accurately as you can where applicable. Please see our website www.greenawards.ie for more details.

Whether you are a multi-national or a one man operation, a government department or a Local community group, or simply an individual who is hoping to make a difference; the Green Awards 2012 is the forum which will bring recognition to you on a national scale.

Shortlisted entrants will have their national profiles raised just by making the final, and winners will receive coverage in the Irish Independent who will once again report on the gala awards night. And of course, there's the beautiful trophy which the successful entrants will take away on the night.

We wish all our entrants the best of luck and we look forward to receiving your entries.



GREEN AWARDS 2012

Entry & Judging Process

How To Enter

It is free to enter the Green Awards. All entrants must submit a document of no more than 5 A4 pages that covers the key criteria set out for the category they are entering. Carefully read the section that describes the criteria the judges will be using to assess each category and make sure you cover all of these in the submission you prepare. All entrants must also complete a short questionnaire, which will be scored along with your entry.

Entry this year is online, please see www.greenawards.ie for more information

Make sure you focus on good hard information, backed up by solid facts and figures.

When completing your entry online, please follow these rules:

- All activities cited in support of your entries must have been on-going within past 12 months from the closing date of these awards
- The entering party does not have to be resident in the ROI or NI but the projects that support their entry must taken place in these areas
- Please ensure your submission fits onto 5 pages of A4 *portrait* format including supporting materials such as pictures, graphs, tables etc
- You may enter as many categories as you like, however you must submit a separate entry each time

- Please try to answer each of key points that the judges will be looking for and lay out the information – text, tables, graphics etc so that it is easy and clear to understand.

To complete the online entry process, you will need the following items:

- Your entry document, no longer than 5 pages and in PDF format
- Required information for the Green Awards questionnaire– see page 14
- A 100 word summary of your entry
- 2 high resolution landscape photos (300 dpi) relevant to your entry
- A jpeg version of your organisation logo
- The name of the person who will accept the trophy on your behalf in the event you should win

Please note: All of the above items will be required in order to submit your entry, and you will not be able to adjust your entry once uploaded.

Check out the How to Enter pages of the website, and entry template and top tips at the back of this document for further tips on entering the awards.

Closing date is **Friday, February 24th at 5.00PM.**
Note: *Submissions after the closing date may not be*

Judging

A distinguished panel of Judges will be drawn from state, academic and private sectors to co-ordinate the Green Awards 2012 judging.

In addition to your 5 page submission, you will also be scored on the answers given to the Green Awards survey where applicable. The scoring split is 70:30 (5 page submission: Survey answers).

The process of adjudication is as follows:

1. Your entry will be carefully scrutinised with the best submissions selected to go forward to the shortlist for each category.
2. The shortlist of finalists will be published in the Irish Independent and also on the Awards website, www.greenawards.ie.

3. Judges are divided into two panels to ensure any possible conflict is avoided, with each responsible for 11 categories.
4. The judges will rank the finalists from first to last based on the relevant category criteria.
5. Scores are then collected and collated, with the entrant receiving the highest overall score being declared the winner of that category.
6. The winners will be announced at the Awards Gala Night in the Burlington Hotel on Thursday, April 19th at the Burlington Hotel, Dublin.

The judge's decision is final and no correspondence, telephone, email or communication of any kind will be entered into in relation to decisions reached.



Categories and Criteria

IMPORTANT NOTE: The judges will not be influenced by the size of the firm that enters, small firms are just as likely to win as large multi-nationals. All activities described in your submission should have occurred or been ongoing within the 12 months from the closing date.

The Green Overall Business Award

You cannot formally enter this category, as the winner will be selected by the judges from all the winners of the other categories.

The Green Leader Award

This award will go to the person or organisation that has made a significant contribution to the tackling of climate change and the environment in Ireland. The winner can be nominated by themselves, the judges, or members of the public. The likely winner will be able to demonstrate leadership on green issues and solutions. They could come from any part of the green sector - for example they might have been active on the renewable energy front, or made technological advances in green transport or sustainable construction; or they could be an educator or motivator who has encouraged consumers, businesses and the political establishment to make greater efforts to tackle environmental challenges.

Apply for the Green Leader Award

In your 5 A4 page submission explain why your nominee deserves this award. Spell out exactly what they have achieved, the impact they have had and why they merit this accolade. This trophy could go to a well known figurehead, or an “unsung hero” that deserves greater recognition.

