



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

### **30. RUSHLIGHT AWARD**

#### **Award**

Awarded to the most significant project, product, service, technology, innovation or initiative that has had and has the potential to have in the future the largest impact in reducing the embedded environmental footprint of current society's activities.

#### **Background**

The interests and focus of the environment, energy, water and waste sectors are converging. One Planet Living and the concept of an embedded environmental footprint require a holistic view to be taken to assess the merits of a new technology, initiative or development and that is why these awards have such a breadth of coverage.

#### **Entrants**

The winners of the awards 5, 9, 15, 22 and 29 will automatically be entered into this category of the awards. This category cannot be entered into directly.

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

The award is designed to celebrate and publicise the leading achievement in addressing a key environmental issue in the last two years by an organization.

#### **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 ( /15)
2. The "cleverness" of the innovation, which may include either its simplicity or its complexity ( /15)
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)
7. The likely timing of the benefit that will ensue from the technology: the sooner the better. ( /10).

**Judges**

The leading experts who will form the judging panel are listed on the Judges Page.