



## ***ENTRY CRITERIA AND GUIDELINES***

### **17. RUSHLIGHT WATER MANAGEMENT AWARD**

#### **Award**

Awarded to the technology or innovation that reduces the use of water in a commercial or consumer setting, manages storm and flood water or controls water flow and distribution for the benefit of the environment.

#### **Background**

A combination of greater extremes of weather, the carbon footprint of drinking water supply services and the low reserves of drinking water in some regions makes it necessary to optimise the use of potable supplies and manage storm and flood water effectively. Water continues to be in the headlines in the context of drought, flooding and sea defences. The goal has been set in the UK to reduce the use of water by 20% by 2020 compared with the levels of 2007.

#### **Entrants**

This award is open to any kind of innovation, technology, product, system or process that can significantly reduce the amount of water that is consumed or manage the flow and storage of water to safeguard the environment. The winning entrant may have a product or system that avoids water wastage, that enables less water to be used for a given purpose, that harvests rain and storm water, that helps to prevent flooding, that manages water so that ultimately a greater proportion of potable water is used for drinking or that enhances overall water usage efficiency.

#### **Purpose of the award**

The award is designed to identify, celebrate and publicise a technology, product, system, innovation or process that has and can be adopted or used to reduce the use of potable water for non-drinking purposes, to bring suitable water supplies to where they are needed or to minimize the environmental impact of surplus water.

#### **Specific criteria**

The key criteria that the judges will be focusing on are:

1. The importance and novelty of the innovation in addressing a specific issue ( /20)
2. The “cleverness” of the innovation, which may include either its simplicity or its complexity ( /20)

3. The evaluation of the innovation: the bigger the impact on water volumes the better (/15)
4. Whether and how the innovation can be replicated, sold or multiplied to increase the beneficial effect for society ( /15)
5. Evidence of the efficacy or effect of the innovation ( /10)
6. The holistic impact of the innovation on the environment. (/20)

### **Entry form**

The Entry Form has the following sections to be completed:

- **Summary:** This is where you set out a synopsis of what the process or technology is and does. This summary will be used as the descriptor should you be shortlisted
- **Project status:** This is where you explain the stage that the project, innovation or technology has reached.
- **Description:** Please set out under this heading as much detail as you can to make the technology development, innovation or process understood. You can include confidential and commercially sensitive information here and it will be treated as such, provided you mark it as being sensitive.
- **Innovative aspect:** This is where you explain the really clever bit. How have you addressed the problem or avoided the issue or organized the process? Again, please mark “commercially sensitive” or “confidential information” accordingly.
- **Benefits:** This is where the evaluation of the concept will be made. Please include in here as much evaluated detail of the benefits as possible. Examples include some sense of financial benefit, cost savings, price adjustments, expected or achieved sales effects, greenhouse gas emission reductions or other directly attributable benefits of the process or technology. Third party verified data is especially valuable.
- **IP ownership:** Set out here who owns what patents associated with the technology and clarify precisely the development that has been achieved by the applicant organization(s).
- **Additional information:** No form can cater for all eventualities and so this provides space for further explanation or details.

Lastly, if the form does not provide enough space or the questions are not directly relevant, then please send further material as an attachment to your entry email. Up to two attachments can be sent, each one no more than 5Mb in size.