The Green Entrepreneur Award

The award is open to people who have themselves set up a new start-up green business, or to long established entrepreneurs who have spotted an opportunity and invested in or supported the launch of a new “green” business. The judges will be particularly impressed by new ventures that show considerable long-term employment growth potential.

Apply for the Green Entrepreneur Award

In your 5 A4 page submission please try to include a paragraph or two on each of the following points:

- Describe the business you have established: what it does and why it can be viewed as being part of the newly emerging green business sector. What makes it really special?
- Is it doing anything truly innovative - if so please explain
- When was it set up, and what has it achieved to date? Please provide (if possible) sales and profitability figures for the last three years, and details of the staff employed
- Looking ahead, what are the opportunities for the future? What are your sales, profit and staffing projections for the next three years?
- What wider opportunities could exist for the new business you have launched - for example overseas orders, new products or services, joint ventures etc. Please explain your long term aspirations for the venture.

The Green Small to Medium Size Enterprise Award

If you are a Small to Medium sized Enterprise (SME) that has implemented a green strategy designed to reduce the impact your business makes on the environment as you deliver your products and services, then you should consider entering this award.

The judges will want to know everything you do in order to achieve your green objectives and we mean everything - from issues such as transport, energy and water reduction, to staff engagement and community involvement. You must explain what you have achieved so far and what you hope to achieve in the future. And we need to see evidence of an overall strategy that sets out your targets and how you plan to achieve them. (We define a SME as having fewer than 250 employees, or a turnover of less than €50million)

Apply for the Green Small to Medium Size Enterprise Award

In your 5 A4 page word submission please explain your overall sustainability/environmental strategy and what it has achieved to date.

Ideally the judges will be looking for a clear plan and evidence that it is delivering on core objectives.

Make sure you explain the targets you have set, and how far have you gone in achieving them and if possible please show hard statistics demonstrating year-on-year comparisons.

If possible include a paragraph or two that explains what you are doing on each of these points:

- Recycling, re-use and waste minimisation
- Use of “green” suppliers or materials
- Bio-diversity/improving natural habitats
- Energy and/or water efficiency
- Minimising traffic/use of vehicles
- Community involvement and support for the local economy
- Efforts to support the training, safety, diversity, health and engagement of your staff

The Green Travel Initiatives Award

This award is open to both public and private organisations which can demonstrate a comprehensive programme of actions, and commitment to the promotion of more sustainable forms of travel, in terms of employee commuting, business travel and/ or fleet vehicles.

Apply for the Green Travel Initiatives Award

To apply for the Green Travel Initiative Award, briefly outline (5 A4 pages):

- **Drivers** behind the Green Travel plan and how they relate to your business operation/ overall sustainability/ environmental strategy and targets
- **Actions/ Targets:** What Green Travel initiatives has your organisation undertaken so far, and what targets have been set for the future? Judges will be looking for a clear action plan and evidence that it is delivering on core objectives. Please indicate who/ what areas of business are responsible for the delivery of the plan.
- **Monitoring Success:** Have you delivered CO2 or other environmental or cost savings? If so, how much? Ideally Judges would like to see hard statistics that show year on year comparisons, e.g. decrease in CO2/ costs associated with parking/ fleet fuel consumption/ flights; increase in virtual meetings/ participation in Cycle to Work, Tax Saver ticket or car-sharing schemes. Have there been any other ‘qualitative’ benefits associated with your Green Travel Initiatives? e.g. employee wellbeing, improvement in green commuters facilities etc
- **Future Plans:** please indicate how your organisation will ensure that your activities relating to Green Travel will be sustained in future

The Green Communications Award

This award is for a campaign that creatively and efficiently communicated a green message across multiple media channels.

Apply for the Green Communications Award

Communicating messages that will help affect change in business and consumer awareness and behaviour is a key component in the overall effort to get Ireland thinking and doing 'green'. If you are an Advertising Agency, Marketing Services Company, PR & Communications Agency who has developed and implemented a communications programme designed to achieve a green communications objective then we hope you will enter this award. In your 5 A4 page submission please include samples of the work that comprised the finished programme.

