



ENTRY CRITERIA AND GUIDELINES

24. RUSHLIGHT RESPONSIBLE PRODUCT OR SERVICE AWARD

Award

Awarded to the product or service which has achieved the most impressive reduction in its impact on the environment either through its use by the consumer or by educating the market.

Background

Many environmentally preferable ideas require a fundamental shift in consumer behaviour to achieve the desired result. This typically takes time and so any benefit is delayed. It is within the power of a manufacturer or service provider to deliver a product or service that encourages the consumer to reduce their environmental impact. If the consumption of the product or service results in a reduced impact on the environment, then an ensuing better state for the environment is not reliant on a change in the consumer's habit of consumption. Manufacturers and service providers can make an enormous difference by altering the choices for the consumer at a time when consumers are also demanding better environmental performance of the products and services themselves.

Entrants

This category is designed to include any product or service that results in a reduced impact on the environment through its mode of consumption and enjoyment. It can be an entirely new product or one that improves on or displaces an existing product or service.

Purpose of the award

The award is designed to celebrate and publicise the significant achievements of manufacturers and service providers in reducing the environmental impact by consumers. It can inform the consumer about what is happening, encourage best practice and promote systems and procedures that are attractive to an increasingly aware consumer group.

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 problem that has been solved or the greater the technology advancement that has been made 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.