



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

### **28. RUSHLIGHT SUSTAINABILITY INITIATIVE AWARD**

#### **Award**

Awarded to the most significant initiative, programme, project, product or process that has facilitated or advanced the adoption of clean energy and other sustainable solutions across a community or in the marketplace.

#### **Background**

There are plenty of examples in the sustainability space which illustrate how it takes more than just a great product or service to break into the market or to be adopted by a community. A permanent move towards sustainability requires the market or the users to be informed effectively and then encouraged to adopt the sustainable alternative. The subsector where this is probably most acute is in energy efficiency where the money-savings, along with the environmental benefits, did not prove to be a strong enough attraction for consumers and industry for a long time. Resource reuse and recycling is having to address a similar participation lethargy. Subsidies have made renewable energy adoption more widespread and successful, but this has still involved some innovative thinking, especially in the marketing, financing and local community relations areas.

#### **Entrants**

This category is designed to include any initiative, programme, practice, product, service, process or innovation that has resulted in the successful adoption of any sustainable solution across a community. This can be within a group of companies, across an industry sector, within the community in a geographical location, in a market subsector or across the whole market. The activity or product can be a technology, a financial product, a public relations activity, a marketing campaign, the development of infrastructure, a community engagement activity or a business initiative.

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

The award is designed to celebrate and publicise the significant achievements of innovators who have advanced the adoption of sustainable solutions. It can inform society generally about what is happening, encourage best practice and promote products,

systems and initiatives that are attractive to an increasingly aware supply chain, end customer and concerned society.

### **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.