The Green Supply Chain Award

This award is open to any organization that has implemented a green supply chain strategy that requires the suppliers they use in their core business enterprise to adhere to a specific set of guidelines to ensure optimal green practices throughout the chain.

The judges want to hear about how you and your suppliers are working together to create a green supply chain. Explain how the green standards are implemented and monitored, what have they achieved in terms of reduced in environmental impact? What do you hope to achieve in the future?

Apply for the Green Supply Chain Award

Where appropriate write a little about each of the topics listed below in your 5 A4 page submission:

- Describe your supply chain, the organisations in it, and how far it extends.
- How did you engage with your suppliers and convince them to "go green"?
- Outline your overall green supply chain strategy and how you have tried to make it more sustainable.
- What targets have been set, and what have you achieved to date? What are your goals for the future?
- How are you monitoring the efforts made by your suppliers, and what happens if any are not up to standard?
- Highlight any especially innovative green solutions that have been developed by you/ your suppliers
- What has been the impact of your green supply chain initiative on your customers and your sales?

The Green Large Manufacturer Award

This award is open to any large manufacturer (500 employees plus) in Ireland who can demonstrate a ground-up best environmental practice in all aspects of running a large manufacturing business.

Apply for the Green Large Manufacturer Award

In your 5 A4 page submission please explain your overall sustainability/environmental strategy and what it has achieved to date.

Ideally the judges will be looking for a clear plan and evidence that it is delivering on core objectives.

Make sure you explain the targets you have set, and how far have you gone in achieving them and if possible please show hard statistics demonstrating year-on-year comparisons.

The points below should be kept in mind:

- Recycling and waste minimisation
- Use of "green" suppliers or materials
- Bio-diversity/improving natural habitats
- Energy and/or water efficiency
- Minimising traffic/use of vehicles

The Green Innovation Award

Open to all technologists and innovators who have developed a new product or service that has made a positive contribution to the environment.

Apply for the Green Innovation Award

This award is open to anyone who has devised a new process, product or innovation that is delivering Environmental benefits. In your 5 A4 page submission explain what you have developed, and detail the environmental benefits the innovation will deliver. For example:

- Savings in energy
- Savings in CO2 emissions
- Savings in water use
- Improvements in recycling
- Support or increase biodiversity
- Reduction in environmental pollution

Please quantify what your innovation has achieved to date, and its potential if it were taken up more widely.

The Green School/College Award

Open to any school or college in the Republic of Ireland where teachers, pupils, families and other

stakeholders take part in a structured programme to ensure the school takes a lead in protecting the environment for future generations.

Apply for the Green School/College Award

In your 5 A4 page submission explain what you do on issues such as:

- Recycling and composting
- Car-pooling or reducing the use of cars
- Use of bikes/walking to school
- Energy or water conservation
- Improving local wildlife habitats

The Green Community Award

Open to any village, town or city or community group that is leading the way in ensuring a collective approach to more sustainable living.

Apply for the Green Community Award

This award is open to cities, towns, villages or any community group that is working together to create a more sustainable place to live and work.

We want to know what your group is doing to achieve this objective. Whether it has ambitious targets in terms of recycling, reducing energy consumption, sourcing energy from renewable sources or contributing to biodiversity, through to the way you meet, travel and interact.

Tell us all about your efforts, what you have achieved to date and what you want to achieve in the future.

Where appropriate write a little about each of the topics listed below in your 5 A4 page submission:

- Briefly outline what your community has achieved so far, and what targets you have set yourself for the future
- How inclusive is your programme across the community?
- How have you communicated your Green activities?
- Have you used new technology to help deliver your objectives?
- Have you delivered energy or water savings? If so, how much?
- What has been achieved on the recycling front?
- Has your work delivered bio-diversity benefits? If so, explain.
- What has been your approach to transport? Has this resulted in CO2 savings?
- Have you used local or green suppliers? If so, who and why?

The Green Retailer Award

Open to any Republic of Ireland or Northern Ireland retailer with a policy on green procurement and local sourcing of goods. Internet retailers are also eligible, and any size of business can enter.

Apply for the Green Retailer Award

In your 5 A4 page submission please let us now how your retail operation delivers its services in an environmentally and sustainable manner. The judges would like to know your policy on green procurement and local sourcing of goods.

In addition the following points should be borne in mind:

- Recycling and waste minimisation
- Use of “green” suppliers or materials
- Bio-diversity/improving natural habitats
- Energy and/or water efficiency
- Minimising traffic/use of vehicles
- Involvement of staff and wider community
- Environmental impact of internal policies e.g. cleaning policy and products

The Green Energy Award

Open to any company that is involved in providing alternative energy supplies or a technology enabling the more efficient production of alternative energy.

Apply for the Green Energy Award

In your 5 A4 page submission explain the scope and scale of your supply business/technology initiatives over the past 12 months and long term benefits that will accrue to the environment if taken up on a broad basis.

The following points should be borne in mind:

- Reduction of reliance on fossil fuels
- Sustainability of the alternative energy supply
- Savings in CO2 emissions
- Savings in water use
- Improvements in recycling

The Green Residential Building Award

This award is for the sustainable Irish housing project completed since 1st January 2011. It is open to one-off single homes or projects involving multiple units - e.g. apartment blocks to larger housing developments.

Apply for The Green Residential Building Award

Please address each of these in your 5 A4 page submission:

- Explain the size, location and any novel features of the building/scheme.
- When was it completed and what did it cost? Who was involved in the project (List the client, architect/contractors main contractor, developer and any other consultants)
- What makes the project special or really innovative?
- What proportion of the project involved recycled or local materials? Was there a waste and recycling strategy employed and what did this achieve?
- What was the embodied energy of building materials used?
- How well is the building positioned for access to public transport and other services.
- Provide information on the Energy Performance of the building - what is the kW usage per hour per square metre per annum for the project, and how does this compare with the norm for similar “standard” buildings? Has the building been monitored? If so what results have been achieved to date?
- Describe all the energy sources including any renewables, and the contribution they make. What levels of insulation have been achieved?
- What energy and/or water conservation measures were employed?
- How adaptable is the building for future uses?
- Accessibility - how easy is it for people with disabilities to use the facility?
- End of life of building - how much of the building can be recycled?

The Green Building Award

This award will go to the most interesting sustainable non-housing Irish building completed since 1st January 2011. This category is open to all non residential buildings or developments - offices, educational, leisure, hotels, industrial, public sector - anything not for residential use.

Apply for The Green Building Award

Please address each of these in your 5 A4 page submission:

- Explain the size, location and any novel features of the building. When was it completed and what did it cost?
- Who was involved in the project (List the client, architect main contractor, developer and any other consultants)
- What makes the project special or really innovative?
- What proportion of the project involved recycled or local materials? Was there a waste and recycling strategy employed and what did this achieve?
- What was the embodied energy of building materials used?
- How well is the building positioned for access to public transport and other services
- Provide information on the Energy Performance of the building - what is the kW usage per hour per square metre per annum for the project, and how does this compare with the norm for similar "standard" buildings?
- Has the building been monitored? If so what results have been achieved to date?
- Describe all the energy sources including any renewables, and the contribution they make. What levels of insulation have been achieved?
- What energy and/or water conservation measures were employed?
- How adaptable is the building for future uses?
- Accessibility - how easy is it for people with disabilities to use the facility?
- End of life of building - how much of the building can be recycled?

The Green Product Award

This award will go to the product introduced to the Irish market in the past 12 months which provides an eco-friendly solution as effective as its non-environmental equivalent. It could be a cleaning product, a service or anything that enables people, businesses and communities to create a more sustainable future. A key criteria is that it is an effective replacement of non-green traditional alternative.

Apply for the Green Product Award

When making your 5 A4 page submission please consider the following points:

- How does your product achieve its green objective - does it reduce emissions, remove harmful substances from the environment, enable a day-to-day business or domestic chore to be achieved with greater environmental effectiveness?
- What is the potential value of the market you are targeting?
- What would contribution to the reduction of CO2 would your product make if you achieve sale penetration in line with your business plan?
- Is the product manufactured in Ireland or imported?
- If manufactured in Ireland did you develop it or undertake R&D for eventual production here?

The Green Financial Institution Award

Open to any lending institution on the Irish market that can demonstrate their commitment to developing more sustainable business practices.

Apply for the Green Financial Institution Award

Is your bank or building society striving to reduce the impact its business operations make on the environment? What does your programme comprise? What have you achieved to date and what do you want to achieve in the future? How do you inspire your colleagues to get involved with your enterprise-wide initiatives and how do you communicate your green efforts to your clients?

The Green Financial Institution Award *continued*

The following points should be considered within your 5 A4 page application:

- Recycling and waste minimisation
- Use of “green” suppliers or materials
- Bio-diversity/improving natural habitats
- Energy and/or water efficiency
- Minimising traffic/use of vehicles
- Involvement of staff and wider community
- Environmental impact of internal policies e.g. cleaning policy and products

The Green Professional Services Award

Open to any accountancy, law firm, and management consultancy practice operating in Ireland who can demonstrate their commitment to developing sustainable business practices.

Apply for the Green Professional Services Award

The judges would like to hear about changes you have made to make your business more sustainable.

What have you achieved to date and what are your future goals? Do you communicate the need for developing sustainable business practices to your own client base and what are your programmes for inspiring change amongst the workforce?

In addition the following points should be kept in mind when making your 5 A4 page submission:

- Recycling and waste minimisation
- Use of “green” suppliers or materials
- Bio-diversity/improving natural habitats
- Energy and/or water efficiency
- Minimising traffic/use of vehicles
- Involvement of staff and wider community
- Environmental impact of internal policies e.g. cleaning policy and products

The Green Entertainment and Leisure Award

This award is open to any business operating in the food, drink, entertainment and hospitality sector who can demonstrate a comprehensive programme to minimise the impact that their business operations is having on the environment.

Category entrants will include Restaurants, Hotels, Concert and Sports Events operators, Pubs, Holiday Complexes, Tourist businesses, Sports facilities. Both single unit and multiple site operators can enter.

Apply for the Green Entertainment and Leisure Award

In your 5 A4 page submission please tell us about the activity you undertake to minimise the impact that your entertainment and leisure business has on the environment.

The following points should be addressed:

- Recycling and waste minimisation
- Litter control
- Use of “green” suppliers or materials
- Energy and/or water efficiency
- Minimising traffic/use of vehicles
- Involvement of staff and wider community
- Environmental impact of internal policies e.g. cleaning policy and products

The Green County Council Award

Open to county councils who have provided a comprehensive array of green-enabling services and who have actively encouraged businesses and consumers in the communities they serve to become greener in outlook and practice.

Apply for the Green County Council Award

As a county council you have a pivotal role to play in ensuring that your constituents have access to green-enabling services such as recycling facilities, bicycle paths and best environmental programmes in commercial and domestic waste. We would like to know how you both deliver these services (to what level) and how you interact with the community to ensure they are fully informed of the range and breadth of services you provide.

The following points should be borne in mind within your 5 A4 page submission:

- Recycling and waste minimisation
- Use of “green” suppliers or materials
- Bio-diversity/improving natural habitats
- Energy and/or water efficiency
- Minimising traffic/use of vehicles
- Involvement of staff and wider community
- Environmental impact of internal policies e.g. cleaning policy and products

The Waste to Business Resource Award

This new category is designed to recognize those company's that turn the waste created by one process into a resource which can then be used in the creation of a new business opportunity.

We want to see examples where the ‘re-use and recycle’ approach creates revenue and employment while at the same time diverting materials away from landfill.

Apply for the Waste to Business Resource Award

In your 5 A4 page submission, please consider the following:

- How does your process transform waste material into a useful/valuable resource?
- What have you achieved with your process commercially : sales, retail, distribution etc.
- What is the potential value of the market you are targeting ?
- What contribution does your process make in terms of sustainability and overall environmental impact e.g Co2 reductions, reduction in virgin materials through recycling etc.
- Is the waste indigenous or imported ?
- Did you develop your product or undertake R&D for eventual production here?

Please Note: Submissions which involve recovery are not suitable for entry- this award is specific to reuse and recycling.

The Green Healthcare Award

This award is open to any healthcare facility, of any size, public, voluntary or private, that can demonstrate a comprehensive programme to minimise the environmental impact of it's services while optimising outcomes for patients.

Category entrants will include:

All Hospitals: Acute, Maternity, Children's Hospitals etc., and Primary, Continuing and Community healthcare facilities; Community Hospitals, Psychiatric Hospitals, Health Centres, Day Centres, Mental Health and Community Nursing units.

Continued overleaf

The Green Healthcare Award *continued*

Apply for the Green Healthcare Award

In your 5 A4 page submission please tell us about the activity you undertake to minimise the impact that your healthcare facility has on the environment.

Entrants should consider the following:

- Procuring environmentally preferable products and services
- Waste reduction initiatives including of hazardous, clinical, food and general waste
- Completion of Green building initiatives
- Energy efficiency, generation and use of renewables
- Sustainable Travel initiatives for staff, visitors and suppliers etc
- Carbon and other greenhouse gas reduction initiatives
- Water resource efficiency
- Implementing a green healthcare business case

The Green Corporate Citizen Award

This award recognises businesses and organisations that enrich both the environmental and social fabric of its local communities and beyond. A candidate for this award recognises the benefit of an integrated approach that drives value for people, profit and planet. So if your company has "done its bit" and has had a real impact, tell us about it and what you've achieved.

Apply for the Green Entertainment and Leisure Award

In your 5 A4 page submission please try to include a paragraph or two on each of the following points where relevant:

- Support local causes
- Promote the public interest
- Engage with the community on an ongoing basis
- Partner with local NGOs
- Support local charities and social entrepreneurs
- Help upskill the community
- Help conserve and clean up nature
- Contribute to provision of facilities for children and other groups



GREEN AWARDS 2012

Questionnaire

Complete this short questionnaire and find out how close your business is to achieving environmental certification through the “Green Mark”. This may also assist you in completing the Green Awards entry		NO	In Progress	YES
<i>Our Business has implemented/practices the following;</i>				
1	Environmental Policy			
2	Specific Targets & Objectives set annually			
3	Produces an Annual environmental performance review			
4	Regularly measure and monitor relevant environmental impacts, consumption, emissions			
5	Has a “Green” team within the business			
6	Incorporate environmental policy and responsibilities into Job Descriptions, Induction and performance review			
7	Has conducted a review of the business and identified environmental opportunities for improvement			
8	Has a current environmental action plan			
9	Developed/adopted environmental benchmarks relevant to the business			
10	Compliant with relevant environmental legislation			
11	Communicate the businesses environmental policy and performance to stakeholders			
12	Provide training and support for employees in pursuit of your environmental objectives			
13	Materials Usage - conducted a review of materials usage and processes to identify opportunities to reduce consumption of raw materials			
14	Chemicals - conducted a review of chemical usage and identify potential risks/hazards and opportunities to reduce chemical consumption			
15	Emissions - conducted an emission review - Air, ground, water, noise - and taken steps to minimise			
16	Waste - Have conducted a Waste review and identified steps to take to reduce waste packaging waste - back door and internal			
17	Waste - Separate all waste arising and process them according to regulations			
18	Energy - conducted a lighting review and adopt plans to reduce consumption			
19	Energy - conducted a HVAC review and adopt plans to minimise consumption			
20	Energy - conducted an equipment review and adopt plans to minimise consumption			
21	Energy - conducted a process review and adopt plans to change/minimise consumption			
22	Green Purchasing - Conducted a review of suppliers and can identify Local, Regional & Irish suppliers and actively seek out Irish suppliers of goods & services			
23	Green Purchasing - actively engage in sourcing raw materials produced or manufactured in Ireland			
24	Transport - conducted a review of all transport used by the company, internal & external, and adopted plans/actions to minimise use of vehicles			
25	Transport - employees - actively engage with employees in identifying and supporting alternative forms of transport, other than private motor vehicles			
26	Transport - has installed an EV charging point at all company premises.			
27	Community Involvement - engages and supports local community initiatives			
28	Bio-diversity - reviewed the businesses local and regional impact on biodiversity and taken steps to minimise adverse impacts			



Sample Entry Template

Please note that this is *not* a template for your entry, but a sample. Feel free to put together your entry in whatever format you wish, but ensure that you answer all relevant criteria. The sample entry is divided into 5 sections:

1. Organisation and Team background
2. Overview of entry and outcomes
3. Main Body of Entry
4. Supporting Material
5. Summary

1. Brief background of organisation and team who worked on submission

- Include information here about your organisation, such as employee numbers, location(s) etc
- Include information about the relevant Team, such as number of members, how it fits within the organisation etc

2. Overview of entry and outcomes

- Include an overview of your entry, stating how it fits within the category and how it addresses the criteria

3. Main Body of Entry

Here you should address each of the points outlined in the category criteria.

For instance, in the Green Energy Category, you would address how your company has achieved a significant goal in any aspect of:

- Reduction of the reliance of Fossil Fuels
- Sustainability of the alternative energy supply
- Savings in CO2 emissions
- Saving in water use
- Improvement in recycling

Make sure, where possible, you focus on good hard information, backed up by solid facts and figures.

Include any other information that you feel clearly illustrates your point, and makes you a worthy candidate for your chosen category.

4. Supporting Material

- Here you should include supporting materials such as graphs, tables, pictures, screenshots etc. that you feel supports your entry.
- Please feel free to include the supporting material within the main body rather than it's own section

5. Summary

- Provide a short summary of your entry, including main points and outcomes



Entry Tips and Hints

PUTTING TOGETHER A GOOD ENTRY

There are definitely a few golden rules for assembling a good entry. Here are our top tips:

1. Think hard about the entry criteria and put yourself in the judges' shoes. What would really impress them? What do you do that your competitors don't do? Think hard about this and work out what makes you special and distinctive. In our view the best entries are usually initially considered by someone within the firm who is at Board level - our judges are all senior people and you need to think about your entry from their perspective. You, or some of your senior colleagues may even know some of the judges personally, in which case you should have an even better insight into the sort of things that will catch their eye. Once you've figured out what will appeal to them, draft your entry in the right language for the judges. In many cases we see entries prepared by junior people from the marketing team; the language is naive and the key selling points are often missed altogether. There is a role for the marketing team (mainly in dressing up and improving the presentation of your submission), but the best entries are usually driven by someone at Board level.

2. Enter the right categories. Some firms seem to bizarrely enter certain categories, and then ignore the one that they would stand a much better chance of winning. Think about this strategically from the start and go for the categories where you stand a good chance of being a finalist or winning

3. Facts are very powerful; and waffle or generalities cut very little ice with the judges. Remember, there are lots of ways of presenting data, and one may look a lot stronger than the others. For example, if your calendar year performance was better than your financial year, use this data. If your sales figures look dreadful, but your new enquiry levels are looking much healthier, focus on these. And remember there are some great ways of presenting graphs (the axis doesn't need to start at zero, which can make the steepness of growth figures look more impressive). We're not advocating you twist the truth; but we do feel it's within the rules for you to make the strongest possible case for your firm.

4. Don't write more than you've been asked to supply. There is a limit on the number of words and the number of pages you can submit. Don't go above this (the judges won't read reams of supporting information). In the same way don't do ultra minimal entries and simply rely on your profile to get yourself noticed (this can make you look arrogant).

5. Read the criteria and make sure you answer each point. Many judges like entries that follow the judging criteria, item by item. It enables them to compare one firm versus another and it gives an entry more order. You don't have to stick to this (entries can stand out because they purposely break this convention).

Entry Tips and Hints continued

6. Check everything carefully. Many entries include fundamental errors - mainly spelling or grammatical cock ups. Our judges are senior people and mistakes like this can grate with them.

7. Phone a friend. The events team working on the awards are happy to talk through draft entries and are always willing to give guidance. So if you want to try something a bit different, and would like our thoughts on that before you submit your entry give us a call - we'll do our best to give you a sensible steer.

8. Good presentation pays dividends. You are not judged on how pretty your entry looks, but busy judges are inevitably attracted to easy-to-read, neatly laid out entries. Some of the better submissions include simple, summary bullet points. The best presented entries often incorporate a range of small photographs, clever charts or graphs and other visual material that makes it very easy to assimilate and digest. Testimonials are very powerful too, and there are many clever graphical ways in which these can be highlighted.

9. Boast - don't be modest! Your positive opening words are crucial - so begin with the end! This is the hook which will encourage those judging to delve deeper. And don't ramble; get to the point, every word should count. Be proud of what you have done, this is one time when it is absolutely right to boast.

10. It is not often you are given the chance to legitimately **promote your business** and generate free publicity; so encourage and praise your team and you might be surprised to discover that you can legitimately win one of the most prestigious awards in the sector. What have you got to lose? And if you win, think of the huge marketing advantage that will give you.

Best of luck, and we look forward to receiving your entry!